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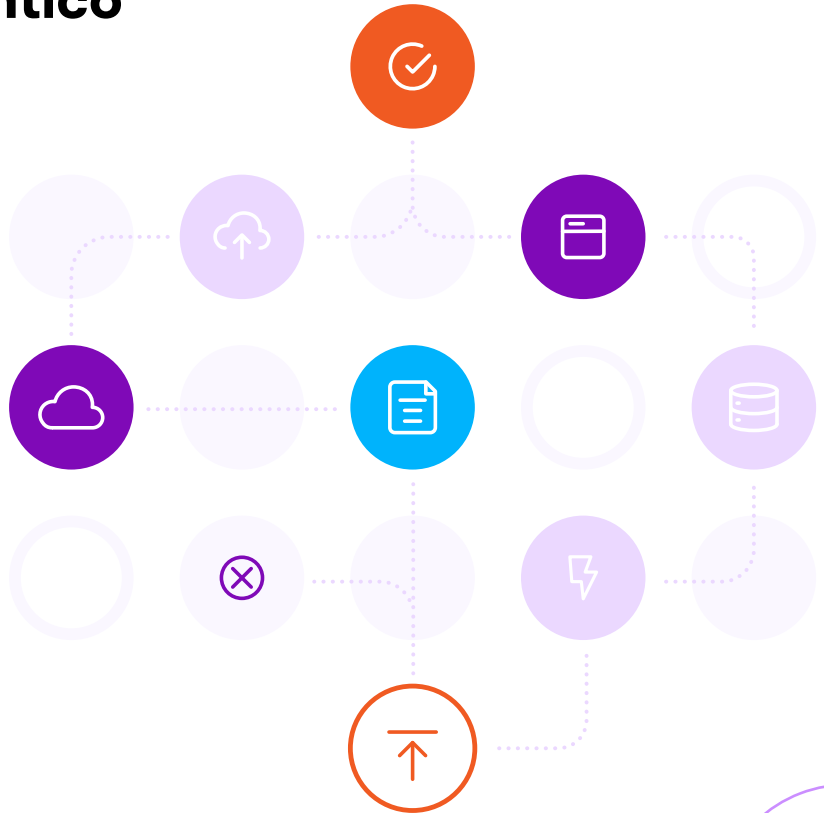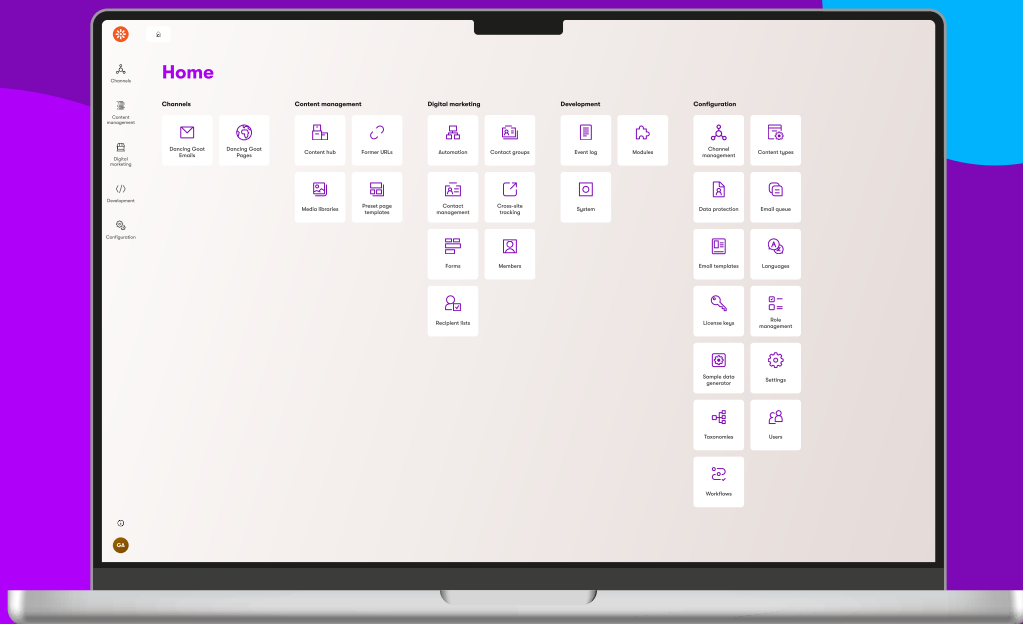
A practical guide to upgrading from Kentico Xperience 13 to Xperience by Kentico.

