



**Kentico**

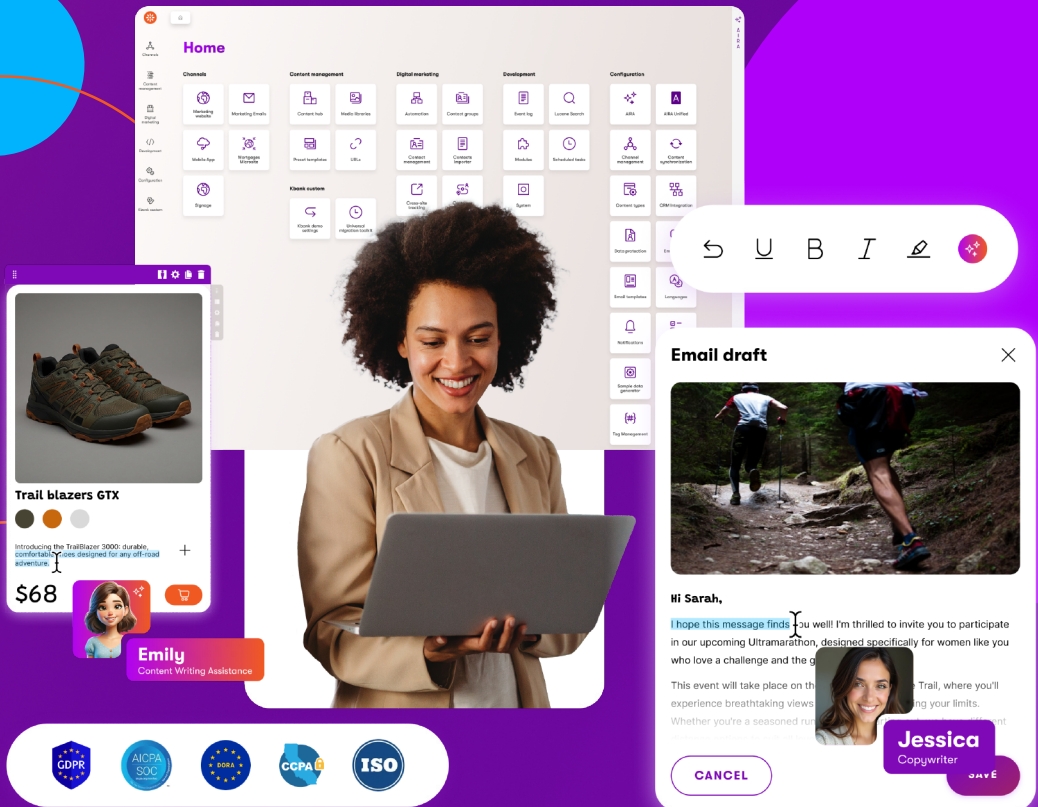


**Guide**

# A Practical Guide to Upgrading from Kentico Xperience 13 to Xperience by Kentico.

**One platform, endless possibilities: future-proof your digital experience with Xperience by Kentico.**

[kentico.com](https://kentico.com)



Upgrade from Kentico Xperience 13 (and older versions) to Xperience by Kentico and get access to a flexible, future-proof digital experience platform with built-in AI. This ebook provides a step-by-step roadmap, actionable insights, and best practices to ensure a seamless upgrade.

# Table of Contents.

- Why Upgrade?** ..... 4
- Project Path: Understanding Upgrade vs. Migrations.** ..... 5
- Preparing to Upgrade.** ..... 6
- The Upgrade Roadmap.** ..... 7
- Common Challenges and How to Overcome Them.** ..... 9
- The ROI of Upgrading to Xperience by Kentico.** ..... 10
- Upgrade Wins for Every Industry.** ..... 11
- Upgrade Checklist.** ..... 13
- About Kentico.** ..... 14



# Why Upgrade?

If you're reading this, chances are your business has grown, your digital needs have evolved, and you're starting to wonder what you may be missing out on with a legacy platform. Xperience by Kentico gives your marketing and development teams a unified platform, complete with digital marketing, content management, and native AI that helps your team improve efficiency. This includes AIRA Agentic Marketing Suite and AI tools in KentiCopilot that reduce complexity and accelerate delivery to help you create impactful digital experiences for your customers.

We'll help you navigate your upgrade with practical guidance and real-world examples so you can move forward with clarity and confidence.

