Media Contacts:

Chris Blake
MSR Communications
Phone: 1-415-989-9000
E-mail: kentico@msrcommunications.com

Jim Panagas
Director, PR & Analyst Relations
Kentico Software
Phone: 1-781-462-8461
Email: jamesp@kentico.com

Kentico Cloud to Accelerate Digital Transformation
Companies face disruption if they fail to become more agile

Bedford, New Hampshire, USA, November 2, 2016—Kentico Software, a fast growing software company with offices in Europe, Asia Pacific, and North America, today announced *Kentico Cloud*, its new cloud-first digital experience platform. The announcement came at the company's 404 Conference which has drawn hundreds of Web Content Management, Online Marketing, and e-Commerce professionals to Las Vegas this week.

Kentico Cloud Brings Agility to Digital Transformation
As companies go through digital transformation, they need more agile tools that shorten time to market. Kentico's newest offering was built as a cloud-first platform that allows companies to focus on creating a great digital experience for their clients without having to tackle the technical challenges of running a CMS. Kentico Cloud combines multi-channel content management and customer engagement, all provided as a cloud service that can be easily integrated with any solution, on any platform, and on any device.

Kentico is currently the only digital experience vendor in the market providing such a complete platform in the true multi-tenant Software as a Service (SaaS) model whereas other vendors provide traditional single-tenant software hosted for individual customers. This means that Kentico's customers can avoid the pains typically associated with the CMS, such as upgrades, performance, or security.

"We see a growing number of industries where traditional brands are being disrupted by new business models enabled by digital technologies," explained Kentico Founder and CEO Petr Palas. "Companies realize they need to become more agile and test new ideas much more quickly. That is creating a strong need for a new, cloud-first platform that would enable them to focus on business outcomes rather than on technology." He continued, "The CMS market has been surprisingly lacking behind products like CRM or Marketing Automation in adopting the SaaS model. While you can host any CMS in the cloud, this old model does not provide the agility today's marketers and developers need."

"Kentico Cloud is the result of extensive research conducted among marketers, developers, and digital agencies," added Karol Jarkovsky, Kentico's Director of Product. "We asked customers what they wanted and built them a platform that will address their current and future needs. Kentico Cloud will support equally the needs of marketers and developers while enabling them to work side-by-side on a single platform. That is a big difference when compared to other API-first CMS offerings that are built strictly for technical users."

This marks a new chapter for Kentico. For the past 12 years, midsize companies and digital marketing agencies have relied on the Kentico EMS (Enterprise Marketing Solution), an installed platform that delivered integrated Web Content Management, Online Marketing, and e-Commerce capabilities on the popular Microsoft .NET platform. The Kentico EMS platform has consistently earned high marks for its ease of use and out-of-box readiness. Kentico will continue offering Kentico EMS side by side with its new Kentico Cloud offering. In fact, the company announced the upcoming release of Kentico 10 and a roadmap for Kentico 11 at the 404 conference in Las Vegas.

Cloud-first CMS and Digital Experience Platform
Kentico Cloud represents a comprehensive cloud-first CMS and digital experience platform made up of three services:

- **Kentico Draft** allows marketers to manage structured content for multi-channel delivery at one place in the Cloud.
- **Kentico Deliver** enhances Kentico Draft with the ability to publish that content to any website or device. It is an API-first CMS (also called headless CMS) that provides dynamic content through an extremely fast content delivery network anywhere in the world.
- **Kentico Engage** enables personalization of the digital experience on any channel. It tracks customer interactions and leverages this information to provide them with relevant content.

All of these products are described in detail and available for sign-up at www.kenticocloud.com.

About Kentico
Kentico enables companies of all sizes to win customers by delivering a great digital experience.

Kentico EMS is an all-in-one CMS, E-commerce, and Online Marketing platform that can be installed 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. A 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.

Kentico Cloud is the company's cloud-first CMS and digital experience platform provided as a Software as a Service offering. It enables companies to deliver a personalized digital experience to customers across all 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.

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