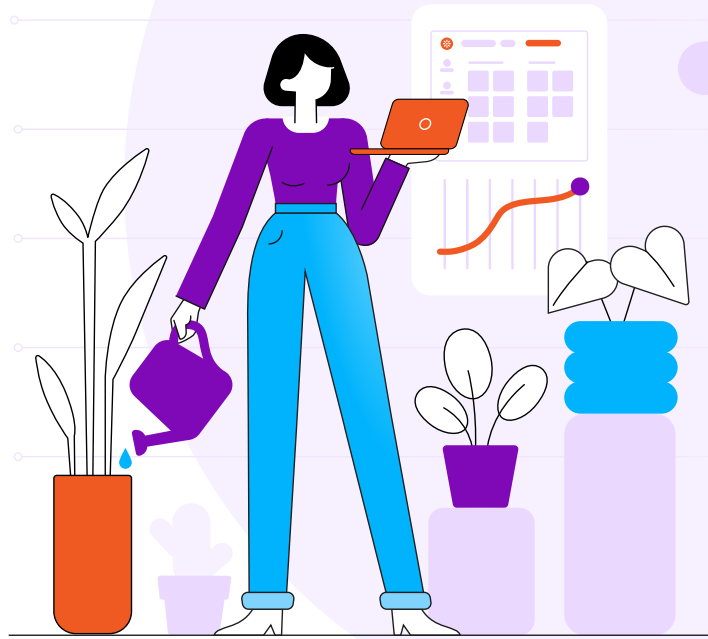




Kentico



Ebook

Meet Xperience by Kentico: The DXP that helps you grow.

kentico.com

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Empower your marketing team with a cutting-edge DXP.

It always stands out when you need to onboard a new marketing team member: as the business grows, your technology stack becomes a maze of tools, interfaces, connectors, and workarounds. Your new colleague may constantly ask: Why is it so complicated? How can I excel at my job if I spend a lot of my work hours waiting for developers to assist me?

Overly complicated technology costs money and wastes time and resources. But in many cases, the solution is quite simple: a multifunctional digital experience platform (DXP) that suits your current needs and can be easily scaled and updated.

A streamlined solution empowers marketers to achieve more with less effort and in less time thanks to lower technology demands, ease of use, transparency in pricing, and a clear roadmap for future development. This solution fits your current tech stack and allows you to grow in whatever direction you please for the foreseeable future (and then some). What's not to like?

Organizations struggle because...

- their current CMS is complex to manage, slowing things down
- their costs are spiraling (overly-cumbersome CMS for their needs, dealing with multiple vendors)
- the complexity of their tech stack is out of hand (one tool per activity, labyrinthine backend, poorly integrated, complicated to do simple things)

And what they need is...

- consolidation of the tech stack
- the power to do more with less (and faster)
- transparency around pricing and roadmap
- if they never had to buy another CMS, that would be great!

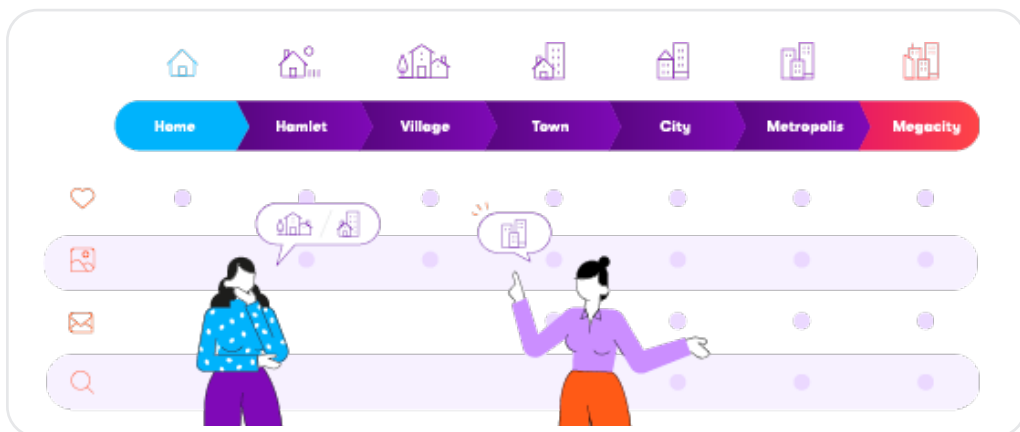


Why your digital maturity matters.

Digital maturity is a measure of how prepared and capable a company is to leverage digital technologies and strategies effectively to achieve business objectives and provide exceptional customer experiences.

