




Kentico Integrated Marketing Solution

Everything digital marketing should be.

Minus the costs and frustrations that others leave in.



Why should the big boys have all the fun? **They shouldn't.**

That's why we deliver every sophisticated function advanced digital marketing demands, from content management, to campaign management, from online communities to e-commerce and everything in between.

It's why our technology is so damn rock solid that you don't need huge resources to implement and maintain it.

It's why we deliver far more functionality straight out of the box than anyone else... so you can be up and running in half the time.

And it's why no one comes close to offering the kind of support you get with us. Only Kentico gets you to where it's at in digital marketing fast and without the frustrations and costs.

The Kentico Integrated Marketing Suite of Solutions

KENTICO WEB CONTENT MANAGEMENT SOLUTION

Cutting your development time in half by delivering much more easy-to-use, ready-to-go sophistication than any other vendor, it frees time, talent, and resources for what matters.



KENTICO ONLINE MARKETING SOLUTION

Everything you need to deliver cutting-edge campaigns and an exceptional customer experience integrated into one solution, so you can manage complex multi-channel marketing with ease, while getting a 360 degree view of customers in one single customer profile.



KENTICO E-COMMERCE SOLUTION

Amazon-style smartness backed by almost every sophisticated e-commerce feature you'll ever likely need, built in and ready to accelerate you to success. It's smart e-commerce, simplified.



KENTICO ONLINE COMMUNITIES SOLUTION

Every tool you need to create, manage and socially integrate communities that drive qualified traffic, bring unique customer insights, and encourage conversation about your brand.



KENTICO INTRANET AND COLLABORATION SOLUTION

Now, not only can you get the right knowledge to the right people and empower cross-functional workgroups, but you can create a fully customized and personalized intranet that employees will love in hassle-free, record time.



Web content management

HERE'S TO STEP-CHANGE SUCCESS WITHOUT THE RISKS

You want everything a best-practice website can be. And from project implementation to day-to-day campaigns, you want to stay in control. So, what you want is sophistication, made simple. That's why Kentico's Web Content Management Solution delivers every sophisticated feature you'll ever likely need as user-friendly, plug-and-play modules that are quick to configure exactly to your needs. The result is uncompromising CMS sophistication with far more of the risks and variables removed. And that means confidence in making any scale of step change.



Want to manage a CMS, or want to manage success?

WYSIWYG wonders: Easily create and style your content and add hyperlinks, images, and online videos. See exactly how it will look before publishing.

Quality-insurance workflow: Define your own approval and publishing workflow with drag-and-drop ease to effectively manage, track and approve all content.

That consistent brand experience: Leverage out-of-the-box features like mobile preview and device detection to adjust content to desktops and mobile devices.

Take creative control: Manage static, dynamic, or interactive content like online forms, news sections or special offers and reuse designs and content throughout the site.

No language barriers: Centralized hub for scalable translation management, including steps for third-party writing, editing, and approval.

Interactive documentation: Gives current-scenario tips and tricks and offers excellent easy-to-follow how-to's for achieving them in record time.

Be up and running faster: Far more out-of-the-box functionality means sites delivered faster.

Sophistication made manageable: Now your team don't need to be technical experts to be effective.

Start anywhere, go anywhere: From simple to complex sites, Kentico is the affordable start-point that grows with you.

“With Kentico, we were able to turn concept into reality.”

JODY JEFFREY, MANAGER, NATIONAL WEB SERVICES AT CANADIAN RED CROSS

It's your project, your team and your reputation. Only Kentico right-first-time principles help you make the step change you need without the risks you don't. The Kentico Web Content Management Solution is your all-in-one answer. Sophistication made manageable.

Online marketing

SOPHISTICATED ONLINE MARKETING. SIMPLIFIED

You want a brand and buying experience that's tailored to every customer and an experience that's always optimized to be the best it could ever be. You need campaigns that can be analyzed, adapted and made evermore effective. There are two ways of achieving such sophisticated online marketing. You either hope that you can successfully integrate disparate tools and technologies, or you go straight to success with the Kentico Online Marketing Solution. Featuring all that's best of the online marketing technologies out there, but integrated into a single easy-to-manage package, you achieve that all-important single view of the customer that driving superior ROI demands.



We integrate, you orchestrate

Integrated single view: Delivers a 360 degree view of the customer from website, email, mobile and social media interactions.

Personalize every journey: Acts on customer segmentation and defined personas to deliver personalized content in real time.

Optimize every campaign: A/B test for page and email optimization and track campaign success.

Make social marketing pay: Post content on and get analytics from Facebook, Twitter and LinkedIn, all from within the UI.

Automate your marketing: Powerful Marketing Automation capability for lead nurturing towards conversion through sophisticated email marketing.

Optimize every channel: Social, web, mobile and email, including all analytics.

