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Kentico Software Named a Challenger in the 2018 Gartner Magic Quadrant for Web Content Management

Evaluation looked at company's completeness of vision and ability to execute

Brno, Czech Republic, July 30, 2018—Kentico Software announced today that it has been positioned in the Challengers quadrant of the 2018 Gartner Magic Quadrant for Web Content Management. This is the third time Kentico Software has appeared in this report. Gartner looks at a company's completeness of vision and ability to execute.

A complimentary copy of the report is available here.

Company continues to aggressively develop Kentico EMS...

"We feel that this Gartner report is a reflection of many positive developments taking place at Kentico," said Petr Palas, Founder and CEO. "We continue to invest heavily in Kentico Enterprise Marketing Solution (EMS), and with Version 12 scheduled for release at the end of 2018, I am confident in our ability to continue to serve the needs of midsize businesses looking for an all in one, easy to use and cost effective online marketing solution."

...But has its eye on the cloud for the future

Palas continued, "At the same time, we continue to build out our next-generation product. Kentico Cloud takes an entirely different approach to CMS by giving companies the tools to store content in cloud-based content hubs and format and deliver that information to an omnichannel world of delivery choices, from laptops, tablets, and smartphones to digital billboards, smart appliances, and video screens in automobiles, airplanes, lobbies and elevators, gasoline pumps, and convenience stores. This cloud-based approach to CMS we are pioneering gives companies the ability to control their messaging and get closer to their customers than ever before possible."

About the Magic Quadrant for Web Content Management

Gartner's Magic Quadrant for Web Content Management is an annual research report that has published ten years in a row. It provides a broad view of the relative positions of the web content management market's vendors—Niche Players, Challengers, Visionaries, or Leaders. By applying a graphical treatment and a uniform set of evaluation criteria, the Magic Quadrant for Web Content Management helps companies quickly ascertain the completeness of each company's vision as well as their ability to execute.

Gartner, Magic Quadrant for Web Content Management, Mick MacComascaigh, Jim Murphy, 30 July 2018.

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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.

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.

Kentico EMS allows you to manage content, 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 allows you to manage structured content for omnichannel delivery and use Kentico Cloud's API to display that content and provide a personalized digital experience on any website or device.

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, Singapore, and Australia. Customers include Gibson, Twinings, Ingram Micro, Mazda, Kingspan, Hyundai, Segway, and Allergan.