In this ebook, we'll explore why understanding your digital maturity is key to choosing the right digital experience tools and how a streamlined digital experience platform (DXP) like Xperience by Kentico can empower your organization to break free from the shackles of complexity to drive better business outcomes with less.

Understanding your digital maturity is vital because it offers insights into your organization's digital capabilities and its ability to harness them for growth and innovation. Without a clear understanding of its digital strengths and weaknesses, you may invest in inappropriate technologies or strategies that fail to yield the desired outcomes. This lack of understanding can result in wasted resources, missed growth opportunities, and an inability to keep pace with competitors.



Furthermore, it may lead to inconsistent customer experiences across different digital channels that can frustrate customers and deter them from engaging with the brand. Ultimately, this can lead to decreased customer satisfaction, revenue loss, and damage to brand reputation. Undesirable, to say the least.



If you know your digital maturity, you can set realistic and achievable goals for digital transformation. Then, by aligning these goals with your current capabilities and future aspirations, you can develop a roadmap that outlines the necessary steps to reach your objectives and prioritize initiatives and investments based on their potential impact on business outcomes.

Knowing how digitally mature your company is serves as your roadmap for digital transformation, steering you toward achieving your business goals in an increasingly digital-centric world.

As you can imagine, digital maturity matters significantly when selecting a DXP because it directly influences the effectiveness and success of your digital initiatives. Here's why:

- Understanding your digital maturity helps ensure that the DXP you choose aligns with your growth goals and can accommodate your evolving requirements.
- Knowing your digital maturity level allows you to prioritize features and functionalities that are most relevant to your stage of digital evolution, ensuring you invest in areas that will deliver the greatest impact on your business objectives.
- As your digital maturity increases, so does the complexity of your tech stack. A DXP should seamlessly integrate with your existing systems and support interoperability across various platforms and tools.

When you understand your digital maturity level, you can confidently select a DXP that not only meets your current needs but also supports your organization's digital transformation journey.



The background is a solid purple color. There are several decorative circles: a large thin white circle in the top right, a solid orange circle overlapping its bottom left, a large thin white circle on the left side, a large solid blue circle in the bottom right, and a smaller solid red circle overlapping the top right of the blue circle.

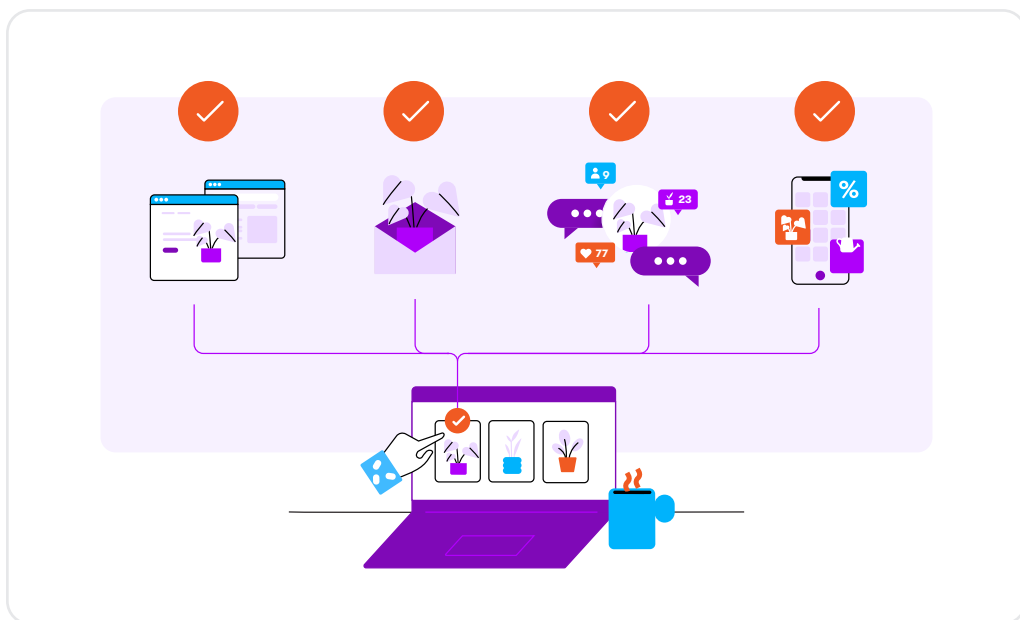
**Enter Xperience
by Kentico.**

Discover Xperience by Kentico.

Xperience by Kentico is a digital experience platform (DXP) designed to help your team create and deliver exceptional customer experiences on your website and other channels. It does this by providing all the tools you need now and all the scope you need to grow. So, wherever you are along your digital maturity journey, Xperience by Kentico is the right platform for you.

