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Kentico Scores Big in new Ars Logica Study of WCM Market

Earns Strong Performer rating; "No other enterprise CMS, e-commerce, and online marketing suite matches it for anything close to the price"

Bedford, New Hampshire, USA, April 3, 2018—[Kentico Software](#), a fast growing provider of content management systems (CMS) with offices in Europe, Asia Pacific, and North America, has just received high marks from Ars Logica, a high-touch consulting and advisory firm based in Boston. The firm awarded Kentico a "strong performer" rating as it reviewed 15 leading Web Content Management (WCM) platforms.

"Kentico EMS 11 is a platform that demonstrates strong, even performance across all eight evaluative categories in the Compass Guides to WCM," the report reads. "It proves particularly strong in Ease of Administration and Enterprise Tech Stack Leverage. While the product may not set the bar in any one category, it does so for overall value. No other enterprise CMS, e-commerce, and online marketing suite matches it for anything close to the price."

The firm's "Compass Guide" study looked at each WCM product from both the IT and general business user's point of view. Kentico EMS scored 7 out of 10 or better in categories ranging from Scalability, Flexibility, and Ease of Administration to Content Marketing Tools and Momentum & Strategic Vision.

"We've been working very hard to attain this level of performance and ROI in our product," explained Kentico's Founder and CEO, Petr Palas. "Our most recent version of product, Kentico 11, was a watershed moment for us in many respects. Not only did it feature a long list of functional improvements such as GDPR compliance features and dramatically enhanced e-commerce capabilities, but also greater connectivity to the corporate technology stack." Palas continued, "Kentico today is capable of powering digital marketing initiatives for the world's largest corporations."

About Ars Logica

[Ars Logica](#) is a high-touch consulting and advisory firm based in Boston. They cover fast-paced markets and disruptive technologies, yet know that the best way to serve clients is through real-time, face-to-face conversations about specific problems and goals.

The firm maintains a continuously updated comprehensive matrix of the feature-functionality of most WCM, CXM, and DAM vendors' products and solutions. It also receives frequent briefings from vendors and has in-depth conversations and consulting engagements with their customers, ensuring that Ars Logica always understand the actual state of vendors' offerings as well as their forward-looking strategic directions.

About Kentico

Kentico Software was launched with one vision in mind—to build exceptional digital platforms that allow clients to connect with their customers, surpass their business goals, and achieve digital marketing and e-commerce success. The product line includes [Kentico EMS](#), the all-in-one CMS, E-commerce, and Online Marketing platform, and [Kentico Cloud](#), the comprehensive cloud-first headless CMS and digital experience platform.

Kentico EMS's rich selection of out-of-the-box web parts, easy customizations, and open API quickly gets websites operational. The all-in-one platform combines a full set of integrated solutions, including Online Marketing, E-commerce, Online Communities, and Intranet and Collaboration. Kentico EMS allows you to manage contacts and campaigns, track the customer journey, provide global e-commerce functionality, and measure and analyze the results to create and manage customer experiences easily in a dynamic business environment.

Kentico Cloud is the cloud-first headless CMS and digital experience platform. Users can manage structured content for multichannel delivery, use the API-first CMS to display that content on any website or device, and track visitor interactions to personalize the digital experience.

Kentico has 1,000 digital solution partners and powers 25,000 websites across 100 countries. Founded in 2004, Kentico is a Microsoft Gold Certified Partner headquartered in the Czech Republic with offices in the US, UK, Netherlands, and Australia. Customers include Gibson, Twinings, Ingram Micro, Mazda, Kingspan, Segway, and Allergan.

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