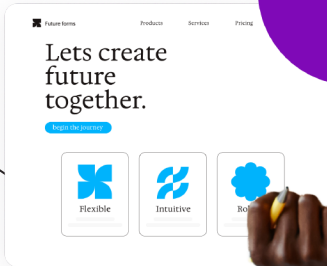




Kentico



Ebook

Future-proof your business.

A practical guide to SaaS success.

kentico.com

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Embrace the future of digital experience with SaaS.

Staying ahead in the digital realm requires agility, scalability, and the ability to innovate quickly. But traditional on-premise content management systems (CMS) and digital experience platforms (DXPs) can slow you down, burdened by rising maintenance costs, complex infrastructure, and slow upgrade cycles. That's where SaaS-based CMS and DXP solutions come in—offering a faster, leaner, and more scalable way to drive innovation, streamline operations, and future-proof your digital experience strategy.

If you're considering the switch from on-premises to SaaS but aren't sure where to begin or what's involved, this guide is here to help.

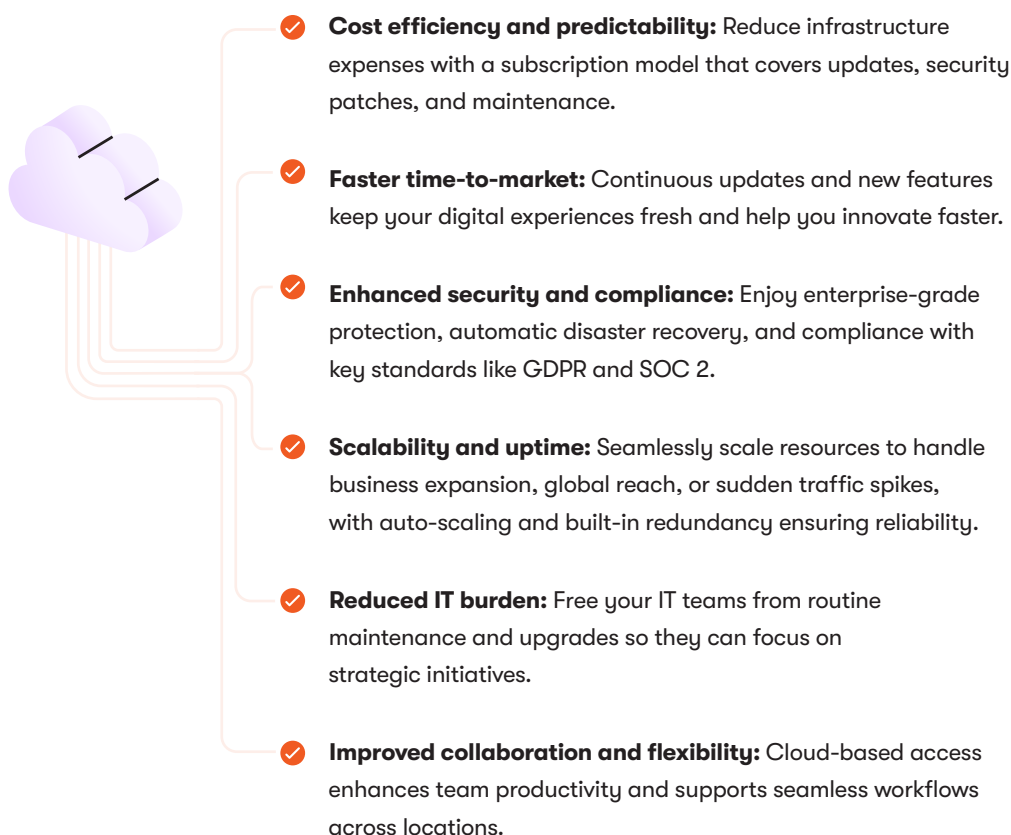
- Discover the key benefits of SaaS.
- Explore common concerns around SaaS DXPs.
- Understand if your business is a good fit for SaaS.
- Assess whether your business is prepared for the change.
- Get a clear roadmap to help you transition from your on-prem CMS.
- Best practices and tips for a smooth and successful SaaS journey.
- By the end of this guide, you'll have a solid understanding of whether a SaaS DXP is the right move for your business and how to make the most of it.
- Ready to take the next step toward a scalable, future-proof digital experience?

