



Kentico CMS for ASP.NET

The Complete Solution For Your Web Site

Easy To Use
Full-Featured
Unlimited Scalability
High Flexibility
Excellent Support



Kentico
CMS for ASP.NET



Complete Platform For Your On-Line Success

Benefits for Marketers:

- Manage web sites through a web browser anytime, anywhere
- Easily edit text and insert images using Word-like editor
- Choose from a wide range of built-in modules
- Build highly interactive sites that generate leads for your business
- Start dialogs with your customers using social networking features

Benefits for Developers:

- Leverage flexible framework for building dynamic web sites
- Rapidly create web sites using web browser or Visual Studio
- Extend it with your own C# or VB.NET code and modules
- Take full control over HTML code, design and navigation
- Integrate your site with other systems using powerful API
- Detailed documentation and full source code available

Benefits for Web Agencies:

- Get more clients by offering a complete, top-class solution
- Deliver web sites faster, with less resources and with lower costs
- Join our Partner Program to get recognition and partner benefits
- Rebrand the CMS with your logo and design
- Get a responsive technical support

Excellent Return on Investment:

- Short development time
- Best value out-of-the-box
- Fast user adoption
- Affordable and flexible licensing
- Low running costs
- Seamless integration with Microsoft technologies

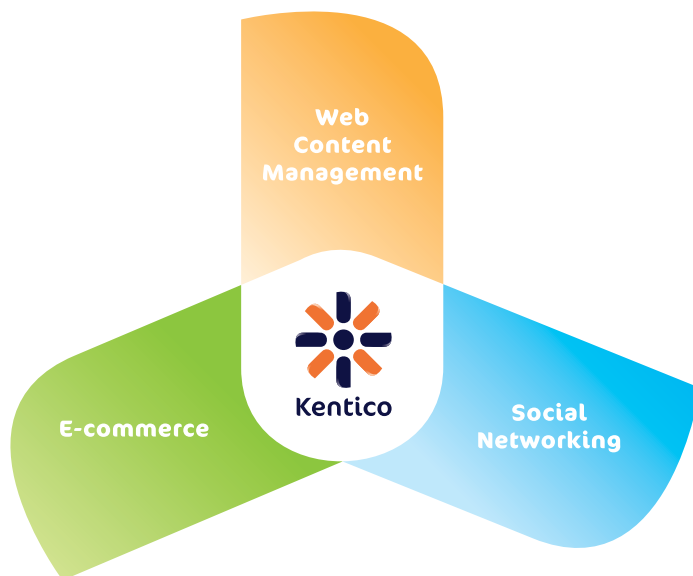
What Our Clients Say:

"Our interactions with the company have been a pleasure, they have been professional in every way. Knowing what we know now we would have simply chosen Kentico CMS sooner. I recommend the Kentico CMS system over any other system we've used or know of."

Tom Richardson

Technical Director
Data USA / Colorado, USA

Whether you build a web site, on-line store, social network or intranet, Kentico CMS for ASP.NET provides you with a complete, flexible and robust platform. It's a solid base for any web site project.



What is Kentico CMS?

Kentico CMS is a Web content management system that allows you to easily manage your web site content without technical knowledge. If you need to add some text, image or product to your web site, you can do that through a browser-based user interface without calling the web designer. Kentico CMS goes beyond content management and offers many additional modules that allow you to create on-line forms, send e-mail newsletters, sell products on-line, build customer communities and many others.

Why Kentico CMS?

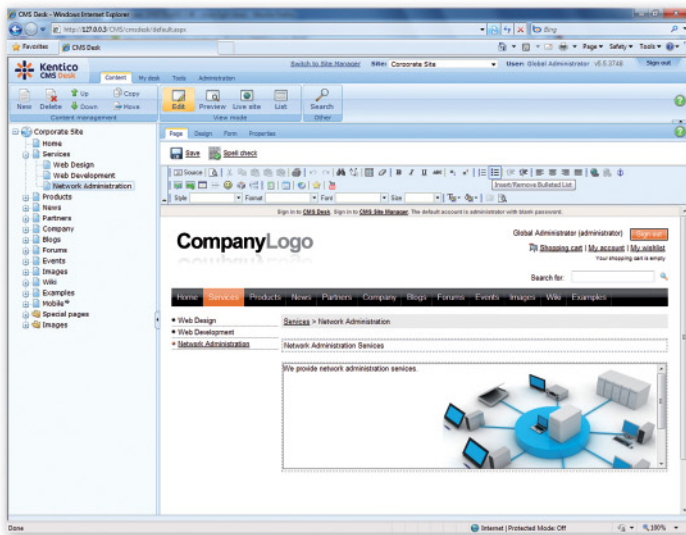
Kentico CMS brings a unique combination of robust functionality, easy-to-use interface and flexibility for both end users and web designers. Kentico CMS is used by 4,000 Web sites and delivered through a network of more than 1,000 partners in 80+ countries, which means a safe investment for you. Kentico CMS comes with excellent technical support and a 7-day bug-fixing policy. Simply put, you can rely on Kentico CMS.

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Easily Manage Your Web Site Content

Managing web site content is no longer a task for programmers. With Kentico CMS, the programmers only prepare your web site design, navigation and page templates. Then, you can create new pages by choosing a page template and entering text. It's that simple!



Intuitive In-context Editing

Kentico CMS allows you to edit the content within the context of the page. It means you can see what the page will look like at the time when you edit it. You can use the What You See Is What You Get editor similar to Word that allows you to format the text, create links and insert images.