## What's in this ebook?



- ✓ Understand your best path forward
- ✓ Clarify whether to upgrade or migrate and see what's right for your business
- ✓ Build a clear, actionable upgrade plan
- ✓ Align your team with a roadmap that reduces risk and accelerates progress
- ✓ Avoid common pitfalls and delays
- ✓ Learn from proven approaches to keep your upgrade on track
- ✓ Maximize value from your platform investment
- ✓ See how to unlock greater efficiency, flexibility, and long-term scalability

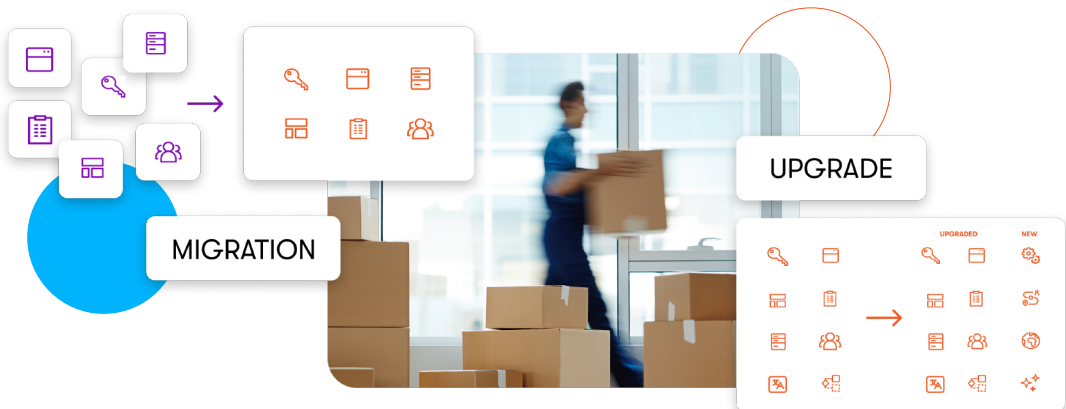
**Let's get started.** 



Section 1:

# Project Path: Understanding Upgrade vs. Migrations.

	What it means	Best for
 <b>Upgrade</b>	Moving from Kentico Xperience 13 and older versions to Xperience by Kentico while keeping core content, media, website experiences, and customer data intact.	Kentico Xperience 13 and older version users who want modernization without rebuilding from scratch.
 <b>Migration</b>	Moving from another CMS (e.g., Sitecore, Optimizely, WordPress) to Xperience by Kentico. Requires data migration and an application rebuild.	Businesses looking for a completely new platform with enhanced marketing and content management features.



# Preparing to Upgrade.

Follow these three steps to set the foundation for a smooth transition.

## Step 1: Assess your current setup

Before upgrading, take a focused look at where your current setup is limiting you, and where you want to go next.

- Where is your current platform slowing teams down (content, workflows, integrations)?
- Which capabilities are missing or difficult to scale (multi-site, personalization, AI readiness)?
- Define what success looks like post-upgrade

**Outcome:** A clear view of what to improve, not just what to carry forward. You'll have a defined view of what success looks like post-upgrade.

## Step 2: Define your upgrade goals

An upgrade offers more than technical enhancements. It's a great opportunity to improve how your teams work and what they can deliver.

- What would more efficient workflows look like for your teams?
- Where can you reduce reliance on custom code or ongoing maintenance?
- How can you enable faster delivery of digital experiences and campaigns?

**Outcome:** A set of focused goals tied to efficiency, scalability, and business impact.

## Step 3: Secure buy-in from stakeholders

The most successful upgrades are aligned across marketing, IT and leadership.

- Ensure shared understanding of goals, scope, and expected outcomes.
- Define ownership and responsibilities across teams.
- Build a clear case for the upgrade focused on efficiency, speed, and long-term value.

**Outcome:** Faster execution, fewer delays, and stronger internal support.



Section 3:

# The Upgrade Roadmap.

Now that you're prepared, it's time to map out your journey. An effective upgrade plan ensures that your business stays operational, your team stays productive, and your website remains optimized throughout the process.



**i** We **strongly recommend a phased approach** to minimize disruption and maximize efficiency. This section breaks down the upgrade journey into five clear phases, each with actionable steps to ensure a successful transition.



## Phase 1: Planning & strategy

- [Explore Kentico's upgrade documentation, guides, and product support](#)
- Define scope: will you upgrade **everything at once or in phases?**
- Think about content migration and where you can save time—it's possible to automate structured content and data migration with our Migration Toolkit.
- **Set a realistic timeline** with clear milestones
- Identify project customizations now handled natively with Xperience by Kentico
- Consider adopting [Xperience by Kentico SaaS](#)

## Phase 2: Technical preparation

- Make a copy of your production environment to test the upgrade process
- **Set up a staging environment**
- **Check third-party integrations** and update outdated APIs

## Phase 3: Upgrade execution

- Use **Kentico's automated upgrade tools**
- Let application developers test and iterate on the upgrade process
- Ensure all **workflows, forms, and templates** function as expected

## Phase 4: Testing & optimization

- Conduct **QA testing** for broken links, UI issues, and load speed
- Optimize for **SEO** and ensure redirects work properly
- Train teams on the **new UI and workflows**
- Keep your Xperience by Kentico up to date during the upgrade process

## Phase 5: Go-live & post-launch support

- Perform a content freeze during migration
- Launch your upgraded platform
- Monitor performance and collect feedback
- Implement **continuous improvements** based on analytics
- Gain access to Xperience by Kentico's latest feature enhancements by applying monthly Refreshes

**Let's get started with the upgrade process.** 



# Common Challenges and How to Overcome Them.

Like any major transition, taking the right approach saves your team from the complexity headaches that often come with upgrading. With the right preparation, tools, and AI assistance; your upgrade will go smoother than you might expect.

