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Kentico Software Positioned in Challengers Quadrant of Gartner Magic Quadrant for Web Content Management

Evaluation Based on Completeness of Vision and Ability to Execute

Bedford, New Hampshire, USA, September 29, 2016—Kentico Software, a fast growing software company with offices in Europe, Asia Pacific, and North America, today took yet another step forward in its evolution. It has been positioned by Gartner, Inc.—the world's leading information technology research and advisory company—in the Challengers quadrant of its September 2016 Magic Quadrant for Web Content Management. Download Gartner's 2016 Magic Quadrant for WCM.

Powering Companies of all Sizes—from Start-ups to the Global Fortune 500
"Being a top-tier vendor in the WCM market is about more than just having a proven product," said Petr Palas, Founder and CEO. "We already have 25,000 websites running on Kentico in over 100 countries, delivered by a network of 1,000 digital agency partners. And now we feel Kentico can take being named a Challenger in the Gartner Magic Quadrant for WCM as an added confirmation of our vision—to offer an all-in-one enterprise platform that enables users to achieve exceptional online digital marketing and e-commerce success."

Commitment to an All-in-one Platform, Focus on Customer Success Among Top Drivers at Kentico
Kentico was launched more than a decade ago with a single vision in mind—to build an exceptional digital platform that would allow clients to connect with their customers like never before, and help them achieve and even surpass their business goals. As the company has grown from a start-up into a global company, it has stayed true to that vision. By creating an all-in-one platform for developing and deploying websites, managing contacts and campaigns, tracking the customer journey, providing global e-commerce functionality, and measuring and analyzing the results, Kentico is enabling clients to achieve digital marketing and e-commerce success.

About the Magic Quadrant for WCM
Gartner's Magic Quadrant for WCM is an annual research study that is now its eighth year. First launched in 2009, it provides a broad view of the relative positions of the WCM 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 WCM helps companies quickly ascertain the completeness of each company's vision as well as their ability to execute.

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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, Twinings, Ingram Micro, Mazda, Kingspan, Hunter Fan, Starbucks, and Allergan.