One platform, endless possibilities—future-proof your digital experience with Xperience by Kentico.

kentico.com

Upgrade from Kentico Xperience 13 to Xperience by Kentico to unlock a modern, flexible, and scalable digital experience platform. This ebook provides a step-by-step roadmap, actionable insights, and best practices to ensure a seamless upgrade.

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Why upgrade?

If you're reading this, chances are your business has grown, your digital needs have evolved, and you're wondering if it's time to upgrade your CMS. Kentico Xperience 13 has served you well, but the future belongs to Xperience by Kentico—a fast, modern, multichannel, scalable, and AI-driven platform designed for the next generation of digital experiences.

Much like moving from a cozy apartment to a dream home, upgrading your CMS is an investment in efficiency, flexibility, and long-term growth. It may seem daunting, but with the right approach, the transition can be smooth and rewarding.

Kentico Xperience 13 has been a reliable workhorse, but Xperience by Kentico offers greater flexibility, automation, and performance enhancements that can accelerate your growth. This guide will help you navigate the upgrade step by step, ensuring you're able to seamlessly transition to an improved digital experience.

What's in this ebook?

- Understanding upgrading vs. migrating
- Get a clear upgrade roadmap and strategy
- Discover best practices to avoid common pitfalls
- Learn how an upgrade can help you maximize ROI

Let's get started.

Understanding the upgrade vs. migration.

	Upgrade	**Migration**
What it means	Moving from Kentico Xperience 13 to Xperience by Kentico while keeping core content, media, website experiences, and customer data intact	Moving from another CMS (e.g., Sitecore, Optimizely, WordPress) to Xperience by Kentico. Requires data migration and an application rebuild.
Best for	Existing Kentico Xperience 13 users who want modernization without rebuilding from scratch.	Businesses looking for a completely new platform with enhanced marketing and content management features.

Good news: If you're upgrading, you already have a head start. Your team is familiar with Kentico, and with the right tools, the transition can be smooth and efficient.
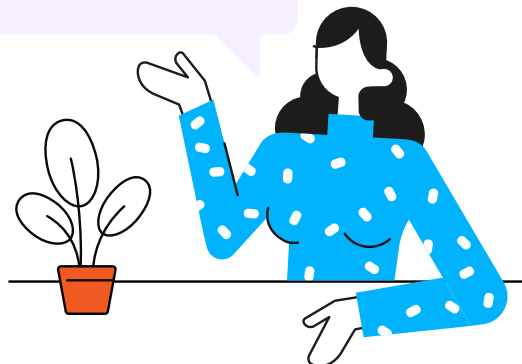
Preparing for the upgrade.

The success of your upgrade depends on how well you prepare. Follow these three steps to set the foundation for a smooth transition.

Step 1 ○ **Assess your current setup**

Before jumping in, **take stock of what you have:**

- **Audit your website** – What pages, templates, and assets do you need to move?
- **Check integrations** – Do you have third-party tools (CRM, eCommerce, analytics) that need updating?
- **Evaluate your content strategy** – Is this an opportunity to refresh outdated content?