## Challenge 1:

### Data migration complexity



#### Solution:

- ✔ **Use the fully supported [Kentico Migration Tool](#):** This will automate much of the process, reducing errors and manual work. The tool includes AI-guided content migration with KentiCopilot, ensuring a seamless process.
- ✔ **Clean your content before upgrading:** Remove outdated, duplicate, or irrelevant content to streamline the process.
- ✔ **Plan to move incrementally:** If your website is large, migrate content in phases rather than all at once or keep the current website design and user experience consistent while you focus on content.

## Challenge 2:

### Potential downtime risks



#### Solution:

- ✔ **Create a testing environment:** Use a staging or sandbox site to test the upgrade before going live.
- ✔ **Perform a soft launch:** Launch your new Xperience by Kentico application while your previous site remains live. For a short transition period, publish content updates in both environments, then switch visitor traffic with no downtime. You can also use SEO & GEO Specialist agent in the AIRA Agentic Marketing Suite to help maintain content continuity and preserve SEO and GEO strength in your new Xperience by Kentico platform.
- ✔ **Schedule the upgrade during off-peak hours:** Reduce business impact by choosing a low-traffic period.

## Challenge 3:

### Team adoption and training



#### Solution:

- ✔ **Provide early hands-on training:** Introduce your content and marketing teams to the new system before launch.
- ✔ **Offer ongoing support:** Establish internal documentation and post-upgrade Q&A sessions.
- ✔ **Leverage Kentico's support resources:** Use Kentico's training materials, documentation, and expert assistance to ease the transition.
- ✔ **Get help from AIRA:** Ask AIRA questions about your platform and get in-product guidance and actionable insights to optimize your experience from directly within the platform.



Need advice?  
Check out our:



[Documentation](#)



[Training materials](#)



[Expert assistance](#)



# The ROI of Upgrading to Xperience by Kentico.

An upgrade isn't only a technical improvement; it's an investment in your business's agility, efficiency, growth, and long-term success. But what is the tangible return on investment (ROI)?

Here's what upgrading to Xperience by Kentico will mean for your team, business, and customers.



## Faster time to market

Drag-and-drop content editing, low-code workflows, and AI-powered content authoring and media management mean your marketing team can publish content faster, with less dependency on IT.



## Put insights to work instantly

With the AIRA Agentic Marketing Suite, your team can create and strategize content, optimize journeys, improve SEO, and uncover new opportunities from within your platform. Your team stays in control, ensuring every automated action is secure and reliable.



## Cost savings & lower maintenance

Reduce hosting, licensing, and maintenance costs with a modern, cloud-based infrastructure; now available through Xperience by Kentico SaaS, making digital operations even easier to manage.



## Enhanced security & compliance

Stay ahead of evolving privacy regulations (GDPR, CCPA, and more) and reduce security risks with regular updates, built-in security features, and no legacy technology to maintain. With ISO 27001 and SOC 2 compliance, Xperience by Kentico gives you added peace of mind.



## Better customer engagement

Improved marketer agility leads to better customer experiences. With intelligent insights and automation built in, your team can respond faster to customer needs and continuously refine every interaction.



## Reduced IT burden

Xperience by Kentico's hybrid headless model gives developers greater flexibility, while marketers enjoy intuitive, no-code tools, freeing up IT resources. This balanced approach empowers both teams to work more efficiently and deliver digital experiences faster. KentiCopilot supports developers with AI assistance, helping accelerate development and streamline technical tasks.



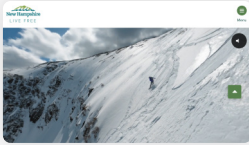
**The bottom line:** Upgrading isn't just about keeping up with technology; it's about unlocking greater efficiency, agility, and measurable business value, with modern capabilities and AI-powered tools like AIRA there to support your team every step of the way.



# Upgrade Wins for Every Industry.



Travel and Tourism

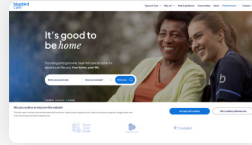


Visit New Hampshire partnered with SilverTech to upgrade, **boosting conversions by 30%**.

[Read the story](#)



Healthcare



Ridgeway helped Bluebird Care consolidate **250+ websites** with an upgrade.

