

The Complete Solution

for Your On-line Marketing Strategy



Creating and managing websites has never been easier. With Kentico CMS get your sites online quickly. Kentico CMS is the solution that turns your website into a marketing machine using on-line forms, e-commerce, newsletters, SEO and community features. It helps you generate new leads, sell products on-line, improve communication with customers and increase their loyalty.

Kentico CMS is the easy to use out of the box marketing solution that can grow with your needs, number of sites, countries and visitors - it's the complete solution that has everything you need now and in the future.

1 Easy to Use

- Author your site with an intuitive browser based interface similar to Microsoft Word.
- Customize your interface and provide advanced features to only those that need it.
- Easily edit your site, upload images and add interactive features, such as on-line forms or newsletters without technical knowledge.

2 Full-featured Solution

- Get all the functionality you need to build your online presence: advanced content management, social networking, e-commerce and analytics.
- Leverage the built-in social networking features to build community for your company and integrate with Facebook and Twitter.

3 Cost Efficient

- Affordable for projects of any size.
- Leverage the Kentico CMS unique browser based site building to finish websites faster which means shorter time to market.
- Save on training with Kentico CMS's intuitive interface that you will manage in no time.

“ Our clients' biggest compliment to the system is the ease of use. Our biggest compliment of the system is that it is similar in power to those systems which are 10 to 20 times its price. We are actually pulling sites off other content management systems and onto Kentico because it is so easy to work with. ”

Neil C. Fennessey,
President and CEO,
Four Mangos, Inc.,
Massachusetts, USA

“ I built a whole catalog with Kentico and our website is number one in Yahoo against 124 million results pages. It is incredible how fast indexing Kentico provides for search engines positioning. ”

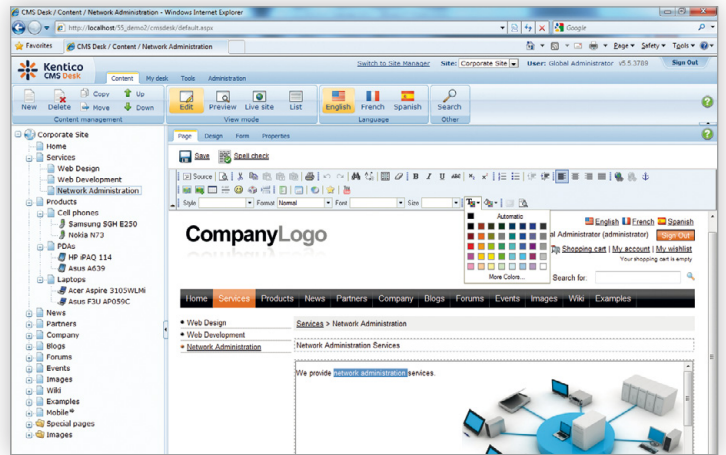
Jorge Alvarado,
Posicionarte

“ Everyone who interacts with Bostwick Laboratories is very pleased with the new website. I want to thank everyone at Kentico for making the development of the site that much easier. The CMS helped cut the development time from 6 months to 3 months. Additionally, I would like to mention that the support staff offers unparalleled service and support. ”

Heath Moser,
Heath Moser Design,
Virginia, USA

Easily Manage Your Content

Kentico CMS empowers content editors with an intuitive browser-based interface that allows you to easily create new pages, make changes to website content, and upload images and videos; all without technical knowledge. Since the website is based on page templates defined by your web designer, you can focus on entering content without worrying if your website look and feel is consistent. If you can use Microsoft Word, you will easily learn Kentico CMS in no time.



Delegate Content Authoring without Losing Control

With Kentico CMS, you can make anybody in your company a website author. You can choose who will be authorized to update content in particular site sections by setting granular permissions. Maintaining complete control over your website content is no issue. You can set up automated workflow processes that assign content approval rights to specified individuals (marketing manager, web designer, copywriter, etc) to ensure that your website presentation is consistent. In addition to preview options for single documents, you can set up an entire staging site where all content can be tested before going live. Furthermore, through the built-in version history, you can increase the accountability of your users and even optionally roll back to previous versions if necessary.

Quickly Launch New Websites

Do you need to quickly launch a new website, micro-site or just enhance your website with a new section? Kentico CMS uses a unique rapid, browser-based development model that is more agile than the traditional approach which shortens your time to market and reduces your costs.

Get More Traffic with Search Engine Optimization (SEO)

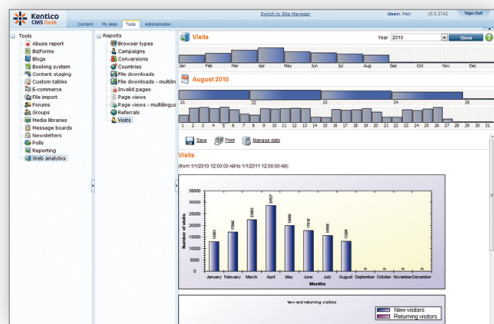
Now that search engines, such as Google or Bing, are the primary way that people search for information; getting your website to the top positions in search results is critical for your business. Kentico CMS allows you to build highly optimized websites. It uses URL aliases that are easy to read for search engines and may include your key words. You can also place your keywords into page metadata, image and link titles and any other place that you need them. Kentico CMS comes with the dynamic Google Sitemap that helps Google index all public pages of your website.

Create New Opportunities through E-mail Marketing

E-mail is the most efficient way to communicate with your clients and engage with your prospects, nurturing these leads so that they eventually become your clients and even repeat clients. Kentico CMS comes with a built-in Newsletter module that allows you to manage multiple newsletters and send e-mails to their subscribers.