Step 2 ○ **Define your upgrade goals**

Ask yourself: **What do I want to achieve with this upgrade?**

- Improve website speed and performance?
- Speed up and simplify marketers' daily workflows?
- Reduce maintenance costs and reliance on IT?
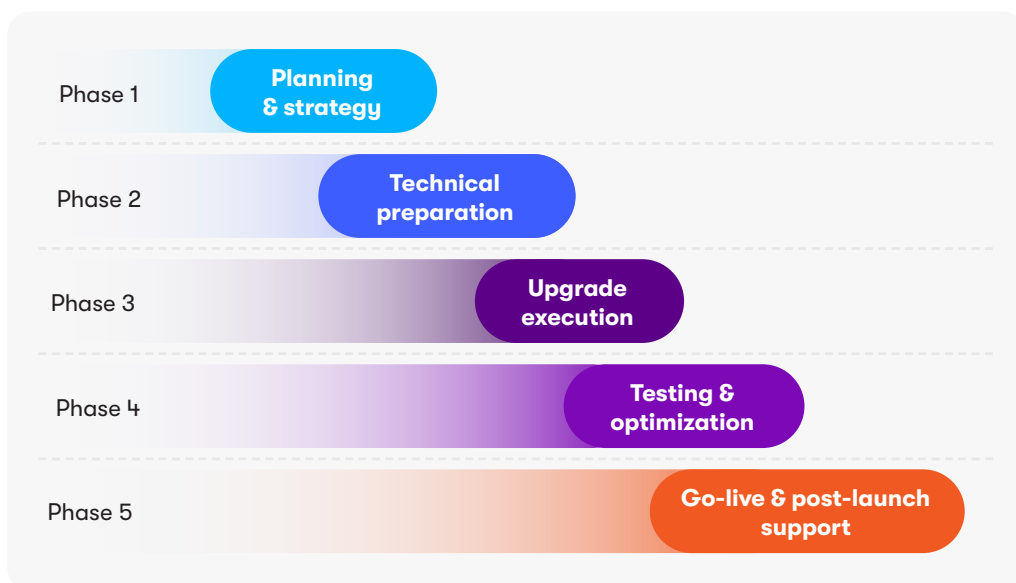
Step 3 ○ **Secure buy-in from stakeholders**

- Involve key decision-makers early—Marketing, IT, and leadership need to be aligned.
- Communicate the ROI—Explain how the upgrade saves costs, improves efficiency, and enhances digital agility.

The upgrade roadmap.

Now that you're prepared, it's time to map out your journey.
An effective upgrade plan ensures that your business stays
operational, your team stays productive, and your website remains
optimized throughout the process.

Phase 1	**Planning & strategy**
Phase 2	**Technical preparation**
Phase 3	**Upgrade execution**
Phase 4	**Testing & optimization**
Phase 5	**Go-live & post-launch support**

We **strongly recommend a phased approach** to minimize
disruption and maximize efficiency. This section breaks
down the upgrade journey into five clear phases, each with
actionable steps to ensure a successful transition.

Phase 1: Planning & strategy

- Explore Kentico's upgrade documentation, guides, and product support
- Define scope: will you upgrade **everything at once or in phases**?
- Think about content migration and where you can save time—it's possible to automate structured content and data migration with our Migration Toolkit.
- **Set a realistic timeline** with clear milestones
- Identify project customizations now handled natively with Xperience by Kentico
- Consider adopting Xperience by Kentico SaaS

Phase 2: Technical preparation

- Make a copy of your production environment to test the upgrade process
- **Set up a staging environment**
- **Check third-party integrations** and update outdated APIs

Phase 3: Upgrade execution

- Use **Kentico's automated upgrade tools**
- Let application developers test and iterate on the upgrade process
- Ensure all **workflows**, **forms**, and **templates** function as expected

Phase 4: Testing & optimization

- Conduct **QA testing** for broken links, UI issues, and load speed
- Optimize for **SEO** and ensure redirects work properly
- Train teams on the **new UI and workflows**
- Keep your Xperience by Kentico up to date during the upgrade process

Phase 5: Go-live & post-launch support

- Perform a content freeze during migration
- Launch your upgraded platform
- Monitor performance and collect feedback
- Implement **continuous improvements** based on analytics
- Gain access to Xperience's latest feature enhancements by applying monthly Refreshes

Let's get started with the upgrade process. ⟶

Common challenges and how to overcome them.

Upgrading to Xperience by Kentico comes with significant benefits, but like any major transition, there are potential challenges to consider. However, with the right approach, preparation, and tools, these obstacles can be easily managed.

In this section, we'll explore some of the most common upgrade challenges and provide actionable solutions to ensure a smooth process.

Challenge 1:
Data migration complexity

Problem:

Moving all content, media, and structured data can seem overwhelming and time consuming—especially if your site has custom elements or complex integrations.

Solution:

Use the fully supported Xperience by Kentico: Kentico Migration Tool: Automate much of the process, reducing errors and manual work.

Clean your content before upgrading: Remove outdated, duplicate, or irrelevant content to streamline the process.