At its core, is a content management system (CMS), because no matter which channels you're engaging customers with, you're doing it with content. All your content (copy, images, videos, etc.) is therefore stored in one central hub from which it can be published anywhere across your websites, channels, and emails.

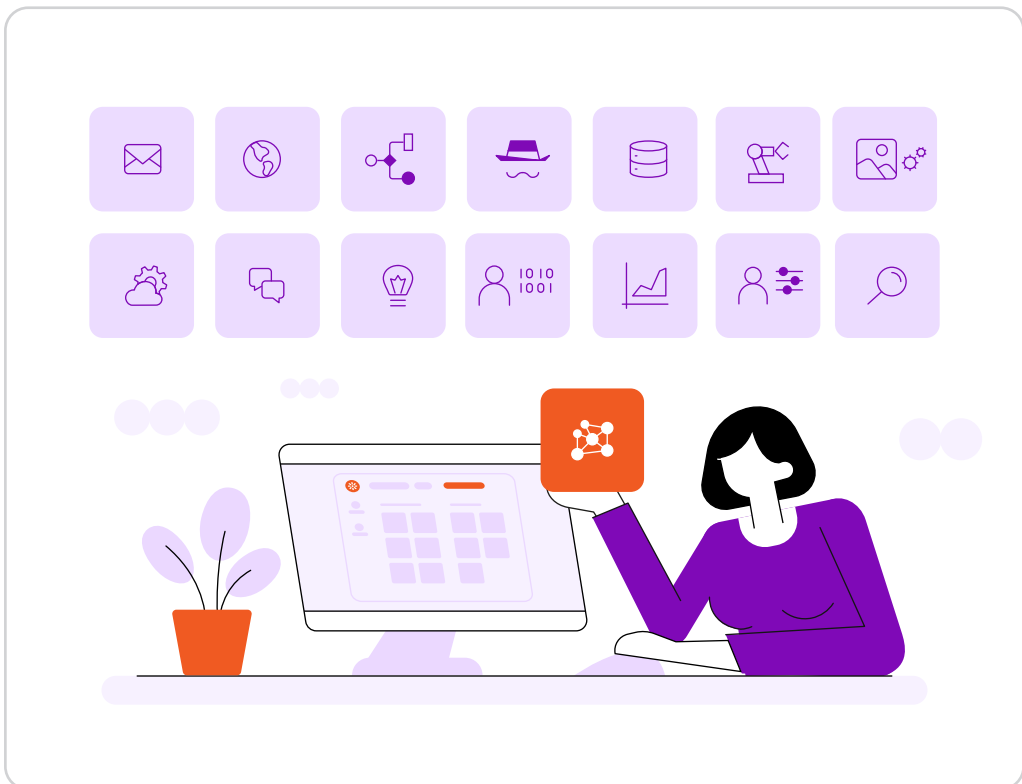
Seamlessly integrated with your CMS are the other tools you require to deliver multichannel customer experiences. Xperience by Kentico comes out of the box with the most important ones, and you can add all your favorite third-party tools just as seamlessly through APIs.