[Read the story](#)



Finance



Beacon Bank **increased engagement by 84%** after upgrading with help from ZAG Interactive.

[Read the story](#)



Education



Centenary University collaborated with Konobos and saw a **40% increase in website engagement**.

[Read the story](#)



Sports



ACF Fiorentina saw **1,000+ new registrations per day** during the first month with help from Exetera.

[Read the story](#)



Manufacturing



Konica Minolta partnered with PUXdesign and **reduced costs by 70%**.

[Read the story](#)



***“The platform’s speed and ease-of-use makes it easy for our team to efficiently update and maintain the site, ensuring we remain competitive in attracting visitors to New Hampshire. With Kentico’s innovative platform, we are excited to expand our digital presence and provide even more personalized experiences for our audience.”***



**Amy Bassett.**

State Tourism Deputy Director, State of NH

---

***“After carefully evaluating various options in the market, Xperience by Kentico stood out as the perfect choice due to its robust CMS, SEO capabilities, and exceptional value for money. The TCO (Total Cost of Ownership) came in much better compared to other DXPs, which made our decision even easier.”***



**Joe Bare.**

SEO Manager, The Parking Spot

---

***“The personalization and enhanced SEO features on our new site have been highly effective at attracting new visitors, particularly to our blog and financial education pages, which saw an increase of 5,380 new users in just one month!”***



**Karyle Thornton.**

Chief Marketing Officer, Commonwealth ONE

Bonus

# Upgrade Checklist.

Before you begin the upgrade process, make sure you've completed these key steps:

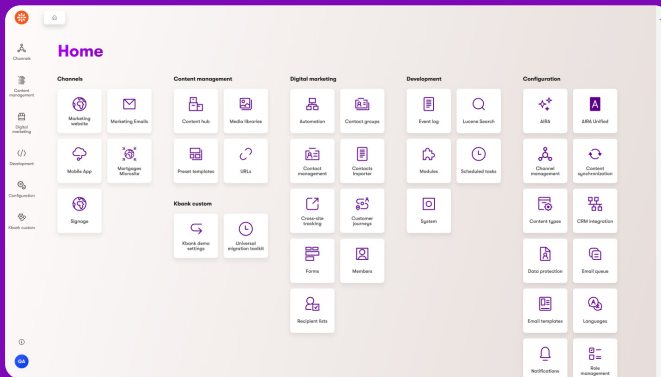
- Define upgrade goals**  
Identify why you're upgrading and set clear KPIs.
- Assess website content**  
Inventory what needs to be migrated, optimized, or removed.
- Secure buy-in**  
Get leadership, marketing, and IT aligned.
- Set up a test environment**  
Ensure safe testing before deploying live.
- Use the Xperience by Kentico: Kentico Migration Tool**  
Leverage automation for a smooth transition.
- Optimize SEO & redirects**  
Preserve rankings and avoid broken links.
- Train your team**  
Ensure users are comfortable with the new platform.
- Monitor post-launch performance**  
Track analytics and optimize based on real data.

**Keep this checklist handy to ensure a hassle-free upgrade!**



# About Kentico.

Kentico is a content management system with built-in digital marketing, native commerce, and AI agentic capabilities that help deliver personalized customer experiences through websites, microsites, emails, apps, digital kiosks, and other channels. It replaces multiple disconnected tools with a unified solution that reduces technology complexity and improves team productivity.



Empower your team to create engaging experiences while eliminating time-consuming tasks with a comprehensive platform that is easy to learn and use, powered by built-in AI agentic capabilities that streamline marketing workflows. Tailor content, commerce experiences, and delivery to individual preferences and develop consistent interactions across multiple digital touchpoints—reaching your customers on their favorite channels, any time, anywhere. Kentico consolidates multichannel content management, digital marketing, and commerce capabilities in a single solution, helping your team achieve more with fewer processes and less technology.

## H.Q

Kentico software s.r.o.  
Nové sady 996/25  
602 00 Brno  
Czech Republic

## CZ

Kentico software s.r.o.  
FLEKSI BETA  
Beta Building  
Vyskocilova 1481/4  
140 00 Praha 4-Michle

## US

Kentico Software, LLC  
15 Constitution Drive,  
Suite 2C  
Bedford, NH 03110  
United States

## UK

Kentico Software Ltd  
One London Square  
Cross Lanes  
Guildford, Surrey,  
GU1 1UN  
United Kingdom

## APAC

Kentico Software Pty Ltd.  
83 Mount St, Level 4  
North Sydney, NSW 2060  
Australia

## Germany

Kentico Software GmbH  
c/o Schnorbus Helmhold  
Wardemann PartGmbH  
Kanalstraße 2  
41460 Neuss



[kentico.com](https://kentico.com)