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Kentico Software Included in Gartner's Magic Quadrant for Digital Experience Platforms

Evaluation Based on Completeness of Vision and Ability to Execute

Bedford, New Hampshire, USA, January 25, 2018—[Kentico Software](#), a fast growing provider of content management systems (CMS) with offices in Europe, Asia Pacific, and North America, has been positioned by Gartner, Inc.—the world's leading information technology research and advisory company—in its January 2018 Magic Quadrant for Digital Experience Platforms.¹

"The last twelve months have been extraordinarily positive for the company," commented Kentico's Founder and CEO, Petr Palas. "Kentico Software was positioned as a Challenger in the July 2017 [Magic Quadrant for Web Content Management](#) for the second year in a row.² Here we are six months later, when the company is placed in the Magic Quadrant for Digital Experience Platforms, as a Niche Player." He continued, "Kentico is delighted to be fueling a lot of innovation."

Gartner's Magic Quadrant for Digital Experience Platforms is an evolution of the Magic Quadrant for Horizontal Portals. The Magic Quadrant provides a broad view of a specific market and vendor offerings. By applying a graphical treatment and a uniform set of evaluation criteria, the Magic Quadrant evaluates companies for their completeness of vision as well as their ability to execute.

¹Gartner, "Magic Quadrant for Digital Experience Platforms," Jim Murphy et al, 17 January 2018.

²Gartner, "Magic Quadrant for Web Content Management," Mick MacComascaigh, Jim Murphy, 26 July 2017.

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Managing the customer experience—from Start-ups to the Global Fortune 500

Kentico entered the CMS marketplace back in 2004 and has been steadily developing and expanding its core technology ever since, moving it into the digital experience space.

About Kentico

Kentico's product line includes [Kentico Enterprise Marketing Solution or 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 multi-channel 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, Hunter Fan, Segway, and Allergan.