



PRESS RELEASE

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Kentico Tapped by GearsERP for Real-Time ERP-Driven Web Commerce

Nashua, New Hampshire, October 28, 2013 – [Kentico Software](#), a leader in customer experience management, today announced that its CMS 7 content management system is being used by Swedish web developer GearsERP as the framework for its flagship Gears MarketPlace e-commerce and e-business solution, created specifically for customers using Microsoft Dynamics for enterprise resource planning.

Microsoft Dynamics is a complete ERP software solution in use by more than a million users at mid-sized organizations around the world. With the Gears MarketPlace integrated e-commerce solution, organizations can evolve their e-business capabilities to build customer-facing websites that leverage the organization's real-time sales and marketing, supply chain, pricing, discount, and other ERP data to provide customers with more personalized experiences.

Developed from the ground up, Gears MarketPlace provides a complete 'out-of-the-box' e-business solution that, when sold as modules, can be configured for e-commerce, sales analysis and purchase management. Fully scalable, the solution can be fully configured to reflect the customized business logic within the client's ERP and be utilized with different versions of Kentico to meet the client's specific needs.

"Integrating internal business data with their customer facing web environments is a priority for many of today's organizations, but most ERP-integrated e-commerce solutions are too expensive, lacking flexibility and design potential, and simply not user friendly," said Rick Folkes, CEO of GearsERP. "With Kentico's feature-rich and extremely customizable CMS solution, we can offer an affordable and design-friendly product that allows our customers to leverage real-time ERP data while custom-tailoring their web shopping experiences in exciting and highly functional ways."

Kentico's award-winning and highly configurable platform is easy to use, affordable, and offers more out-of-the-box functionality than any other vendor. Anyone can launch sophisticated customer experiences—quickly, and for immediate impact—regardless of company size.

"As a partner-driven organization, we are very proud to have Kentico CMS 7 play such a big part in GearsERP's MarketPlace offering, which demonstrates the full potential of tapping valuable, but often trapped, enterprise data to better serve customers on the web," said Kentico Group Product Manager Petr Vozak. "Connecting such data with the web shopping experience has become critical for many organizations looking to remain competitive in today's real-time world."

About GearsERP

GearsERP helps companies evolve into e-business through integration between their ERP system and the internet. Its software allows companies to extend and adapt their business processes to match the new opportunities and requirements of e-commerce and e-business. At the core of GearsERP software and solutions is the real-time integration with Microsoft Dynamics ERP systems and the business logic and information therein. By combining this integration with a powerful content management system (CMS) from Kentico, GearsERP have created Gears MarketPlace, a flexible and powerful platform that allows companies to create e-business versions of their unique mix of marketing, sales/web shop, customer service and many other areas to match their particular needs. Founded in 2008, GearsERP is based in Helsingborg, Sweden.

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 1,200 digital agency partners, Kentico powers more than 16,000 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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