

# Kentico EMS

The All-in-one CMS, E-commerce,  
and Online Marketing Platform

Enterprise Scalability at a Fraction of the Cost





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WAP / ROCKS / 1/12

SDP / NEWS / 1/12

# Kentico – All Your Digital Marketing Needs Available Out-of-the-box

Kentico is the only fully integrated ASP.NET CMS, E-commerce, and Online Marketing platform that allows you to fully optimize your digital customer experiences across multiple channels. With platform-wide MVC support and Continuous Integration, Kentico empowers you to create cutting-edge websites quickly, saving you time and resources so you can accomplish more.

And what's more, Kentico's powerful Campaign Management and Web Farm Support let you run highly effective campaigns. Drive customer loyalty, improve and refine your digital strategy, and give your brand the global reach it deserves.





A Solution for Every Situation



## Online Marketing

Kentico's Online Marketing solution gives you a fully integrated 360-degree view of your customers, allowing you to personalize every customer experience. With Web Analytics, Lead Scoring, and Marketing Automation, you can nurture leads, and analyze and optimize your campaigns to deliver the right message to the right person at the right time.

## Web Content Management

With much more out-of-the-box functionality than any other vendor, Kentico's WCM solution lets you deliver a consistent customer experience across multiple channels and devices. Proven to integrate with almost any back-end system, Kentico gives you ultimate flexibility to deliver consistently outstanding experiences, via multiple channels, on all devices.

## Intranet and Collaboration

The Kentico Intranet and Collaboration solution makes empowering workgroups and project teams a hassle-free process for everybody. With easy-to-use Project Management, seamless SharePoint Integration, advanced workgroup collaboration, and customizable department-specific pages, Kentico is the simpler, faster way to smarter working.

## E-commerce

Kentico's E-commerce solution allows you to keep the design of the site navigation and structure of online stores in line with your vision. Simple integration with external systems, easy ways to pay, and support for multiple languages and currencies mean developing a consistent global online retail presence is effortless.

## Online Communities

Kentico's Online Communities solution gives you the tools you need to create, manage, and integrate communities socially to drive qualified traffic, bring unique customer insights, and encourage conversations about your brand. With out-of-the-box support for Forums, Blogs, Groups, and more, Kentico helps you build active communities for even greater brand advocacy.

**“Kentico is an uncomplicated tool that is really easy to use, especially for those who are non-technical.**

*It has a good balance of E-commerce and Marketing functionality at an affordable price with the ability to run CRO within the site. One of the benefits of using Kentico is that we are able to give wider parts of the business access to only the relevant parts of the platform, and it is a .NET application so, we've been able to tailor some modules to our exact needs. Since using Kentico, we have seen an increased conversion rate due to the simple checkout process.”*

**Claire Blake**, E-commerce Manager at Twinings

**TWININGS**



# Online Marketing



## Bringing You Closer to Your Customers

With Kentico's Online Marketing solution, get a 360-degree view of your customers and real-time actionable insights to deliver exceptional customer experiences.

Kentico's Online Marketing solution offers Email Marketing, Lead Scoring, Marketing Automation, and more, to help you nurture leads, and analyze and optimize your campaigns to turn prospects into customers and increase brand advocacy. By leveraging its Personalization and A/B Testing capabilities throughout the customer journey, you increase conversion rates from your lead generation activities to deliver high-quality leads to your sales team.

## Top Features

### Email Marketing

#### Optimize Now for Maximum Engagement

With Email Marketing in Kentico, you can immediately see how many people opened your email and clicked the link. You know which content was most engaging and A/B test your content to optimize your future mailings based on these results.

### Marketing Automation

#### Automate Your Content Delivery

As visitors go through multiple stages during their customer life cycle, Marketing Automation allows you to deliver them the right content and initiate sales activities in a personalized way.

### Content Personalization

#### Right Content, Right Person, Right Time

Content Personalization helps you deliver the right content to the right person at

the right time, based on factors such as browsing history, demographics, behaviour, purchase stage, location, browser or device, and more.

### Lead Scoring

#### Effective Sales with Qualified Leads

With Kentico's built-in Lead Scoring, you can define rules and assign points to qualify your leads automatically and gauge when your visitors become hot leads, meaning you pass only valuable contacts to your sales team.