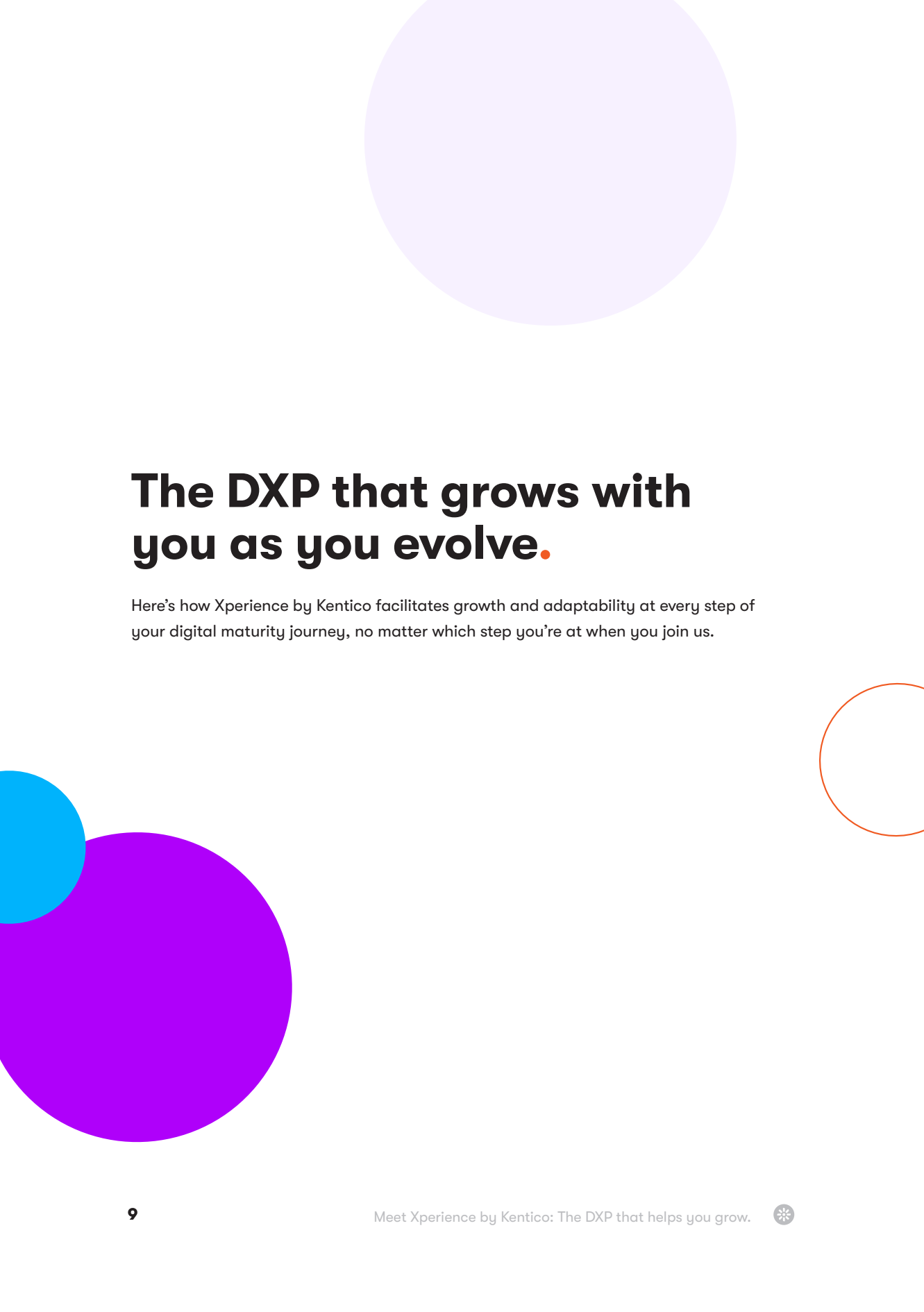


So, you can build the perfect digital experience solution for your business with the precise tools you need, and you can manage them all from one place. Then, as your organization grows and evolves along its digital maturity roadmap, Xperience by Kentico seamlessly scales and adapts, ensuring that your digital experience capabilities evolve in sync with your strategic objectives and technological advancements.

And what's more, all this is wrapped in an intuitive, easy-to-use platform with low-code tools that empower your marketers to get on with doing what they do best without the help of IT!

Xperience by Kentico brings your tech stack all under one roof, scales in sync with your business goals, and empowers marketers to manage content independently.



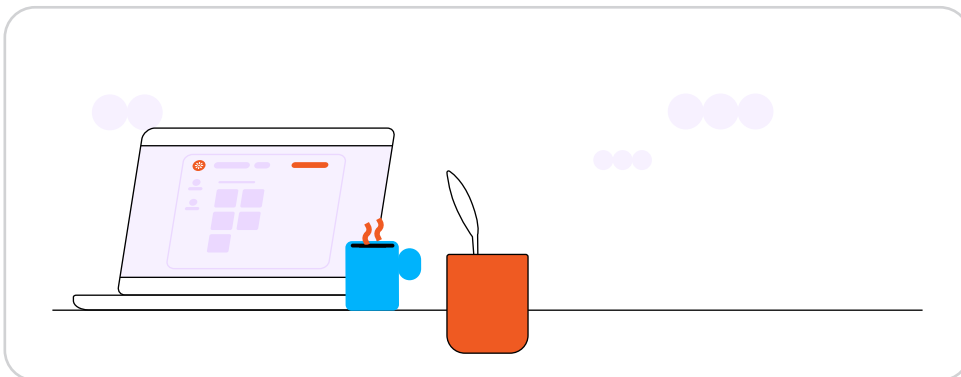


The DXP that grows with you as you evolve.

Here's how Xperience by Kentico facilitates growth and adaptability at every step of your digital maturity journey, no matter which step you're at when you join us.



1. Start small and perfectly formed



Faster to market

Whether you choose our SaaS option or to deploy it on your own servers, Xperience by Kentico's architecture is faster and more flexible to implement, requiring fewer people to get you ready for market (and that means achieving ROI sooner). If you want to move to SaaS later, it's ready and waiting.

