



Media Contacts:

Chris Blake
MSR Communications
Phone: 1-415-989-9000
E-mail: kentico@msrcommunications.com

Jim Panagas
Director, PR & Analyst Relations
Kentico Software
Phone: 1-781-462-8461
Email: jamesp@kentico.com

Kentico Weighs in on Open Source vs. Proprietary CMS Debate

Technical Evangelist Bryan Soltis Touts Benefits of Proprietary Approach on WCM Industry's CMS-Connected Video News Program

Bedford, New Hampshire – July 27, 2015 – It's a debate that has been going on for years, and one that's not likely to be resolved anytime soon: Is it more advantageous for today's companies to rely on an open source or proprietary content management system to manage their websites? [Kentico Software](#), the Web Content and Customer Experience Management provider, recently dispatched Technical Evangelist Bryan Soltis to the web-based CMS-Connected program where he discussed this very topic with Arje Cahn, Co-Founder and CTO of HIPPO, an open source CMS provider. Both men passionately defended their positions.

"There's a place for proprietary and a place for open source," stated Soltis. "The main difference between the two is that, in an enterprise setting, I don't want to rely on a community to provide me with the answers. I want to go to the source, to the vendor who wrote the software, to solve my business problem. I've only found that kind of dedicated, high-level technical support in the proprietary space."

He continued, "I also believe that when working on enterprise-level projects, you have to build on a solid foundation. That means having standardized code, a standard way of doing things, and a standard means of implementation. Again, you tend to find these things more often in the proprietary space. Finally, it comes down to integration and your ability to extend these products to achieve your business goals."

You can view the full debate from the CMS-Connected video program [here](#).

"We believe it's important to engage in discussions that are important to today's marketers, developers, and enterprises," said Kentico CEO and Founder Petr Palas. "By taking part in this spirited proprietary vs. open source debate on the CMS-Connected program, we hope we have illuminated some of the key facts that are important to consider when deciding between these two different approaches to CMS in the enterprise."

About Kentico

Kentico is an all-in-one CMS, E-commerce, and Online Marketing platform that drives business results for companies of all sizes both on-premise or in the cloud. It gives customers and partners powerful, comprehensive tools and customer-centric solutions to create stunning websites and manage customer experiences easily in a dynamic business environment. The Kentico Web Content Management Solution's rich selection of out-of-the-box web parts, easy customizations, and fully-documented API quickly gets websites operational. When combined with the full set of integrated solutions, including Online Marketing, E-commerce, Online Communities, and Intranet and Collaboration, Kentico fully optimizes the digital customer experience across multiple channels.

Founded in 2004, Kentico is a Microsoft Gold Certified Partner headquartered in the Czech Republic with offices in the US, UK, Netherlands, and Australia. Kentico has 1,000 digital agency partners and powers more than 25,000 websites across 100 countries. Customers include Bacardi, Twinings, Great British Chefs, Gibson, Mazda, Mighty River Power, Run and Become, Sony, and Vodafone.

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