



Media Contact:

Stephen Griffin
VP Marketing
Kentico Software
Phone: +420 775 407 555
Email: stepheng@kentico.com

Kentico Brings a New Independence to Marketers and Developers

Brand new drag-and-drop MVC page builder, MVC widgets, and smart online forms see Kentico 12 throwing off the restrictions frequently placed on marketers and developers through their interdependency.

Bedford, New Hampshire, November 27, 2018 – [Kentico Software](#), a fast-growing CMS vendor with offices in Europe, Asia Pacific, and North America, today announced Kentico 12. The company's flagship product has been engineered with MVC freedom at its core, while still offering portal engine capabilities for die-hard fans. It is their first truly MVC-focused release, which sees the start of an impressive four-year release roadmap.

"Kentico has proved itself time and again to be the platform of choice for developers and marketers who have a need to deliver impressive projects that only a robust set of fully-integrated web content management, e-commerce, and online marketing functionalities can deliver," stated Petr Palas, Founder and CEO.

Better Authoring Experience for Marketers

Today's release features improvements that mean developers can set up and control widgets and layouts that give marketers the tools they need to create pages by themselves. "We wanted to disrupt the historical concept that content management systems are just playgrounds for developers with a built-in reliance on their know-how," explained Karol Jarkovsky, Vice President of Product. "So by providing rich MVC widgets, marketers are taking back their freedom to create without constantly disturbing their developing colleagues. The result? Everyone can get on with their work and be more productive."

MVC Takes Centre Stage

Jarkovsky adds, "The lifespan of digital projects tends to be long, and in order to make sure companies stay abreast with shifts on the technology landscape, it is necessary to incorporate the latest programming trends and techniques. The scalability that these organizations crave is delivered by ASP.NET and MVC. Extensibility and a customization model have been regular characteristics of Kentico. And in Kentico 12, this trend not only continues, but has expanded."

A Summary of Some of Kentico 12 Features and Capabilities

- MVC Widget-based Visual Page Builder
- Inline Editors for MVC Widgets
- ASP.NET MVC 5 Development
- E-commerce Business API
- Redesigned MVC API and NuGet Distribution

Effective Scalable Online Presence— on a Small to Global Enterprise Level

"With the release of Kentico 12, we are continuing on our path to full MVC Core support. By giving developers and marketers the tools they need to produce astonishing results with less interdependency, we are addressing several concerns here: Those of more effective collaboration, and those of the freedom to create. The results we have already seen doing the beta-release program have confirmed that outstanding results come when people feel unrestricted in their creativity. Kentico continues to attract very innovative partners and end users, along with their projects. Being named for a third consecutive year in the [Gartner Magic Quadrant for Web Content Management](#) and our inclusion in [The Forrester Wave™: Web Content Management Systems, Q4 2018](#), we have seen an ever-increasing number of Global Fortune 500 companies coming to Kentico for their digital marketing and customer experience needs," commented Founder and CEO, Petr Palas. "We cannot wait to see even greater results that come from this increased marketing and development independence."

About Kentico

Kentico's products include 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 allows you to manage contacts and campaigns, track customer journeys, 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 multi-channel delivery and use the API-first CMS to display that content on any website or device.

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