Make smart recommendations: Dramatically boost customer loyalty and sales through highly appropriate product and content recommendations.

Capture valuable info: Create easy-to-build drag-and-drop online forms to collect contact details.

Deliver qualified leads: Powerful lead scoring helps you prioritize 'sales-ready' leads and generates sales-alerts based on actions and engagement.

Sneak peek data: Unique to Kentico; at-a-glance real-time insights about your website and campaigns in customizable dashboard Live tiles.

“Kentico has helped our organization change its entire approach to marketing online.

The tool is so flexible that it allows us to be very nimble and we can react to opportunities much faster than we ever could before. We now feel self-determined with our approach, in our message, and in our ability to respond to our members professionally.”

TRACY SWANSON, MEMBERSHIP DIRECTOR,
EPSILON SIGMA ALPHA

Managing the entire customer journey just got more manageable. Kentico's fully integrated, comprehensive tool-set is sophisticated digital marketing simplified to put, and keep, you in control.

E-commerce

BRILLIANT E-COMMERCE... WITHOUT THE LEARNING CURVES

You want your customers to enjoy a tailored brand and buying experience. You want it to be consistently great across all devices and channels. And you want the analytics it takes to help build 'ever-better' results. What you don't want is the complexity that other solutions leave in. By delivering a sophisticated e-commerce solution that's fully integrated and easy to use, Kentico means you no longer have to choose between deploying a complex, high-ticket-price enterprise e-commerce solution and compromising on functionality and experience. That's why we say Kentico is your fast-track to the dynamic, engaging online store your business ambitions demand.



Let nothing limit you

Amazon-style smartness: Fully integrated with the Online Marketing Solution, it delivers up-to-the-minute digital marketing sophistication with automation, lead scoring, personalization, testing, analytics and more.

Automatically tailor the experience: Personalize the customer journey with relevant information and products and make smart recommendations for efficient cross selling.

Let them pay, their way: The checkout is totally customizable to meet your needs and supports PayPal, Authorize.NET, eWay, SecurePay, Sage Pay.

Go global, quickly: Supports and simplifies implementing multiple languages and currencies.

Be mobile-ready: Delivers a consistently great shopping experience across any device.

Liberate store design: Rich content and product management lets you keep the design of site navigation and structure in line with your vision.

Cover all product types: From electronic goods to physical products, configurable products to bundles, memberships to donations.

Hassle-free promotional pricing: Leverage flexible rule-based discounts, "Buy X & Get Y" offers, vouchers, free shipping and promotional pricing tools.

Built-in analytics and reports: Powerful and actionable data delivered in custom reports (revenues, orders, inventory, customers, etc.).

“Kentico offers e-commerce managers a platform that provides excellent e-commerce functionality along with the capability to provide their customers with a personal experience all-in-one system at a reasonable cost.”

CLAIRE BLAKE, E-COMMERCE MANAGER,
TWININGS

When you absolutely, positively have to know that advanced e-commerce will work for your business, only Kentico sophistication delivers confidence of success.

Online communities

SOCIAL MEDIA THE WAY IT SHOULD BE... SMART, BUT SIMPLE

The biggest and smartest brands make online communities work for them by combining the biggest brains with the smartest technology. But, what about the rest of us? With the Kentico Online Communities Solution, you don't have to be a megacorporation to be a big player in the social arena. Quite simply, it's every sophisticated tool you need to build, manage and host online communities, integrate them with existing social media and add a new dimension to existing customer data by using the intelligence generated to create smart, new, actionable insights. It's all the sophisticated tools ambitious marketing teams need to make the online community opportunity a manageable, affordable reality.



Building a great community

Generate conversations: Create forums, groups and blogs for engaged and engaging people.

Encourage relationships: Allow users to easily befriend and send private messages to each other.

Integrate social media: Increase engagement, extend your reach, build reputation and gain valuable insights by easily integrating social media with your website and driving qualified traffic from Facebook, Twitter and LinkedIn.

Maintain control: Enjoy full creative control over the look of your community and get unwanted behavior or language alerts to ensure a clean and welcoming site.

Assist visitors and nurture leads: Using Kentico's excellent Live chat module.

Build active communities: Give your users the power to edit their profiles, use avatars, start discussions, create user-generated content, share knowledge, and rate products.

“With Kentico we were able to strike that fine balance of providing a very attractive, media-filled experience without frustrating users with excessive load times.

We needed to make sure all our content was presented in a way that allowed our community of foodies to engage with chefs in as many ways possible. ... site speed was key.”

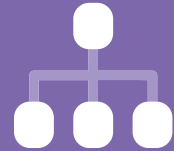
MARTIN MALLOY, SENIOR UX/UI DEVELOPER,
GREAT BRITISH CHEFS

By simplifying how online communities are integrated into the brand experience, Kentico makes a sophisticated social media strategy a viable option for any size of business.