Pre-built functionality

Xperience by Kentico offers a comprehensive range of ready-to-go capabilities, like CMS, SEO, personalization, AI email writing assistant, and customer insights right out of the box, ensuring a smooth and efficient setup process.

Utmost flexibility

Xperience by Kentico has been designed to mold around your specific needs. You can customize and integrate it to your heart's content. Even our headless capabilities are optional. So, you can ensure marketers have all the agility they need as well as all the tools they require.

Comprehensive onboarding resources

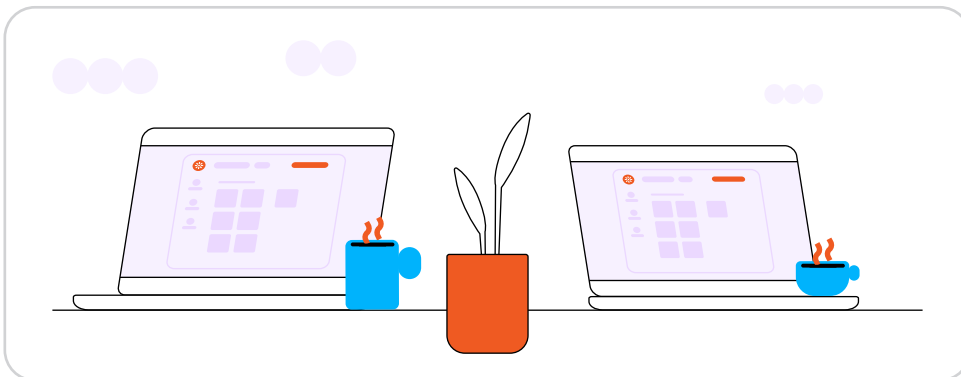
Comprehensive onboarding and training resources prioritize user success while guided walkthroughs and extensive documentation ensure quick familiarization and empower users to unlock its full potential fast.

Seamless integration

Xperience by Kentico seamlessly integrates with your existing tools via APIs. This means you can leverage your investments (like Customer Relationship Management [CRM], Product Information Management [PIM], etc.) and workflows while benefiting from the enhanced capabilities and features offered by Xperience by Kentico. No technology compromises. And what's more, all your tools are consolidated into one DXP.



2. Empower marketers with easy-to-use tools they can learn quickly



Easy-peasy content squeezy

Your team can hit the ground running with our intuitive admin interface for all tools—all from one interface! Designed for the modern-day non-technical user, your team can manage content across websites, emails, digital channels, and devices all from one place with confidence and speed.

Get more done in less time

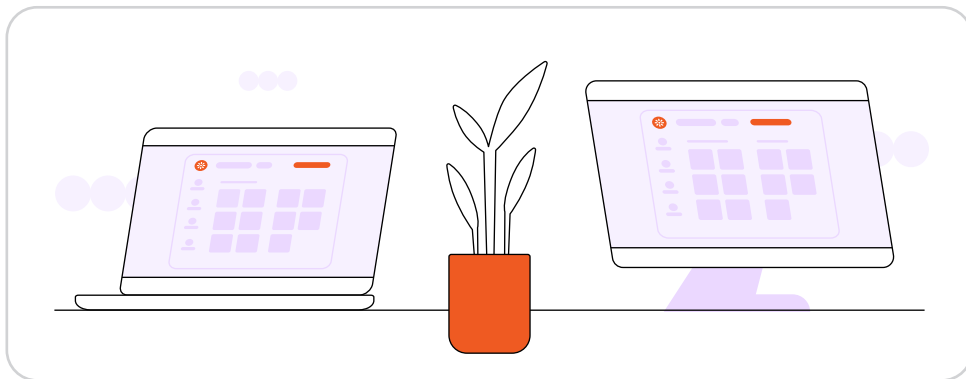
Ready-to-go low-code tools enable marketers to create pages, design campaigns, and build applications without the help of IT! Page building, email marketing, SEO, customer tracking, personalization; all in the hands of those who need them. A recipe for agility.

A content-first approach

Xperience by Kentico allows you to save all your content in one central content hub. Each new content item can then be easily reused anywhere. And when it needs updating, all instances will update dynamically. (Think FAQs, testimonials, special offers... genius!)



3. Grow your skills, tools, and customers



Increase channels as you evolve:

As your company and team grows in digital maturity, you're ready to start adding more bows to your string. Twitter? Mobile app? Chatbots? Xperience by Kentico was designed to integrate with all the tools and channels you could want (even if they haven't been invented yet) for a seamless experience across them all. Now that's future proof!