Let's dive in.



The top business benefits of SaaS.

As a decision-maker who's already explored the benefits of a SaaS CMS or DXP, you're likely aware of its transformative potential. However, let's revisit some key factors to ensure it aligns with your business needs.



While the benefits of SaaS make it an attractive option for many businesses, it's equally important to address any concerns that may cause hesitation. Let's explore some common worries businesses have when considering a move to SaaS.



Addressing typical SaaS concerns.

Switching from on-premise to SaaS can raise important questions. Let's tackle the most common concerns head-on, showing how SaaS can mitigate risks and enhance your digital experience.



1. Is SaaS secure?

Security is a key focus for most SaaS providers. Well-established platforms typically offer enterprise-grade protection, including firewalls (WAF), DDoS defense, encryption, and compliance with industry standards like GDPR, SOC 2, and others. However, security levels may vary by provider, so it's essential to evaluate the specific security features and certifications of the SaaS solution you're considering.



3. What about hidden costs?

A significant advantage of SaaS is predictable pricing through subscription models, eliminating hardware and infrastructure costs. However, some SaaS platforms may include additional fees for extra features, storage, integrations, or user licenses. Always review the pricing structure carefully to understand what's included and what might incur extra costs.



2. Will I lose control over updates?

With many SaaS solutions, updates are handled automatically, which can save your IT teams time and effort. However, the level of control you have over these updates varies. Some platforms allow you to schedule updates, while others may apply them automatically without your input. It's important to understand your SaaS provider's update approach and whether it aligns with your business needs.



4. Will SaaS limit our ability to customize?

Modern SaaS platforms often offer flexibility through APIs, low-code tools, and customizable templates. This allows businesses to tailor the platform to their needs without complex custom code. However, there may still be limitations depending on the platform's level of customization. If your business requires extensive, niche customizations, it's important to assess the flexibility of the SaaS solution.





5. Will migrating to SaaS disrupt our current operations?

Migration to SaaS can be a smooth process if planned properly, but it may still come with some challenges, especially for businesses with complex or legacy systems. Most reputable SaaS providers offer migration support, but the level of assistance and the complexity of your migration may vary. It's essential to work closely with your provider to ensure a seamless transition with minimal disruption.



6. How reliable is a SaaS platform compared to on-premise solutions?

SaaS platforms generally offer better uptime and reliability compared to on-premise systems due to the use of dedicated infrastructure, automated monitoring, and geographically redundant data centers. Most established SaaS providers offer SLAs (Service Level Agreements) for uptime and performance. However, the quality and reliability of service can vary, so it's important to check SLAs and customer reviews before making a decision.



While SaaS offers many advantages, it's not the right solution for every business. Depending on your specific needs, industry requirements, and existing systems, you may encounter situations where SaaS isn't the best fit. Let's take a look at some of the scenarios where sticking with your current setup—or exploring other solutions—might be more beneficial.



Businesses that may not be suited for SaaS.

While the benefits of a SaaS CMS or DXP are compelling, it's important to remember that SaaS isn't a one-size-fits-all solution. While many businesses will thrive using a cloud-based platform, others might face challenges depending on their unique needs and infrastructure. Let's take a closer look at the types of businesses that might not benefit as much from SaaS.