See What Visitors Are Doing on Your Website

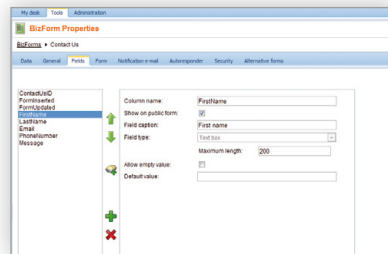
Gone are the times when you simply published your website and let it be. Today's highly competitive on-line



space requires you to provide your visitors with the best possible experience. You need to understand what they are doing and what they are looking for on your website so that you can give them information that they need when they need it. Kentico Web Analytics allows you to track the visitors and identify the most popular pages. Moreover, you can track the marketing campaigns driving your visitors and analyze their conversion rates, such as: number of orders, contact form submissions, member registrations, etc.

Create On-line Forms and Get Client Contacts and Feedback

When you create desire in your site visitors, you need to drive them to action; whether it's selling your product on-line, collecting their contact information or building an online community. With Kentico CMS, you can readily create enquiry forms, "contact us" forms, download forms or surveys without technical knowledge. You can easily define fields, form layout and publish forms to the website - all without developers! Submitted data is stored in the database and is readily available for export to Excel or you can receive e-mail notifications upon every form submission.

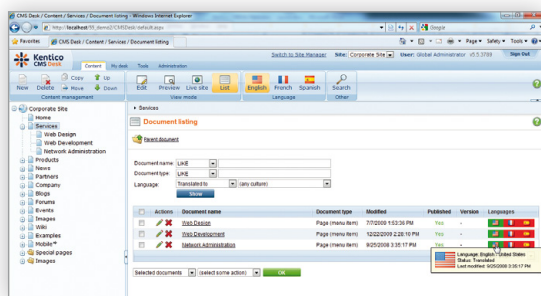


Trevor Russell,
Program Director,
Friends of the Mississippi River,
Minnesota, USA

Manage All Your Sites from a Single Point

Managing multiple sites may become frustrating if you don't have the right tools. Unlike other solutions, Kentico CMS has been designed for multi-site support from inception. It enables you to manage thousands of websites in a single installation, so you can easily switch between them with a single user name and password, share content and keep your brand identity consistent across all website properties. Moreover, you can easily define your own website templates and deploy them when you need to add another site or micro-site.

Go Global with Multilingual Content



If you decide to target new markets, Kentico CMS will allow you to quickly add more languages to your website. You can decide which documents will be translated and you can even create a different site map for each language. Kentico CMS automatically takes care of date and number formatting and addresses time zone differences. Since it uses the UNICODE standard, you can choose any language, including Chinese and Russian. If

you need to publish right-to-left content in Hebrew or Arabic, Kentico can do that, too. This means you will get to new markets in a shorter time.

“Kentico CMS allows our team, all of whom are new to website design, to build and manage a website that can keep up with our ideas. Our old website was a limiting factor in our campaign – it couldn't meet our needs. With Kentico, the diversity of features and capabilities has become a source of inspiration for new creativity. We're growing to meet the abilities of our site, instead of the other way around. It has totally transformed our work.”

“The system has been fantastic and has been a pleasure to work with. It saved us hundreds of hours of work in implementation of a new site.”

“We reviewed numerous CMS's, including all the major .NET players, and Kentico CMS was by far the best. After our research, we couldn't even recommend any of the other CMS's to our review committee as actual viable options in competition to Kentico.”

John Moss,
Manager of Web Services,
West Virginia University Health Sciences Center,
West Virginia, USA

Start Your Online Trial Today!
No installation required!

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www.kentico.com/virtuallab.aspx
and get your own trial website today!

Contact:
www.kentico.com
E-mail: sales@kentico.com
Phone: +1-866-328-8998

Sell Products On-line

Adding an on-line store to your website is a breeze with Kentico CMS. Kentico E-commerce allows for high flexibility in design, product configuration, shipping and tax settings out of the box. It requires less development than other e-commerce products. You can use it with major payment gateways such as PayPal, Authorize.NET or use custom payment methods. Moreover, it's fully integrated with other modules, so you can use leverage the power of all content management features in Kentico CMS to manage your product descriptions, specs and galleries. Additionally, the built-in Web Analytics allows you to track the sales coming from your campaigns.



Create On-line Communities and Integrate Your Site with Facebook and Twitter



Today's Internet is social and your clients expect you to be open to new ways of communication. Kentico CMS gives you all tools you need to create your own on-line communities with blogs, forums, message boards, polls, focus groups, friends, private messaging and other features. Unlike



Facebook, Kentico CMS allows you to fully own your community; reinforcing your brand, without concerns about privacy issues and risk of being removed. Furthermore, you can integrate your community with Facebook, allowing your clients to sign in with their Facebook account and share content with their friends. You can also display tweets from your Twitter account and encourage people to become your followers. No matter how you decide to build your on-line community, Kentico will allow you to easily integrate social features with your website and improve the communication with your clients.

Make Sure Your Website Will Keep Up with Growing Traffic

Have you ever thought about what will happen if you run a highly successful campaign or get your name on the front page of national newspapers? Will you benefit from that or will your website go down under the unexpected load? Kentico CMS scales extremely well and supports high availability scenarios, such as web farms or cloud computing; meaning that increasing your website performance is as easy as adding more power when it's needed.

Who Uses Kentico

Kentico CMS is used by over 5,000 websites across 84 countries.



Microsoft

FUJIFILM



SONY

Electrolux

SAMSUNG



medibank



Ferrellgas



FASTSIGNS



JAMESON

MillerCoors



DKNY

brussels airlines

airJamaica