Add languages and localization:

Before you know it, you're taking the company global. It's time to ensure your content is available in local languages and currencies and that these are shown to users based on location or preferences. Yep, Xperience by Kentico can do that.

Effortlessly scale to meet demand:

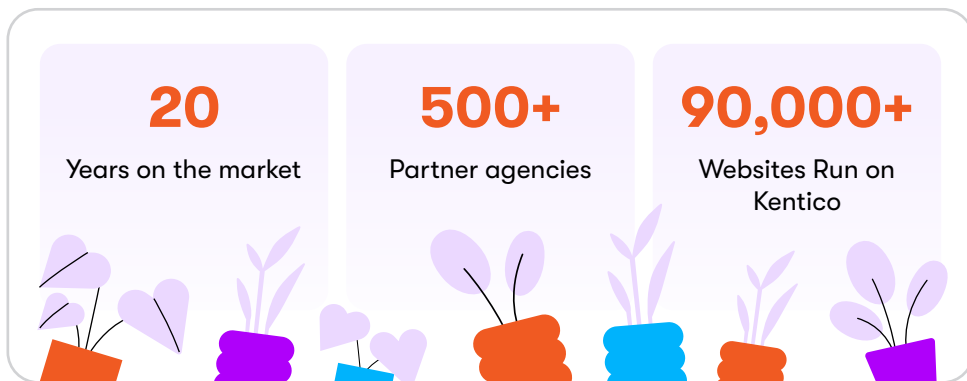
Your traffic is through the roof. Luckily, Xperience by Kentico's scalable infrastructure effortlessly accommodates growing user demands by seamlessly scaling resources up or down based on usage patterns, ensuring optimal performance regardless of fluctuations in traffic or data volume.

Graduate to SaaS when you're ready:

Of course, the option of going SaaS is still available for infinite scalability. It comes with all sorts of other benefits too, of course. Like automatic updates keeping you at the cusp of cutting-edge technologies, and all maintenance, backups, security, monitoring, and troubleshooting are handled by us.



4. You're in good hands



What you see is what you get

At Kentico, we take transparency seriously. We publish our [prices](#) and our [roadmap](#) on our website so you know where we're going and how much it will cost to join us. No hidden costs. If our solution is not right for you, we'll tell you.

World-wide community of experts

Our vibrant community of digital agency partners know our platform inside out and can build you the bespoke website of your dreams, using best practices and a little bit of magic.

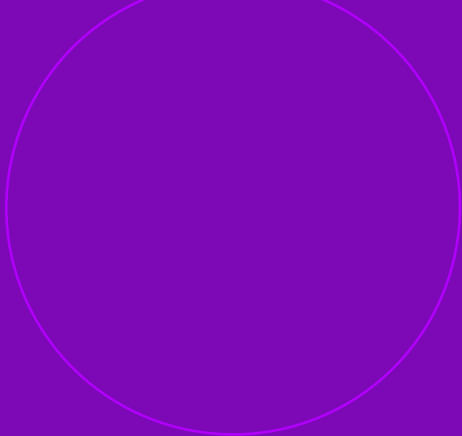
First-class support

We take pride in our level of support, and it seems our customers agree, as we scored significantly higher for support than competing solutions in the Grid® Report for Digital Experience Platforms (DXP) Winter 2024. With unlimited 24/7 email support to all clients with a valid maintenance contract, you can be certain of getting the expert support you need, whatever time of day it is.

Our ear is to the ground

We actively listen to our partners' and clients' ideas, feedback, and suggestions for new features and improvements to ensure user priorities are always at the forefront of product enhancements.





Success stories with Xperience by Kentico.

