



PRESS RELEASE

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Belfast Waterfront Named 2016 Site of the Year by Kentico

Built for Belfast Waterfront and Ulster Hall Ltd. by i3 Digital—one of more than a dozen awards handed out by fast-growing CMS vendor

Bedford, New Hampshire—March 24, 2016—[Kentico Software](#), a fast-growing CMS and cloud software company with offices in Europe, Asia-Pacific, and North America, today named [Belfast Waterfront](#) as its Site of the Year for 2016. The website showcases Northern Ireland’s world-class entertainment and conferencing venue.

The Belfast Waterfront website, built for Belfast Waterfront and Ulster Hall Ltd. (BWUH) by digital marketing agency [i3 Digital](#), featured a complex list of requirements:

- Migrate the former Waterfront site—built on a different CMS platform back in 2007—to a new, more contemporary Kentico CMS platform
- Create a site with a modern, responsive, and engaging look and feel while meeting the needs of varying kinds of site visitors
- Take advantage of advanced capabilities, including dynamically changing banners and image carousels, to add depth and greater visual interest to the site’s various pages
- Use filtering capabilities to share upcoming shows and performances
- Tap into Kentico widgets to add a newsletter subscription tool and provide website visitors with access to the latest news and press releases about the venue
- Display FAQs in accordion listing formats, as well as standard HTML page content
- Draw upon a built-in media library (video and audio) so that BWUH end-user stakeholders could add rich media on demand
- Include functionality to permit BWUH staff to coordinate the venue’s events and social media activity

“We are delighted that Belfast Waterfront was recognized not only as Kentico’s Best Entertainment, Hospitality and Entertainment Site 2016 but also their Overall Site of the Year 2016,” said Catherine Toolan, Managing Director of Belfast Waterfront and Ulster Hall Ltd. “The newly re-developed site is a vital tool for communicating with our key target markets and the Kentico CMS platform has enabled us to do this with ease. It is a great honor to have been chosen as Site of the Year 2016 amongst such esteemed global competition.”

“i3 Digital worked extremely closely with stakeholders from Belfast Waterfront to gain a full understanding of their needs,” added Adrian Bradley, CEO and Founder of i3 Digital. “We conducted and facilitated several user-experience workshops and trained Belfast Waterfront staff in the use of the Kentico CMS. The new site design is much cleaner, more modern, and has an exponentially more engaging look and feel than the previous site. It’s a great way to showcase this truly outstanding venue.”

“Partners and customers are taking the Kentico platform to greater heights with each passing year,” observed Petr Palas, CEO and founder of Kentico. “It’s amazing what has been accomplished with the Belfast Waterfront site. Being presented with such stunning visuals and having so much information at your fingertips makes you feel like you are literally there in person. It’s a great use of digital technology.”

One of Eighteen Best-in-Class Awards

[Kentico’s Site of the Year competition](#), first held in 2009, is now in its eighth year. Entrants are submitted by Kentico partners, the field is narrowed down by Kentico staff, and then the final votes are cast online by Kentico users. Through this annual competition, Kentico seeks to recognize world-class accomplishment in website design in a variety of categories. Here is the complete list of 2016 winners:

Award Category	Company or Organization	Site URL	Kentico Partner	Partner URL
Best Business Services Site	DHL Freight	https://www.dhlfreight.com/it/en/	PUXdesign	http://www.puxdesign.cz
Best Consumer Goods Site	Segway	http://eu-en.segway.com/	EMAKINA CEE and NL	http://cee.emakina.com
Best E-Commerce Site	Green Meadows Beef	https://www.greenmeadowsbeef.co.nz	Efinity Group Limited	http://www.efinity.co.nz
Best Education and Career Site	ROC van Amsterdam	https://www.rocva.nl	TrueLime	http://www.truelime.nl

Best Financial Services Site	Firefly Credit Union	https://www.fireflycu.org	ZAG Interactive	http://www.zaginteractive.com
Best Government and Municipal Site	Screen Australia	www.screenaustralia.gov.au	Twisted Pear Concepts	http://twistedpear.com.au
Best Healthcare Site	Sanitarium Corporate	https://www.sanitarium.com.au	Interesting	http://www.interesting.com.au
Best Industrial/Manufacturer Site	Ryobi Tools EU	www.ryobitools.eu	NetConstruct	http://www.netconstruct.co.uk
Best IT And Digital Experience Site	Blackdot	www.theblackdot.com.au	Create Studios	http://www.createstudios.com.au
Best NGO Site	Save the Children Netherlands	www.savethechildren.nl	Icemedial	http://www.icemedial.com
Best Tourism, Hospitality, and Entertainment Site	Belfast Waterfront	www.waterfront.co.uk	i3 Digital Ltd	http://www.i3digital.com
Best Graphic Design	Green Meadows Beef	www.greenmeadowsbeef.co.nz	Efinity Group Limited	http://www.efinity.co.nz
Best Integration	Wiltshire Farm Foods	www.wiltshirefarmfoods.com	MMT Digital	http://www.mmdigital.co.uk/kentico
Best Migration	CB&I	www.cbi.com/Home	eSiteful	http://www.esiteful.com/
Largest Site	BDO	www.bdo.global/en-gb/home	TrueLime	http://www.truelime.nl
Best Intranet	RaceTrac Portal	www.kentico.com/customers/customer-projects/racetrac-portal-16626	In-house (zperry@racetrac.com)	http://www.kentico.com/customers/customer-projects/racetrac-portal-16626
Best Cloud Deployment	Allergan	www.allergan.com/home	MMT Digital	http://www.mmdigital.co.uk/kentico
Best Kentico Online Marketing Implementation	EMOS	https://shop.emos.cz	Sprinx Systems, a.s.	http://webomat.sprinx.com
Best Customer Success	Recorded books	www.recordedbooks.com	Distinction	https://distinction.co.uk/kentico

About Belfast Waterfront

Belfast Waterfront, Northern Ireland's only purpose-built conference facility, is situated in the heart of Europe's trendiest city destination for business travelers. With a unique location on the banks of the River Lagan, the stunning 7,000m² state-of-the-art venue provides spectacular riverside views and easy access to transport links, hotels, restaurants and attractions, and can accommodate conferences and exhibitions for over 2,000 people. Belfast Waterfront is also Northern Ireland's home of live entertainment, having welcomed major international artists and events from a multitude of genres, from classical and opera, pop, and rock music to theater, comedy, dance, and more.

About i3 Digital

i3 Digital delivers full digital transformation by integrating online processes into everyday business practices. As a multi award-winning agency with 20 years' experience, they use their finely honed digital skills, technical knowledge, and design know-how to create measurable results for their clients. From innovative app development to integrated digital marketing and communication platforms, and high-availability 24/7/365 hosting and facilities management, their team is there to meet your needs.

About Kentico

Kentico's product line includes **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' 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 Software was launched with one vision in mind—to build exceptional digital platforms that allow clients to connect with their customers, help them surpass their business goals, and achieve digital marketing and e-commerce success. Kentico's 24/7 support and 7-day bug-fix policy help customers deliver projects on time and budget.

Founded in 2004, Kentico Software is a Microsoft Gold Certified Partner headquartered in the Czech Republic with offices in the US, UK, Netherlands, and Australia. Kentico Software has 1,000 digital solution partners and powers 25,000 websites across 100 countries. Customers include Gibson, Twinings, Ingram Micro, Mazda, Kingspan, Hunter Fan, Starbucks, and Allergan.

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