Intranet and collaboration

SWITCHING ON THE SWITCHED-ON JUST GOT SIMPLER

Your business wants all those big brains, all that invaluable experience and all that natural chemistry brought into productive, creative harmony. An intranet powered with great collaboration tools will break down the barriers of time, location and technology that currently frustrate this ideal. Enter Kentico. By simplifying sophisticated functionality, Kentico means you can achieve a smart intranet in record time that is proven to empower workgroups, make project teams more productive, and enable the fluid exchange of ideas, sharing of files, and access of information from anywhere within the organization. And, as with all Kentico solutions, it replaces the ‘unknowns’ of coding with the simple configuration and customization of proven out-of-the-box functionality. So, you know you can deliver the right collaboration answer, faster than any comparable technology, and without any compromise.



Go from zero to Web 3.0, fast

Get the big brains together: Kentico simplifies the collaboration process when it comes to sharing ideas, sharing documents and working on projects.

Simplify version control: Keep information up to date and never lose your changes with robust version control tools.

Your intranet, your way: The power to customize and personalize your own sophisticated intranet for an experience your people will love.

Never lose control: Authors retain full control over the workflow, permissions, and the data and documents produced.

Edit locally, save centrally: Say goodbye to upload/download version confusion – simply update the central document using familiar editing tools like Word, Excel and PowerPoint.

SharePoint integration: Seamlessly publish content like lists, files, document libraries, and images from SharePoint to your website.

Get working smarter, faster: Built-in themes, quick configuration, and user-friendly UI gets intranet sites up fast. A customizable dashboard facilitates efficient working and access to real-time data.

“Kentico provides the Chamber with an easy-to-use, flexible system, which has many standard features

that allow... the Chamber to manage user access levels, provide a full audit trail of website changes and ... has enabled more staff to update their departments’ areas of the website.”

SHARON WILLIAMS, DEPUTY CHIEF EXECUTIVE, HEREFORDSHIRE & WORCESTERSHIRE CHAMBER OF COMMERCE

You want to bring together the big brains, the big ideas, and the big opportunities. With Kentico you can get it right, first time. With so much more proven out-of-the-box functionality ready for customization, only Kentico makes delivering successful intranets hassle-free. The simpler, faster way to smarter working.

Kentico Integrated Marketing Solution

Kentico's integrated marketing solution makes complex marketing campaigns across multiple channels and gathering actionable insights a breeze by simplifying how smart digital marketing can be achieved. Delivering far more rock-solid functionality out of the box than any other vendor and breaking with conventional pricing models, Kentico brings sophisticated online marketing you can afford, without the sacrifice to functionality you can't. So that you can concentrate on delivering a truly holistic experience to your customers, showing the "big boys" how it's really done.



Kentico support – you're never on your own

Everything we do is backed by our exacting right-first-time standards. And our legendary 24/7 closed-loop support and 7-day bug-fix policy prove it. It all adds up to successful websites, without the usual headaches and avoidable delays.

"The Kentico support team are some of the best I've had the pleasure to work with."

MICHAEL STRAUSS, SENIOR WEB DEVELOPER,
AUTOMATED PACKAGING SYSTEMS

Kentico community – our thriving network of partners worldwide

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 1,100 partners with the skills and expertise to match our technology to your vision and to create a powerfully successful result.

Kentico in the Cloud – the easiest step-change you'll ever make

It's all the sophistication of the Kentico suite of solutions delivered in the secure, highly available, and infinitely scalable environment of the Microsoft Azure Cloud, so the size of the solution always matches the size and duration of the project.

Kentico's philosophy

The strange thing about Kentico is that it's made up of real people. Anyone who works with us knows us. And that's important. To know that the technology you build your company and reputation on is backed by real people with that same drive, passion, creativity, dedication, and sense of accountability as you.

We bring ourselves to our work and are appreciated for it. We stand out, speak up and are proud of what we accomplish. And we all share a mission; to bring sophisticated digital marketing to businesses of all sizes. So everything we do is about helping make project success far faster and smoother than with standard technologies.

That's why we deliver far more rock-solid functionality straight out of the box than anyone else so you can be up and running in half the time. And it's why we are hell-bent on cutting out the headaches, costs and frustrations that others leave in. It's also why we've designed our product and support to be the best part of your day.

We're Kentico. And we'd love to meet you.

Test drive success today

Schedule a one-on-one demo structured around your needs

www.kentico.com/1on1

Try out the Kentico 7-day trial on our server

www.kentico.com/hostedtrial

Install the Kentico 14-day trial on your own server (includes free support)

www.kentico.com/trial

**These guys did.
And look where
they are now!**





Let's show the big boys
how it's really done.

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