### A/B Testing

#### Take the Guesswork Out of Perfection

Kentico's Online Marketing solution's built-in A/B and Multivariate (MVT) Testing allows you to use an iterative approach for delivering content to visitors by testing page variations, and identifying and optimizing those that work.

### Integrated Campaign Management

#### Optimize Your Campaigns for Better Results

With Kentico's Integrated Campaign Management, the time to execute cross-channel digital marketing campaigns is greatly reduced. With no need for third-party modules, its full out-of-the-box functionality lets you develop campaign assets, launch campaigns, and analyze results from one location, helping optimize your campaigns for better results.



# E-commerce



## Sell Globally for Even Greater Success

Kentico's E-commerce solution allows you to create powerful online stores faster and more easily, so you can focus on your sales.

With full control over design, Kentico's E-commerce solution gives you the power to sell globally for greater customer loyalty. Integration with third-party ERPs, CRMs, and payment gateways, and an easy-to-tailor checkout process give you the flexibility and extensibility to let your website grow, whilst full integration with Online Marketing lets you deliver real-time customer-centric marketing across all channels.

## Top Features

### Discounts

#### **The Secret to Boosting Business**

By applying discounts and promotions appropriately, you can offer great prices to your customers without sacrificing your bottom line. Kentico's E-commerce solution allows you to apply offers and manage various types of discounts, such as Buy X, Get Y and Rules-based Discounts, to boost customer purchases, larger orders, cross-selling, up-selling, revenue, and repeat visits.

### Checkout Process

#### **Designed for Maximum Success**

Kentico's E-commerce solution allows you to design scenario-specific checkout processes for achieving maximum conversions. And

with full integration with Online Marketing, you can nurture visitors that abandoned their shopping carts without completing the checkout process to full customer status using features such as Marketing Automation and Strands Recommender Integration.

### Product Variants

#### **Customizable Products for Customer Satisfaction**

Offer your customers what they really want by letting them create products they can customize according to their needs: colour, size, style, personal message, etc.

### Shipping Calculation

#### **Take the Hassle Out of Global Deliveries**

With Kentico's easy-to-customize shipping options, you can create a shipping module that works specifically for your business, wherever your customers are. With your own custom UI, calculate charges by product weight, destination, and shipping provider.



# Web Content Management



## Create Stunning Websites with Out-of-the-box Simplicity

Kentico's ASP.NET CMS gives you easy page management, fully customizable forms and page templates, and multisite functionality in a single UI.

Kentico's Web Content Management solution leverages features such as ready-to-use Web Parts, Widgets, Multilingual Support, and mobile previews and device detection, to develop mobile-ready sites for your global business. Plus, full integration with Kentico Online Marketing means you deliver consistently outstanding experiences, via multiple channels, on all devices.

## Top Features

### MVC Support

#### Increased Productivity with Semantic Content Editing

ASP.NET MVC Support in Kentico gives you a more semantic approach to content editing, without the distraction of page settings – create content once and use it in various locations on the live site. And with a cleaner architectural layout, you increase your content editing productivity and speed of website delivery dramatically.

### Multilingual Content

#### Your Site, Your Way

Having a website translated into multiple languages is the first step to growing your business in new markets. Kentico allows you to manage websites in any number of languages easily, including Chinese, Russian, Spanish, Hebrew, Arabic, or Eastern European languages.

### Responsive Website Support

#### Your Always-on Website

Whether customers are browsing from a smartphone or tablet, the website must be responsive to match the device being used, load quickly, and provide a great customer experience. Kentico CMS comes with built-in responsive design capabilities and device preview, enabling you to create a dynamic website experience on any device.

### Custom Page Types

#### Unlimited Flexibility

You're not limited to predefined pages. Create your own pages with custom fields or structured documents that allow you to separate content and design, and re-use content in other sections or on other websites.

### Portal Engine

#### Drag and Drop Website Development

Develop websites through the browser-based interface anywhere, anytime, and without programming. With over 400 ready-to-use Web Parts and Widgets, configure your website to meet all your needs.