- 1. Businesses with highly specialized legacy systems:** Highly customized legacy systems may make SaaS migration challenging or unnecessary.
- 2. Companies with strict data residency or compliance needs:** Regulated industries requiring specific data residency or compliance may face limitations with SaaS.
- 3. Businesses with limited internet connectivity:** Weak or unreliable internet connectivity can hinder the effectiveness of SaaS solutions.
- 4. Small businesses with simple digital needs:** For businesses with basic needs, the cost and complexity of SaaS may not be justified.
- 5. Companies resistant to change:** Organizations with a culture that resists new technology may struggle with SaaS adoption.

If your business is still a contender for SaaS, you're likely in a position to benefit from its flexibility, scalability, and cost-efficiency.

Now is the time to evaluate your current digital setup and understand how SaaS can address your specific needs.





Is your business ready for SaaS?

Making the move to SaaS can unlock powerful benefits, but it's not a one-size-fits-all solution. Every business has unique needs, so how do you know if SaaS is right for yours?

Answer the following key questions, and you'll have a clearer picture of whether SaaS is the game-changer you're looking for.

1	Are you concerned about rising costs of maintaining and upgrading on-premise hardware?	Y/N
2	Would a predictable subscription-based pricing model help you manage your budget more effectively?	Y/N
3	Are your IT teams stretched thin managing infrastructure, patches, and updates?	Y/N
4	Do IT bottlenecks slow down your ability to launch new digital experiences?	Y/N
5	Is your team spending more time maintaining systems than driving innovation?	Y/N
6	Do you need faster time to market to stay ahead of competitors?	Y/N
7	Are you missing opportunities to leverage AI, automation, or personalization due to tech limitations?	Y/N
8	Would your teams benefit from seamless collaboration tools that improve productivity?	Y/N
9	Is your business growing faster than your current infrastructure can handle?	Y/N
10	Is your infrastructure struggling to handle traffic spikes, scalability demands, or security threats?	Y/N
11	Is managing on-premise security and compliance becoming increasingly time-consuming?	Y/N
12	Would automatic backups, disaster recovery, and proactive security patches reduce your risk exposure?	Y/N
13	Is your current infrastructure equipped to handle evolving security threats and compliance requirements?	Y/N
14	Are you planning to scale globally or expand your digital offerings?	Y/N
15	Would your team benefit from more agility and faster access to new features?	Y/N

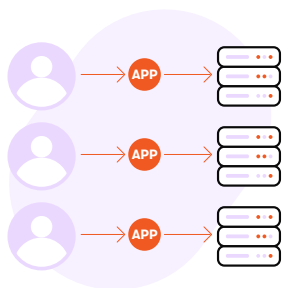
If you answered “yes” to several of these questions, it might be time to explore the advantages of SaaS. Moving to a cloud-based DXP like Xperience by Kentico can help your business unlock scalability, improve security, streamline operations, and deliver seamless digital experiences with less effort.



Xperience by Kentico: The right SaaS DXP for you?

When evaluating a SaaS DXP, it's essential to choose one that not only meets your immediate needs but also supports your long-term growth and innovation. [Xperience by Kentico](#) is a flexible, all-in-one digital experience platform designed to help businesses deliver personalized, omnichannel experiences at scale.

Whether you're looking to streamline operations, enhance security, or scale your digital presence, Xperience by Kentico SaaS offers a unique offering that differentiates it from other SaaS solutions. Here's why it could be the ideal choice for your business:

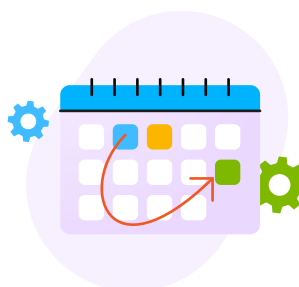


Security you can trust

Xperience by Kentico offers [robust data security](#) with **single-tenant architecture**, advanced protection (WAF, DDoS, encryption), and compliance with GDPR, ISO, and SOC 2, ensuring peace of mind for high-security enterprises.

You're in full control

Xperience by Kentico gives you **control over updates**, allowing you to align them with your development cycles, reject unwanted changes, and smoothly deploy across environments for minimal disruption.



