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Kentico Recognized as an Innovator for the Fourth Time by Emerce100

Bedford, New Hampshire, April 5, 2019 – Kentico Software, a fast-growing CMS vendor with offices in Europe, Asia Pacific, and North America, was today recognized as a major digital influencer by Dutch publication Emerce100. In its 15-year history, Kentico takes this recognition as confirmation for its dedicated stance to leading the way in content delivery innovation. Emerce 100 is an overview of the best providers of e-business services or solutions in the Dutch market according to the influencers working in the online marketing, IT and E-business area. The overview enables clients or agencies to select the best solutions/service providers in the market.

Kentico will be present in the list for the fourth time this year but is now leading the chart of commercial CMS vendors with the highest possible rating. "Kentico has proved itself time and again to be the platform of choice for developers and marketers who have a need to deliver impressive projects that only a robust set of fully-integrated web content management, e-commerce, and online marketing functionalities can deliver," stated Petr Palas, Founder and CEO.

Freedom to Innovate
"Unlike many other CMS vendors, explains Petr Palas, "Kentico's independence from investors has allowed us to focus on being innovative, long-term, rather getting distracted by short-term financial goals."

Back in 2004, we introduced Kentico CMS, one of the first content management systems for the Microsoft .NET platform. "Around five years ago, we noticed the market was shifting. Customers were moving to the cloud and looking for increased agility and flexibility. They wanted to deliver content to any channel," says Petr Palas. "So we undertook to build a brand new headless CMS – Kentico Cloud."

This led to evolving Kentico Cloud into the first end-to-end content management solution. "We realized that by providing customers with a Content as a Service solution, not only would they be able to consolidate their content in one place but manage it through its whole lifecycle. By covering content strategy, planning, collaborative authoring, multi-channel delivery, and more, users could use this solution to integrate it seamlessly with their existing marketing technologies." The solution is already being leveraged by many enterprise-level organizations such as Kramp, Vrije University, UK Parliament, Konica Minolta, Starbucks, and Oxford University.

No Stranger to the Dutch Market

Kentico has been chosen by hundreds of Dutch brands since 2004. This led to Kentico opening an office in Amsterdam in 2015, under VP of EMEA Sales, Bart Omlo, to be even closer to its customers. Kentico's latest success in Emerce100 shows its continuing popularity. "We're very grateful for this recognition, and I'd like to say thank you to our customers and partners for their trust and support," says Palas.

About Kentico
Kentico's products include 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 allows you to manage contacts and campaigns, track customer journeys, 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 and use the API-first CMS to display that content on any website or device.

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