### Multi-site Management

#### Web Management Made Simple

Manage all your sites from a single point instead of accessing multiple applications with different user names and passwords. Sign into your corporate site, microsites, store, community, blog, or intranet from one place.



# Online Communities



## Your Community Is the Heart of Your Business

With the Kentico Online Communities solution, easily controlled from one user interface, you can build, manage, host, and engage your online communities for a better brand experience.

Kentico's all-in-one solution, with built-in Social Media Integration, not only extends your reach, driving qualified traffic, but gives you deeper social insights through talking directly to your customers. By giving customers the power to start discussions, create content, and share knowledge, Kentico's Forums, Blogs, and Groups help increase brand advocacy.

## Top Features

### Social Media Integration

#### Extend Your Online Reach

Kentico's Online Communities solution lets you integrate social media elements into your website, offering a link between your website and your customers' online presence. Extend your reach, connect with your customers, gain valuable insights into their activities, and encourage discussion around your brand.

### Forums

#### Give Your Visitors a Voice

Kentico's Forums application enables your visitors to participate in discussions, share opinions, give feedback, or get help from other users. Online forums also create an environment for peer-to-peer help and knowledge sharing, lowering the number of support calls.

### Blogs

#### Publish Blogs for Better Audience Interaction

With Kentico, you can publish and manage any number of personal and corporate blogs, allow readers to post comments, and authorize one or more users to add new posts and share them through RSS feeds to keep your audience up to date. You can also fully customize the design of the blog with your own graphics and widgets.

### Groups

#### Dedicated Topics for Dedicated People

The Groups application allows community members to create and join sub-sections of your website dedicated to a certain topic. Groups help users find and share related information and ideas.

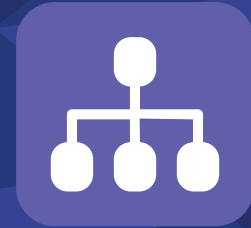
### User Generated Content

#### Let Your Visitors Share Their Knowledge

With User Generated Content support, authorized users can create content on a live website without using the administration interface. It allows you to create wiki-like site sections where visitors can share their expertise and knowledge.



# Intranet and Collaboration



## Let Your Team Work As One

The Kentico Intranet solution is ready-to-use, allowing you to install, configure, and deploy intranets, extranets, client portals, and custom collaboration solutions.

With the ASP.NET intranet solution, you get a wide range of out-of-the-box features, including Document Management, Web Parts, Widgets, and Media Libraries, allowing you to distribute information to your employees and team members, share documents, manage projects, and quickly create workgroup sites.

## Top Features

### SharePoint Integration

#### The Perfect File-sharing Marriage

Kentico SharePoint integration enables bi-directional content publishing with your Kentico website without switching screens, and merging your intranet and data sharing tools with your WCM system.

### Workgroups

#### Team Collaboration, the Enterprise Way

Workgroups allow you to create a place where your employees or partners can collaborate on projects, share ideas, and upload documents. Workgroups represent the core of a social intranet and enable team collaboration in an Enterprise 2.0 way.

### Advanced Workflow

#### The Smoother Way to Project Completion

The workflow designer in Kentico allows administrators to track, manage, and approve all content throughout each stage of the publishing process – from creation to publishing, and revising to archiving. With this feature, administrators, content editors, and developers can also design and customize an approval process, and designate editors to appropriate projects.

### Departmental Sites

#### Your Dedicated Department Sub-sites

Each department can have its own dedicated sub-site on your corporate intranet. Each of these sub-sites is fully customizable, letting you provide exactly the features, look, and feel that fit the given department.

# Platform



## The Power to Fit the Technology around Your Vision

Proven to integrate with most back-end systems, Kentico gives you incredible customizability, open API, and ultimate cross-channel flexibility.

Kentico offers rich out-of-the-box functionality and an extensive feature set for rapid website development – fit the technology around your vision. This, coupled with various security measures, gives you a stable, extensible, and scalable platform that is easy to deploy, both on-premise and in the cloud. And with Kentico's 24/7 support and 7-day bug-fix policy, you're never on your own.

## Top Features

### Continuous Integration

#### Website Development Even Faster

Website development even faster with out-of-the-box Continuous Integration. By supporting all operations, including creating, updating, and deleting objects, combined with automatic Source Control synchronization, you can develop your website faster - freeing time and resources for what really matters.

