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New Info-Tech Report Ranks Kentico High in Value

Nashua, New Hampshire, USA, October 3, 2013 – Kentico Software, a leader in customer experience management, today announced it was ranked 3rd out of 12 vendors in the Value Index included in Info-Tech Research Group's Vendor Landscape: Web Experience Management report.

"For this Vendor Landscape, Info-Tech focused on those vendors that offer broad capabilities across multiple platforms and that have a strong market presence and/or reputational presence among mid-sized and large enterprises," said Christopher Wynder, Ph.D., Consulting Analyst at Info-Tech Research Group. "Mid-market organizations that need powerful analytics will find excellent value in Kentico."

Among Kentico's strengths listed in the report:

- Robust analytics: Marketing is able to set campaign goals, measure the level of success being achieved, and make informed changes to the website accordingly
- A strong e-commerce platform for customer facing websites
- Flexible analytics platform and integrated workflow allow for a variety of data based automations
- Multi-channel support
- Content tailoring

"Digital marketing today requires responding to the 'now' in a sophisticated way across all channels, but the cost and complexity of many CMS platforms get in the way of that," said Kentico CEO and Founder Petr Palas. "We're pleased to have our offerings recognized by Info-Tech to be high in value, because we believe success should reflect the strength of one's marketing prowess, not the cost of one's digital technology."

About Info-Tech Research Group
With a paid membership of over 30,000 members worldwide, Info-Tech Research Group (www.infotech.com) is the global leader in providing tactical, practical Information Technology research and analysis. Info-Tech Research Group has a sixteen-year history of delivering quality research and is North America's fastest growing full-service IT analyst firm.

About Kentico CMS
Kentico CMS is an enterprise Web Content Management System and Customer Experience Management solution that provides a complete set of features for building websites, intranets, community sites and e-commerce solutions on the Microsoft ASP.NET platform, on-premise or in the Cloud. It supports mobile websites, SEO, document management, online marketing tools, multilingual websites, and multisite management, and comes out of the box with 70 ready-to-use modules, 400 configurable web parts, and source code available by request.

About Kentico Software
Kentico provides an affordable, award-winning integrated marketing solution that's easy to use but also highly customizable for powerful real-time customer-centric marketing across multiple channels, on-premise or in the Cloud. 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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