Plan for incremental upgrades: If your website is large, migrate content in phases rather than all at once or keep the current website design and user experience while you focus on content.

Challenge 2:
Potential downtime risks

Problem:

Website downtime can impact user experience, SEO rankings, and revenue. A poorly planned upgrade could lead to unexpected disruptions.

Solution:

Create a testing environment: Use a staging or sandbox site to test the upgrade before launching it live.

Perform a soft-launch: Launch your new Xperience by Kentico application while your Kentico Xperience 13 site is still live. Publish content changes in both for a short period of time and switch visitor traffic with no downtime.

Schedule the upgrade during off-peak hours: Reduce business impact by choosing a low-traffic period.

Challenge 3:
Team adoption and training

Problem:

Even if your upgrade is technically smooth, a lack of team training can lead to inefficiencies, confusion, and frustration.

Solution:

Provide early hands-on training: Introduce your content and marketing teams to the new system before launch.

Offer ongoing support: Establish internal documentation and post-upgrade Q&A sessions.

Leverage Kentico's support resources: Use Kentico's training materials, documentation, and expert assistance to ease the transition.

The ROI of upgrading to Xperience by Kentico.

An upgrade isn't just a technical shift—it's an investment in your business's agility, efficiency, growth, and long-term success. But what is the tangible return on investment (ROI)?

Here's what upgrading to Xperience by Kentico will mean for your team, business, and customers.

Faster time to market
Drag-and-drop content editing, low-code workflows, and AI-powered content authoring and media management mean your marketing team can publish content faster, with less dependency on IT.

Cost savings & lower maintenance
Reduce hosting, licensing, and maintenance costs with a modern, cloud-based infrastructure—now available through Xperience by Kentico SaaS, making digital operations even easier to manage.

Enhanced security & compliance
Stay ahead of privacy regulations (GDPR, CCPA, etc.) and minimize security risks with regular updates, built-in security features, and no legacy technology.

Better customer engagement
Improved marketer agility leads to better customer experiences and engagement
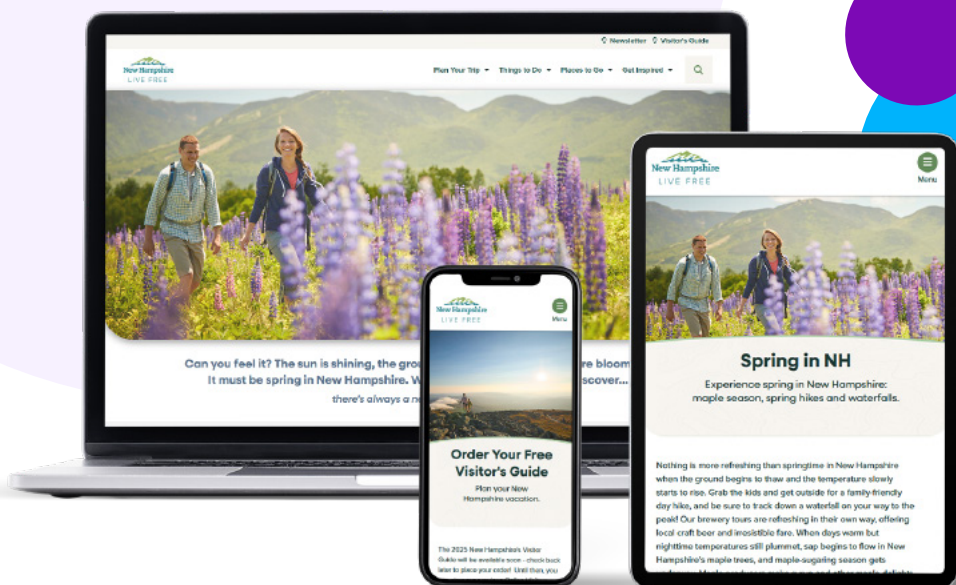
Reduced IT burden
Kentico's hybrid headless model gives developers greater flexibility, while marketers enjoy intuitive, no-code tools—freeing up IT resources.