### Web Farm Support

#### Scaling Environments Optimized for the Cloud

Running successful campaigns often brings additional traffic to your site. As your site scales to manage this increased traffic, Kentico's Web Farm Support, optimized for cloud deployments and auto-scaling, keeps multiple instances of your Kentico website in sync within the environment, guaranteeing a consistent global visitor experience.

### Staging and Synchronization

#### Separate Authoring and Live Environments

You can synchronize changes across your development, authoring, QA, and production environment to separate development, authoring, and the live server whilst creating an additional layer of security and supporting your deployment processes.

### Integration Bus

#### Seamless Integration for Great Results

The built-in Integration Bus, which comes with the Kentico platform, allows easy integration with third-party systems. It allows you to set up any number of connectors, which work with any number of external systems and manage the integration from a single point.

### Modularization

#### Effortlessly Streamline Your Project Development

With Kentico Modularization, you can create modules to serve specific needs that can be packaged automatically, stored, and reused in subsequent projects. Reduce your development costs by creating customized modules with all the elements you need for current and future projects. Streamline your work for even greater success.

### Extensibility and API

#### The Flexibility to Customize Your Way

Kentico offers a complete feature set and many ways for customizing and enhancing the standard platform. With Kentico's open API, you can create your own web parts, modules, providers, event handlers, and other extensions to achieve specific requirements.





# Website Development – The Kentico Way



### Claim-based Authentication

Kentico supports the claim-based mechanism, which defines how applications acquire identity information about users, and reduces the extra effort of identity management by providing a central point for user and role administration. This authentication model enables users to authenticate on one domain and gain access to all other domains that trust the same identity provider (running on-premise or in the cloud). As a result, users do not need to create multiple accounts on different domains and provide their credentials every time they want to access an application or service.

### REST API

Through Kentico's REST API, you have the possibility to integrate or connect Kentico with almost any third-party system, giving you complete control over your digital marketing world.

### URL Rewriter

With the help of the rewriting engine in Kentico, users can see friendly URLs that are easy to remember and do not include confusing characters.

### Output Caching and Cache Dependencies

Thanks to output caching, pages of your website will be served to your visitors instantly as no additional processing will be required if the content does not change frequently. Caching dependencies also allow your pages to serve updated content based on changes in the system automatically, while keeping performance in mind.



“We’ve been using Kentico CMS for a couple of years now and it’s proven its worth time and time again.

*Our websites are so much more manageable and up to date than ever before. Being in the financial industry, we know people put a lot of decision weight on the websites of their credit unions and banks. In their minds, if the website doesn’t keep up with the times, then how can they be assured that their money is in a safe place? Kentico has given us the ability to adapt things on the websites quickly and make changes easily. The CMS has definitely made daily tasks in our department much easier to handle. The support is also just fantastic, top-notch, and friendly!”*

**Cassandra Snyder**, E-commerce Developer, Truity Credit Union





Making Life Easier for Everyone





## In-house Support

### We're There for You

Kentico offers 24/7 in-house support and a 7-day bug-fix policy to help you every step of the way. It all adds up to successful websites, without the usual headaches or avoidable delays.



## Kentico Community

### Developing Success, Together

Founded in 2004, Kentico has become a trusted partner to some of the largest and best-known organizations and digital agencies in the world. Kentico has 1,000 digital solution partners with the skills and expertise to match our technology to your vision, and to create a powerfully successful result.



## Customer Success Services

### Getting You on the Right Track

Success for you means success for us, so we offer a wide range of services to help you get on the right track. Join one of our training courses, attend one of our weekly webinars, or leverage one of our consulting packages to get the most out of the Kentico platform.

## That's Why Leading Brands Love Us



# Ready to Test Drive Kentico?

**Schedule a live online 1-on-1 demo personalized for your needs**

[www.kentico.com/1-on-1](http://www.kentico.com/1-on-1)

**Install the Kentico 14-day trial on your own server**

[www.kentico.com/trial](http://www.kentico.com/trial)

**Try out the Kentico 7-day trial hosted on our server**

[www.kentico.com/hostedtrial](http://www.kentico.com/hostedtrial)

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