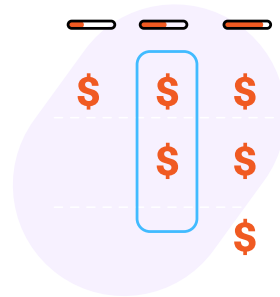


Seamless scaling for growth

Xperience ensures optimal performance with **auto-scaling for traffic spikes**, faster global delivery via a built-in CDN, and real-time monitoring for maximum uptime—all with no complex setup.

Predictable pricing

Xperience offers transparent ‘Cloud Levels’ pricing, covering all infrastructure, maintenance, and licensing—**no surprise fees**, just scalable resources that grow with your business.



Future-proof innovation

Get expert support throughout your journey and stay ahead with automatic updates and new features, keeping your business at the cutting edge without manual upgrades.

Xperience by Kentico provides a secure, flexible, and scalable SaaS DXP solution that grows with your business. With strong security, control over updates, seamless integrations, and transparent pricing, Xperience ensures your platform remains reliable and future-proof, making it a solid choice for businesses ready to enhance their digital experience.

Now let’s dive into the next critical phase: navigating the SaaS transition. What should you expect during the shift to a cloud-based solution, and how can you set your business up for success?



Step-by-Step guide to migrating from on-premise to SaaS.

Migrating from an on-premises platform to a SaaS solution is a significant step toward unlocking greater agility, scalability, and cost-efficiency. Follow these key steps to ensure a smooth and successful transition.

- 01 Set clear goals and objectives
- 02 Audit your current setup
- 03 Choose the right migration approach
- 04 Identify and map critical integrations
- 05 Assign roles and responsibilities
- 06 Plan your migration strategy
- 07 Execute the migration
- 08 Focus on change management
- 09 Optimize and validate
- 10 Ensure long-term support and scaling



Step 1: Set clear goals and objectives

Before you start migrating, define the business goals you aim to achieve through the SaaS transition.

Align key stakeholders (IT, marketing, executive teams) and establish measurable goals for your SaaS adoption, such as improved scalability, faster time-to-market, or reduced operational costs. Clear goals will guide your strategy and help measure success.

⚠️ A lack of buy-in from key stakeholders can derail the migration.

✅ Involve all stakeholders early and set clear, shared goals that align with business objectives.

Step 2: Audit your current setup

A thorough audit of your existing content, data, and infrastructure is essential for a smooth migration.

Review your content, data, and current technology stack. Identify outdated or redundant data that should be archived or discarded. Ensure that data is well-structured and ready for migration.

⚠️ Migrating obsolete or irrelevant data can lead to clutter and inefficiency.

✅ Clean up your data before migrating to avoid transferring redundant or outdated content.

Step 3: Identify and map critical integrations

Ensure that your SaaS platform integrates smoothly with existing systems, such as CRMs, marketing tools, and other business-critical applications.

Document workflows and the data flow between systems to maintain business continuity post-migration.

⚠️ Unmapped integrations can lead to broken workflows and inefficiencies.

✅ Identify all critical integrations early on and use APIs or vendor support to ensure compatibility.



Step 4: Choose the right migration approach

Assess your timeline, budget, and current system complexity to choose the approach that balances speed, stability, and future flexibility.

Lift and shift: Moving your existing system to the cloud with minimal changes.

Rebuild: Redesigning and modernizing for long-term agility and innovation.

Hybrid migration: A phased option that combines both.

⚠️ Choosing a migration path that doesn't align with your business needs can lead to inefficiencies.

✅ Conduct a thorough system audit to assess dependencies and select the right migration approach.

Step 5: Assign roles and responsibilities

Ensure cross-functional alignment from project managers to technical specialists.

Create a clear action plan that outlines key tasks, checkpoints, and decision-making processes. Prioritize ongoing communication to keep all stakeholders informed and aligned throughout the migration.