The bottom line: Upgrading isn't just about keeping up with technology—it's about driving tangible business value.
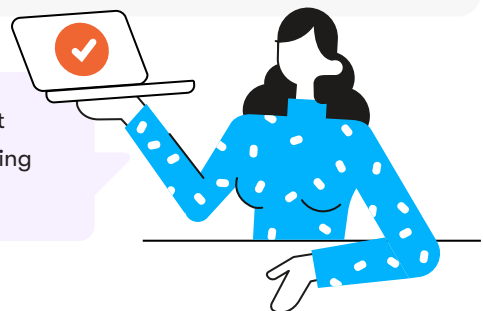
[Visit New Hampshire](#) upgraded from an older version of Kentico to Xperience by Kentico and saw [award-winning results](#). To support New Hampshire's vital tourism industry, VisitNH.gov upgraded to enhance performance, security, and user experience while meeting strict budget constraints. The new platform delivers a scalable, personalized solution with streamlined content management, custom modules, and business user tools. Their new site meets current needs and is ready for future growth.

30%

increase in week by week engagement time

READ THE FULL STORY

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> **SilverTech's decades of digital expertise, combined with the capabilities of the Kentico CMS platform, have truly elevated our website. The platform's speed and ease-of-use makes it easy for our team to efficiently update and maintain the site, ensuring we remain competitive in attracting visitors to New Hampshire. As tourism is a major economic driver for the state, it's essential that we offer a dynamic, user-friendly site that delivers an exceptional experience for visitors, residents, and partners alike. With Kentico's innovative platform, we are excited to expand our digital presence and provide even more personalized experiences for our audience."**

Amy Bassett.

State Tourism Deputy Director
State of NH

Upgrade checklist.

Before you begin the upgrade process, make sure you've completed these key steps:

☐ **Define upgrade goals**
Identify why you're upgrading and set clear KPIs.

☐ **Assess website content**
Inventory what needs to be migrated, optimized, or removed.

☐ **Secure buy-in**
Get leadership, marketing, and IT aligned.

☐ **Set up a test environment**
Ensure safe testing before deploying live.

☐ **Use the Xperience by Kentico: Kentico Migration Tool**
Leverage automation for a smooth transition.

☐ **Optimize SEO & redirects**
Preserve rankings and avoid broken links.

☐ **Train your team**
Ensure users are comfortable with the new platform.

☐ **Monitor post-launch performance**
Track analytics and optimize based on real data.

Keep this checklist handy to ensure a hassle-free upgrade!

Ready to make the move?

By now, you have a clear understanding of what it takes to upgrade from Kentico Xperience 13 to Xperience by Kentico. While change can feel daunting, the long-term benefits far outweigh short-term challenges.

Final steps:

- Review our upgrade guide

- Take advantage of Kentico's Migration and Upgrade Assessment

- Schedule a strategy call with Kentico experts

- Try the fully supported, open-source Kentico Migration Tool

- Begin your seamless upgrade!

Upgrading to Xperience by Kentico is more than just a CMS update—it's a step toward smarter, faster, and more scalable digital experiences.

Your business deserves a future-ready platform. Let's make it happen.
Talk to our experts to get a free, personalized demo.

MEET OUR EXPERTS
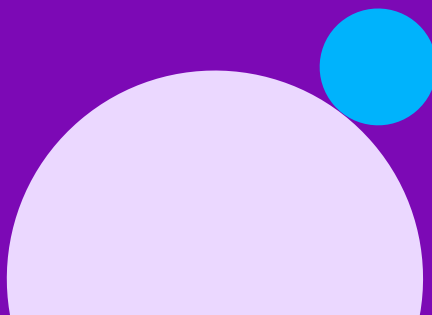
About Kentico.

Reduce the complexity of your marketing technologies and take control of your content across your websites, microsites, emails, and other digital channels through a single solution. Empower your team to create personalized, engaging customer experiences while eliminating time-consuming tasks with a comprehensive content management system that is easy to learn and use.

Tailor content and delivery to individual preferences and develop consistent interactions across multiple digital touchpoints and reach your customers on their favorite channels—any time, anywhere. No need to worry about surprise expenses thanks to transparent, predictable pricing and low ownership costs. Kentico's platform consolidates all the tools you need for successful multichannel content management and digital marketing in a single solution. It offers a rich set of built-in capabilities to help your team achieve more with fewer processes and less technology. With transparent pricing and flexible licensing, you will improve productivity while accelerating business outcomes.

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