



PRESS RELEASE

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

Gartner Positions Kentico Software in Magic Quadrant for Horizontal Portals

Bedford, New Hampshire, USA, October 20, 2016—[Kentico Software](#), a fast growing software company 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 October 2016 Magic Quadrant for Horizontal Portals. [Download the Gartner Magic Quadrant for Horizontal Portals.](#)

Best Known for WCM

"This is turning out to be a banner year for the company," commented Kentico's Founder and CEO, Petr Palas. "We were positioned as a Challenger in the September 2016 [Magic Quadrant for Web Content Management](#) for the very first time. Here we are one month later entering the Magic Quadrant for Horizontal Portals, also for the very first time, as a niche player." He continued, "We feel this is the result of a lot of hard work by our talented and enthusiastic employees. That being said, partners and customers can expect a lot more from us in the months and years ahead."

About Portals

So what exactly is a Portal? It's a gateway that allows large numbers of users to interact with one another and share content quickly and easily in a secure environment. Companies are using Kentico Software to build and manage a wide variety of portal types including customer exchanges, partner communities, member organizations, client portals, developer networks, collaboration sites, blogs, intranets, and more.

More specifically, Kentico's intranet solution allows users to install, configure, and deploy intranets, extranets, client portals, and custom collaboration solutions easily. Built-in Social Media Integration extends a company's reach and drives qualified traffic by enabling companies to speak directly to customers. Finally, the Forums, Blogs, and Groups capability gives customers the power to start discussions on their own, creating content, sharing knowledge, and, over time, increasing brand advocacy.

About the Magic Quadrant for Horizontal Portals

Gartner's Magic Quadrant for Horizontal Portals is an annual research study that is now in its ninth year. First launched in 2008, it provides a broad view of the relative positions of the Horizontal Portal market's competitors—Niche Players, Challengers, Visionaries, or Leaders. By applying a graphical treatment and a uniform set of evaluation criteria, the Magic Quadrant for Horizontal Portals helps companies quickly ascertain the completeness of each company's vision as well as their ability to execute.

Gartner Disclaimer:

Gartner does not endorse any vendor, product or service depicted in its research publications, and does not advise technology users to select only those vendors with the highest ratings or other designation. Gartner research publications consist of the opinions of Gartner's research organization and should not be construed as statements of fact. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.

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 open 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 Gibson, Twining, Ingram Micro, Mazda, Kingspan, Hunter Fan, Starbucks, and Allergan.