⚠️ Lack of clear ownership can lead to miscommunication and project delays.

✅ Avoid bottlenecks by assigning roles early, fostering collaboration, and maintaining open communication throughout.

Step 6: Plan your migration strategy

Proper planning will minimize downtime and reduce the risk of disruption during migration.

Develop a phased migration plan, prioritizing key data and services. Create a timeline with milestones, backup plans, and testing protocols. Prepare for a possible rollback scenario to address unexpected issues.

⚠️ An uncoordinated or rushed migration can lead to unexpected downtime.

✅ Use a phased approach with rigorous testing at each stage to ensure everything is working as expected before moving on.



Step 7 : Execute the migration

With everything in place, it's time to migrate. Migrate the critical components first, ensuring each step is tested and validated. Use migration toolkits or third-party support to streamline the process.

⚠️ Data corruption or incomplete migration can cause operational setbacks.

✅ Perform data validation tests during migration to ensure all data is successfully moved and properly configured.

Step 8: Focus on change management

SaaS migration is not just technical—it's a cultural change as well. Communicate the benefits of SaaS to your teams, provide training, and foster a culture of agility. Ensure everyone understands the platform's features and their role in leveraging them effectively.

⚠️ Resistance to change or poor training can hinder user adoption.

✅ Offer comprehensive training and ongoing support. Emphasize how SaaS will improve workflows and efficiency.

Step 9: Optimize and validate

After migration, it's essential to ensure everything is functioning optimally. Run comprehensive QA checks and monitor key performance indicators (KPIs), such as website traffic, conversion rates, and customer interactions. Optimize workflows based on feedback and performance data.

⚠️ Post-migration stagnation can limit potential benefits.

✅ Regularly assess performance and explore new tools and features that your SaaS DXP provides to keep optimizing.

Step 10: Ensure long-term support and scaling

Prepare for future growth and ongoing optimization as your business expands. Plan for scalability and ongoing maintenance. Ensure your SaaS provider offers support and resources for future updates and additional requirements.

⚠️ Failing to plan for growth can result in additional costs or system limitations down the line.

✅ Work with your SaaS provider to create a long-term roadmap for scaling, budgeting, and optimizing your platform as your business grows



Final considerations for a successful SaaS DXP migration.



Leverage vendor support

Use the resources provided by your SaaS vendor, including onboarding specialists, migration toolkits, and technical support, to make the transition as smooth as possible.



Pilot testing

If you're unsure about the full migration, start small with a pilot project. Test the platform and refine processes before scaling.



Communication is key

Keep everyone—from leadership to end-users—engaged throughout the migration process. Regular updates and clear communication help build confidence and minimize resistance.



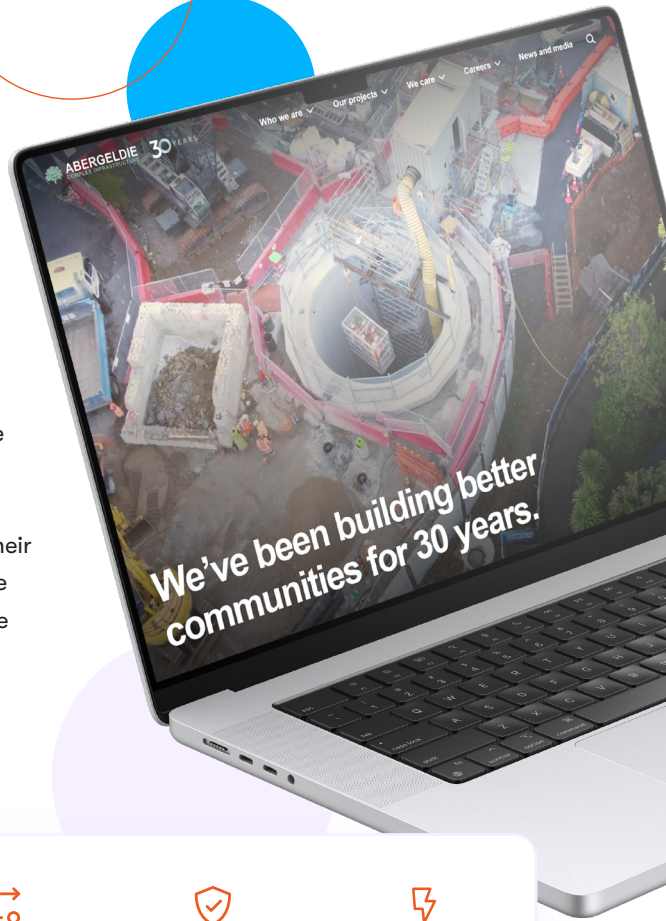
SaaS success story:



ABERGELDIE
COMPLEX INFRASTRUCTURE

Abergeldie Complex Infrastructure.

Abergeldie partnered with Kentico Gold Partner and SaaS Expert **Devotion** to replace its outdated WordPress site with a modern, scalable solution built on Xperience by Kentico's SaaS platform. The shift enabled their team to move faster, engage audiences more deeply, and support growth — all without the overhead of traditional CMS infrastructure.



Key SaaS-driven outcomes:



100% increase

in engagement time, thanks to easy-to-use tools and a user-centric strategy



Effortless content management

with cloud-based tools enabling fast updates from anywhere



56% boost

in career-initiated sessions, powered by real-time integrations and streamlined workflows



Enterprise-grade security

and reliability, maintained entirely by Kentico



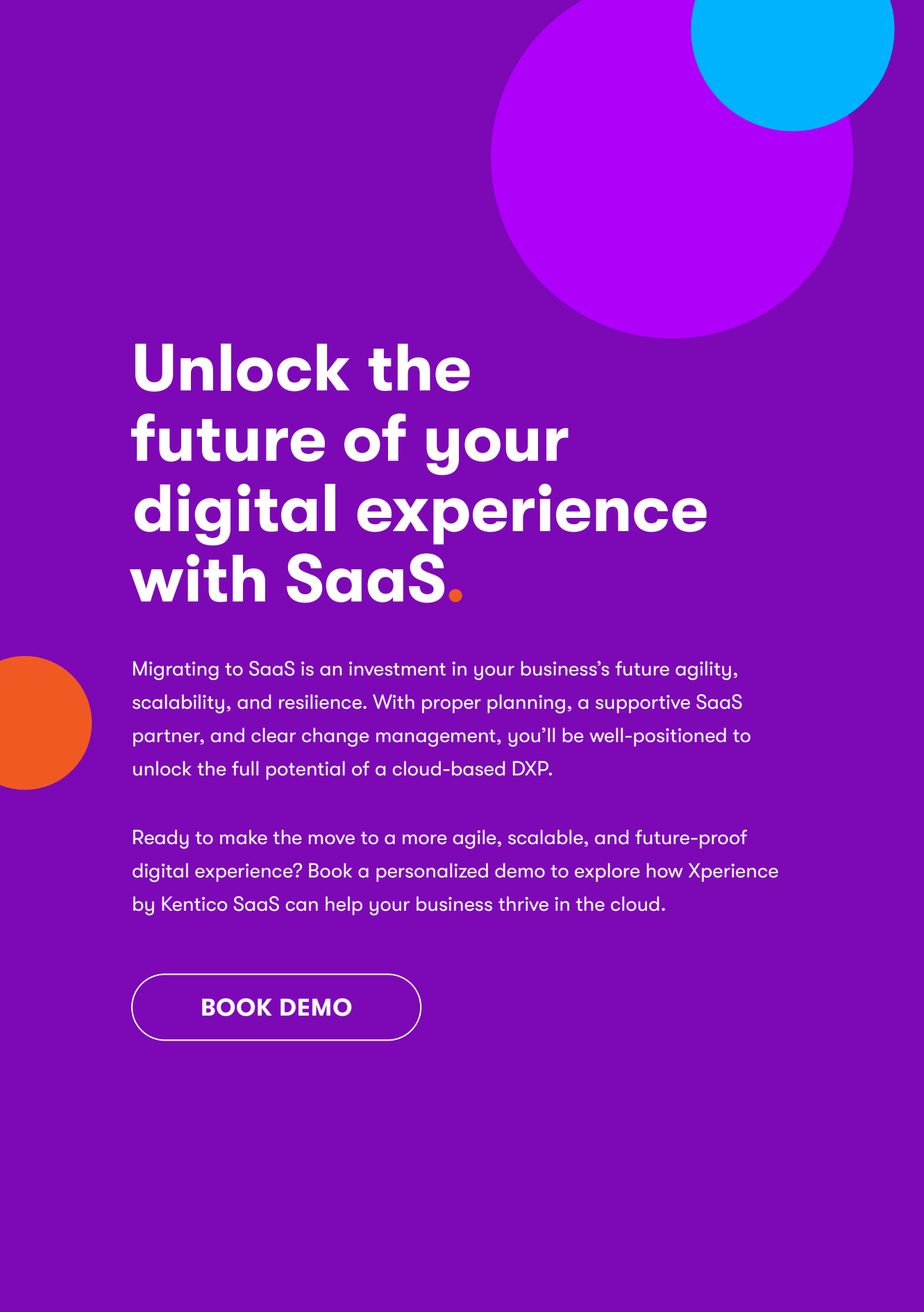
Future-ready scalability

with no need for costly replatforming or manual upgrades

By leveraging Xperience by Kentico's SaaS model, Abergeldie turned its website into a high-performing digital asset that's as agile and forward-looking as the company itself.

[READ THE FULL STORY](#)





Unlock the future of your digital experience with SaaS.

Migrating to SaaS is an investment in your business's future agility, scalability, and resilience. With proper planning, a supportive SaaS partner, and clear change management, you'll be well-positioned to unlock the full potential of a cloud-based DXP.

Ready to make the move to a more agile, scalable, and future-proof digital experience? Book a personalized demo to explore how Xperience by Kentico SaaS can help your business thrive in the cloud.

