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Kentico 8.2 Features New Collaboration and Ecommerce Features

Nashua, New Hampshire, January 6, 2015 – [Kentico Software](#), the Web Content and Customer Experience Management provider, today announced the release of Kentico 8.2, featuring several new collaboration and ecommerce enhancements that make launching and managing digital marketing campaigns faster and easier than ever.

The latest product enhancements include:

Bi-Directional SharePoint Synchronization

Kentico's new SharePoint Integration module accelerates cooperation between collaborators while facilitating better file sharing. With Kentico's new bi-directional SharePoint synchronization feature, all changes made in Kentico will be made automatically on the SharePoint server. Just point and share—your files are always up to date, and everyone has the latest versions.

Easy Shipping Calculations

With shipping costs affected by order value, size, weight, geography, shipping provider, and customer, providing shipping discounts and free delivery to certain customers can be difficult to calculate. One-size-fits-all solutions simply won't do. With Kentico, you can now easily create a shipping module (and reuse for other projects) that presents all the tools you need to calculate shipping costs in your own custom user interface.

Enhanced Contact Management

The Contact Management module in Kentico provides a 360-degree view of all your website visitors and customers as well as their behavior across all channels and devices. If you are using multiple tools to manage your leads, contacts and recipients, it can be a headache to sync them, import them and reuse them across all the platforms in use. With Kentico 8.2, you can easily import Contacts from a CSV file, segment them, and leverage them in the system.

All Kentico 8.2 improvements include:

- Platform
 - Modules improvements
 - Precompilation enhancements
 - Support for separated database in the upgrade procedure
- Web Content Management
 - Translation improvements
- E-Commerce
 - Shipping improvements - easier to customize shipping calculations
- Online Marketing
 - Import contacts from a file
 - Email marketing usability enhancement
 - Online marketing performance improvements
- Intranet and Collaboration
 - SharePoint bi-directional synchronization

"With the new features contained in Kentico 8.2, we continue to show we not only listen to our customers, we respond to their needs," said Kentico CEO and Founder Petr Palas. "We are constantly working to enhance our product to bring our customers the easy-to-use and affordable set of tools they need to launch and manage integrated digital marketing activities that are highly personalized, dynamic, and effective."

Kentico 8.2 allows anyone to quickly deliver the right marketing message at the right time on any digital channel—it's easy to use, affordable, and quick to set up. With sophisticated personalization, segmentation and other capabilities, Kentico allows users to manage all their digital marketing efforts in a unified way across all their marketing tools from a single environment that can easily integrate with real-time CRM and ERP data for the highest level of personalization. Kentico 8.2 includes all the components for integrated marketing efforts online, including Web Content Management, E-commerce, Online Marketing, Online Communities, Intranet and Collaboration.

Kentico 8.2 supports all the latest Microsoft technologies, including Visual Studio 2013, Microsoft .NET Framework 4.5, Windows Server 2012, Microsoft SQL Server 2014, Windows 8.1 and Azure SDK 2.5.

More on Kentico 8.2's new features and capabilities can be found on Kentico's 8.2 [microsite](#).

About Kentico

Kentico brings smart integrated digital marketing to businesses of all sizes with a comprehensive suite of solutions. With Kentico's Web Content Management, Online Marketing, E-commerce, Online Communities, and Intranet & Collaboration solutions, clients can deliver superior cross-channel customer experiences across all devices. Based on the Microsoft .NET platform, Kentico comes with 450 web parts and fully documented API and is available on-premise or in the cloud. Flexible, robust and scalable, Kentico delivers right-first-time technology, out-of-the-box speed, and affordable sophistication to help customers meet their goals faster and more profitably.

About Kentico Software

Founded in 2004, Kentico is headquartered in the Czech Republic with offices in the US, UK, and Australia. A Microsoft Gold Certified Partner with 1,100 digital agency partners, Kentico powers more than 18,000 websites in 90 countries. Customers include Bacardi; Great British Chefs; Gibson; Mazda; Microsoft; Mighty River Power; Run and Become; Sony; Vodafone.

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