99%

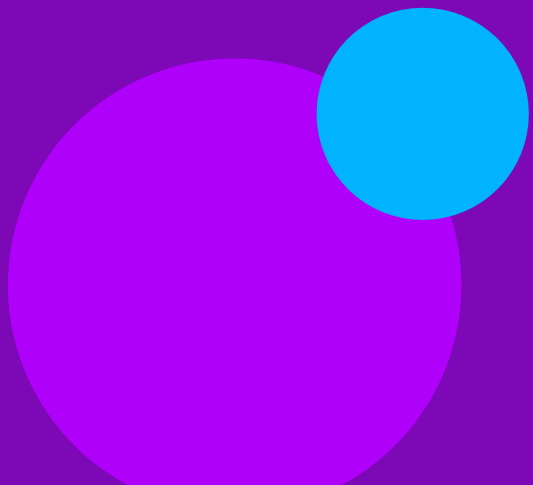
rated Kentico
4 out 5 star

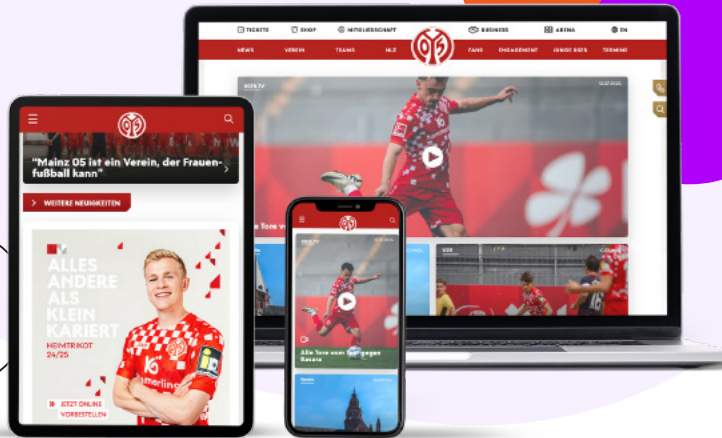
98%

say we're heading
in right direction

93%

would recommend
Kentico





Mainz 05, the renowned German football club, was struggling with specific customization requirements and the need for a platform that could adapt to their digital landscape. They wanted centralized user data, platform scalability, marketing automation, integrated ecommerce, and to deliver a seamless customer journey.

Teaming up with Kentico and implementation partners **kuehlhaus AG** and **Bluesoft**, they launched their new website on Xperience by Kentico.

Xperience by Kentico enabled Mainz 05 to achieve their goals while minimizing overhead and maximizing ROI. The successful website launch sets the stage for future digital marketing enhancements and centralized channel management, fulfilling the club's vision for a comprehensive and efficient digital strategy that would engage fans and bolster loyalty.

- **Smooth development process**
- **Tailored solution**
- **Centralized user data**
- **Flexibility and scalability**
- **Marketing automation**
- **Personalization**
- **Seamless multichannel customer experiences**
- **Optimized processes and workflows**
- **Empowered to grow alongside maturity level**



“

The decision to relaunch our website on Xperience by Kentico marks a milestone on our digital transformation journey. Xperience by Kentico will sustainably improve the digital fan journey and optimize our internal processes.”

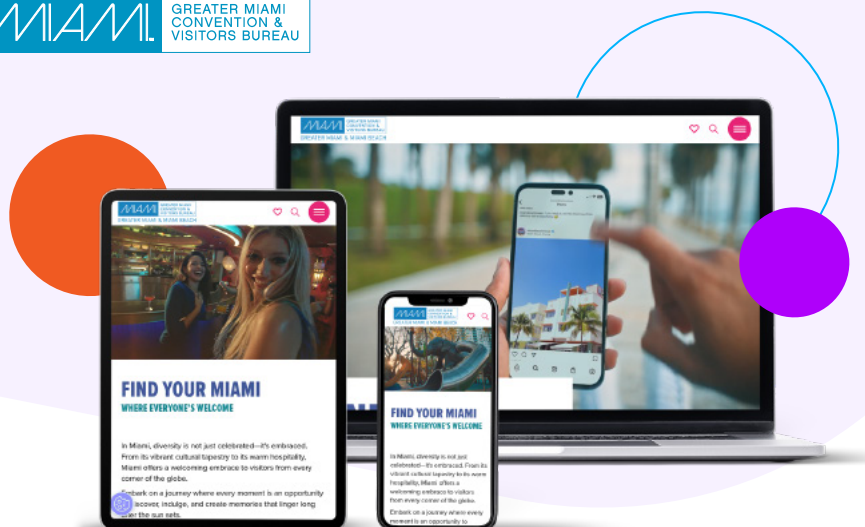


Tobias Sparwasser

Director of Communications & Media,
1. FSV Mainz 05



Read the full story



The Greater Miami Convention and Visitors Bureau

(GMCVB) aims to increase travel demand to the region and maximize benefits for the local community, including boosting local industries and quality of life. They needed a future-proof digital experience platform (DXP) capable of personalization and marketing automation. One that would allow the integration of numerous systems and the bilateral flow of data that would enable them to promote their partners more effectively. GMCVB turned to [Ntara](#) to build their new [miamiandbeaches.com](#) website on Xperience by Kentico.

Through close collaboration with Kentico's Customer Success team, Ntara successfully built a 3,500-page site catering to four distinct persona groups. The significantly improved website is faster, more responsive, and more cost-effective to maintain. With reduced hosting costs and improved backend speed, GMCVB now enjoys a streamlined user experience and enhanced content management capabilities. Moreover, Kentico's marketing features empower GMCVB's marketing team to deliver personalized messaging to different audience segments, driving better website performance and customer satisfaction.