[BOOK DEMO](#)

About Kentico.

Reduce the complexity of your marketing technologies and take control of your content across your websites, microsites, emails, and other digital channels through a single solution. Empower your team to create personalized, engaging customer experiences while eliminating time-consuming tasks with a comprehensive content management system that is easy to learn and use.

Tailor content and delivery to individual preferences and develop consistent interactions across multiple digital touchpoints and reach your customers on their favorite channels—any time, anywhere. No need to worry about surprise expenses thanks to transparent, predictable pricing and low ownership costs. Kentico's platform consolidates all the tools you need for successful multichannel content management and digital marketing in a single solution. It offers a rich set of built-in capabilities to help your team achieve more with fewer processes and less technology. With transparent pricing and flexible licensing, you will improve productivity while accelerating business outcomes.

H.Q

Kentico software s.r.o.
Nové sady 996/25
602 00 Brno
Czech Republic

CZ

Kentico software s.r.o.
FLEKSI BETA
Beta Building
Vyskocilova 1481/4
140 00 Praha 4-Michle

US

Kentico Software, LLC
15 Constitution Drive,
Suite 2C
Bedford, NH 03110
United States

UK

Kentico Software Ltd
One London Square
Cross Lanes
Guildford, Surrey,
GU1 1UN
United Kingdom

APAC

Kentico Software Pty Ltd.
83 Mount St, Level 4
North Sydney, NSW 2060
Australia

Germany

Kentico Software GmbH
c/o Schnorbus Helmhold
Wardemann PartGmbH
Kanalstraße 2
41460 Neuss



[kentico.com](https://www.kentico.com)