



## PRESS RELEASE

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## Kentico Raises Stakes in E-commerce Marketplace

*Announces integration with highly-regarded Ucommerce platform; makes Kentico a more attractive choice for Fortune 500 & Global Fortune 500 Companies*

**Bedford, New Hampshire, USA, July 12, 2017**—[Kentico Software](#), a fast-growing CMS vendor with offices in Europe, Asia-Pacific, and North America, today announced an integration between its widely-used Enterprise Marketing Solution (EMS) and Content Management Solution (CMS) and [Ucommerce](#), the market's most powerful .NET-based commerce platform. The integration will coincide with the introduction of [Kentico 11](#), scheduled for release in November 2017.

"Up to now, all of Kentico's software has been developed internally," explained Kentico Founder and CEO Petr Palas. "However, there are times when a company has to make bold moves to advance the business and at the same time delight customers. This is one of those times."

Palas continued, "While Kentico's native E-commerce capabilities are more than sufficient for small, medium-size, and even larger businesses, we recognized that some corporations, particularly multi-nationals, have very specialized needs. So rather than re-invent the wheel, we opted to partner with Ucommerce, a company that is well-known and highly regarded in this space. This collaboration with Ucommerce gives Kentico users another option – it's not a replacement for our native E-commerce solution."

"We are delighted to work with Kentico," added Søren Spelling Lund, Founder and CEO of Ucommerce. "They are aggressively advancing the digital experience and by adding our capabilities to theirs, we are creating a wonderful opportunity for customers to experience the value of working with content and commerce in a unified platform." Lund continued, "We saw an opportunity to complement and round out Kentico's E-commerce capabilities at the high end. It's a win-win, a good move for both companies."

More information can be found in [this article](#) published by Kentico.

### ABOUT KENTICO

Kentico's product line includes Kentico EMS, the all-in-one CMS, E-commerce, and Online Marketing platform, and Kentico Cloud, the comprehensive cloud-first headless CMS and digital experience platform.

Kentico EMS's rich selection of out-of-the-box web parts, easy customizations, and open API quickly gets websites operational. The all-in-one platform combines a full set of integrated solutions, including Online Marketing, E-commerce, Online Communities, and Intranet and Collaboration. Kentico EMS allows you to manage contacts and campaigns, track the customer journey, provide global E-commerce functionality, and measure and analyze the results to create and manage customer experiences easily in a dynamic business environment.

Kentico Cloud is the cloud-first headless CMS and digital experience platform. Users can manage structured content for multi-channel delivery, use the API-first CMS to display that content on any website or device, and track visitor interactions to personalize the digital experience.

Kentico Software was launched with one vision in mind—to build exceptional digital platforms that allow clients to connect with their customers, surpass their business goals, and achieve digital marketing and E-commerce success. Kentico's 24/7 support provided by 20+ support engineers on three continents, consultation packages, training, detailed documentation, and 7-day bug-fix policy help customers deliver projects on time and budget.

Kentico has 1,000 digital solution partners and powers 25,000 websites across 100 countries. Founded in 2004, Kentico is a Microsoft Gold Certified Partner headquartered in the Czech Republic with offices in the US, UK, Netherlands, and Australia. Customers include Gibson, Twinings, Ingram Micro, Mazda, Kingspan, Hunter Fan, Segway, and Allergan.

### ABOUT UCOMMERCE

Ucommerce's goal is to convert our passion for E-commerce into the best possible E-commerce platform available. Your business changes and evolves over time as you enter new markets, explore new business opportunities, and grow your existing business. The systems you choose to run your business should support this rather than limit your ability to execute on new strategies. Ucommerce is designed to grow with your business by offering product editions matched to your requirements.

Ucommerce is a global company empowering more than 3,000 websites worldwide. The company is headquartered in Denmark and maintains local offices in the United States, United Kingdom, and Australia.

*All product and company names herein may be trademarks of their respective owners.*

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