- **Future-proof DXP**
- **Super-fast admin interface**
- **Persona-based personalization**
- **Seamless integration with multiple systems**
- **Dramatically reduced hosting costs**
- **Improved backend site speed**
- **More responsive, with 300% faster data import**
- **Access to regular new feature updates**
- **Scales with GMCVB's evolving needs**



“

We are very pleased with our digital solution on Xperience by Kentico. It allowed us to launch the website quickly and now we can scale and add more features as needed. Search performance on our website has already increased significantly and we are planning additional features such as marketing automation and personalization.”

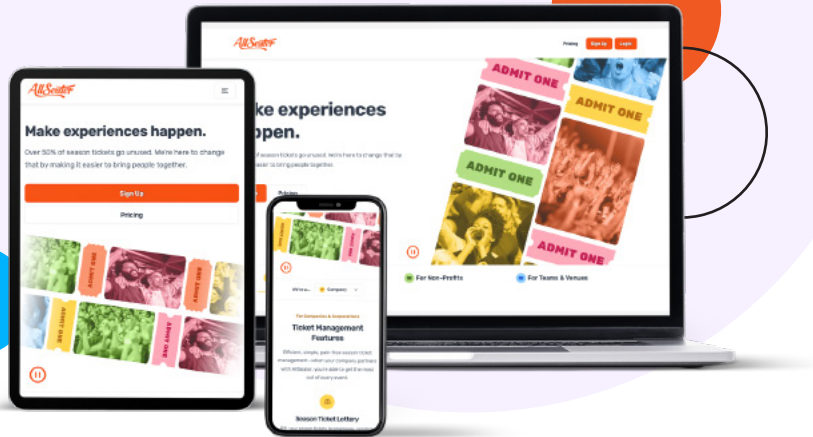


Josie Llado

AVP, Digital Marketing, GMVCB



Read the full story



[AllSeater](#) is set to revolutionize ticket distribution through an innovative service that facilitates fair ticket allocation through a randomized lottery system, maximizing ticket value. The company understood the importance of a vibrant online presence so, alongside digital agency [Red Door Interactive](#), they opted for Xperience by Kentico.

With native CMS and marketing capabilities, Xperience by Kentico addressed their security concerns and enabled seamless integration with their ticket management system. Even before launching their service, AllSeater's website attracted interest and sign-ups, transitioning seamlessly to driving e-commerce conversions post-launch.

Leveraging the platform's built-in features, AllSeater streamlined processes, from automatic account creation to centralized content management, and is now equipped for success, benefiting from transparent pricing and a version-less platform ensuring future readiness.

What stands out most to the AllSeater team is Xperience by Kentico's lightning-fast admin interface and hybrid headless architecture, allowing content reuse across channels without the [drawbacks of pure headless systems](#).

- **AllSeater sign-up page**
- **Lightning-fast admin interface**
- **Hybrid headless architecture**
- **Seamless integration**
- **Streamlined processes**
- **Centralized content management**
- **Intuitive visual editing tools**
- **Reliable support**
- **Built-in capabilities**
- **Transparent pricing**
- **Version-less platform for future readiness**



“

I've been very impressed with the capabilities of Xperience by Kentico. The fact that I can store all my media, update forms, bullet points, FAQ's, and more in one place gives me great peace of mind when making real-time updates to the website. The admin hub is well organized and easy to use, and it doesn't take away from the great user experience on the website.”



Gary Peterson

CEO, AllSeater



Read the full story

About Kentico.

Kentico is an award-winning provider of digital experience platforms that enable businesses to drive better outcomes with fewer resources by delivering multichannel digital experiences using a hybrid headless approach. Its digital experience platform (DXP), Xperience by Kentico, minimizes overhead by focusing on real customer needs. With a wide set of capabilities, it empowers teams to deliver better customer experiences through multiple channels faster.

Thanks to Kentico, marketers can craft consistent personalized customer journeys from awareness to advocacy using built-in low-code, no-code tools. They can experiment with new marketing channels and improve the maturity of their marketing ecosystem, while enhancing business and marketing agility. Kentico offers excellent Time-to-Market and Total Cost of Ownership (TCO), market-leading support, SaaS or on-premises deployment, and is backed by a global network of implementation partners.

Ready to know more?

Able to grow with you on your digital maturity journey, scale with you as you enter new markets and delight more customers, mold itself around your precise specifications, and keep you at the forefront of customer experience delivery, we believe Xperience by Kentico is the last CMS you'll ever need.

We invite you to experience the future of digital experience platforms with Xperience by Kentico.

Schedule a free demo today!

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