Take Full Control with Permissions, Workflow, Versioning and Staging

Kentico CMS allows you to delegate content authoring to any person within your organization while still keeping control over what is published. You can allow users to edit particular site section. Using customizable workflow, you can make sure that you or some other authorized person reviews all information on your site before it gets published. A complete version history and audit history is available within Kentico CMS, ensuring all versions of content are recorded allowing you to not only roll back to prior version, but it also ensures accountability throughout the entire content lifecycle. And if you want to double-check that all updates look good, you can use Content Staging to preview the changes before they are synchronized to the live server. As you can see, Kentico CMS gives you full control over your content.

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Key Benefits:

- No technical knowledge required
- Intuitive user interface means shorter training and faster adoption
- Delegates site management from developers to end users which shortens time to market
- Enforces processes, security and accountability to your Web content management
- Enables end users to create search engine-optimized sites (SEO)
- Multi-site management allows you to run hundreds of sites from a single installation which reduces administration costs

Key Features:

- Fully browser-based content editing
- Template-based page authoring
- WYSIWYG (What You See Is What You Get) editor similar to Word
- Built-in spell checker
- Document-level permissions
- Customizable workflow and approval processes
- Fully integrated management of images, files, video and other digital assets
- User interface customizable for basic users.
- Management of multiple sites from a single system
- Management of content in multiple languages, including Chinese, Japanese, Russian, Hebrew and Arabic
- Widgets enabling end users to create new pages and add dynamic content into the page
- Content-design separation enabling content re-use
- Friendly URLs for any page and unlimited URL aliases
- Document management
- Digital asset management
- User interface translated to English, Spanish, French, Greek, Italian, German, Dutch, Czech and Slovak.

What Our Clients Say:

"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."

Mike Cabassol

Senior Analyst
Provali Group / Texas, USA

Turn Your Site Into a Marketing Machine

Key Benefits:

- Get more visitors by optimizing your site for search engines (SEO)
- See where your clients are coming from
- Identify the most successful campaigns through campaign and conversion tracking

Key Features - SEO:

- Support for Search Engine Optimization (SEO)
- Friendly and customizable URLs
- Unlimited URL aliases
- Editable metadata for every page - title, keywords, description
- Customizable titles for links and images.
- Clean HTML code

Key Features - Analytics:

- Track visitors, views, referring URLs, campaigns and conversions
- Ability to create custom reports

Many companies use their web site as a copy of their printed materials. They put all content on the web and wait for someone to call. But the phone isn't ringing. Why? They forgot that their site is not a static part of their marketing strategy. If you want to get more clients, you need to drive people to your site, deliver consistently fresh and relevant content, collect their contact information and then convert these leads into clients.

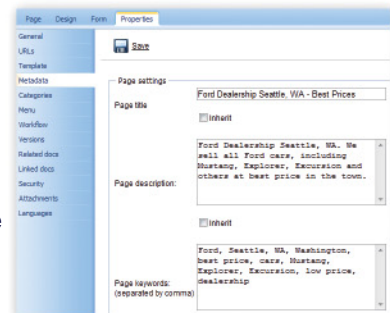
Visitors
Leads
Clients
Loyal Clients



Search Engine Optimization

For most web sites, search engine traffic is the primary and most efficient source of visitors. Kentico CMS allows you to create search engine-optimized web site. It gives you full control over your keywords and their placement - you can customize search-engine friendly URL addresses, page titles, keywords and descriptions, link titles and image titles.

Also, the CMS generates clean HTML code that can be easily read and followed by the search engine robots.



Web Analytics, Campaigns and Conversions

Kentico CMS allows you to easily track the number of visitors, page views, referring URLs and other useful information about your site traffic. Moreover, you can track your on-line campaigns, create short URL addresses for tracking off-line campaigns and generate conversion reports to determine the success of these campaigns. Conversions may be a newsletter subscription,

whitepaper download, user registration or purchase in your on-line store - basically any activity that creates a lead or client.



What Our Clients Say:

"Kentico CMS is easily the best and most flexible CMS my firm has ever worked with. As a design firm, we appreciate the incredible level of customization allowed within this powerful framework. We streamlined our development and hosting processes thanks to this software, and it has given us the opportunity to explore advanced design and functionality options we were unable to before. Also, the turnaround time on support and hotfixes is amazing. We truly feel like we and our clients can rely on Kentico and its product."

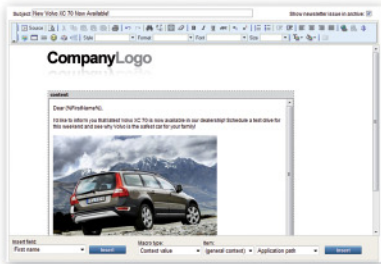
John Richardson
Interactive Director
Squires & Company / Texas, USA

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Generate Leads and Sell On-Line

Create On-line Forms without Programming

On-line forms allow you to grab user contact details and generate leads for your sales team. With Kentico CMS, you can create on-line forms without any programming - you just define the fields and put the form on the page. The entries are stored in the database, sent to your e-mail or exported to Excel. You can also easily set up an auto-response to send an e-mail to the visitor who submitted the form which can be used for sending white papers, marketing collaterals, etc.



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Create New Opportunities through E-mail Marketing

E-mail marketing is one of today's most efficient tools for increasing sales and encouraging customer loyalty. With the Kentico Newsletter module, you can easily send e-mails with useful information, product news, etc. You can personalize the e-mail with subscriber name and details to achieve more personal feel.

Allow Visitors to Find What They Need

The Kentico CMS built-in full-text search allows visitors to quickly find what they are looking for. The search engine provides fast and accurate results, ranked by relevance and displayed with a preview.

Sell Products On-line

Kentico goes beyond content management and comes with a built-in E-commerce module. It allows you to quickly set up an on-line store, define categories and enter product details. Every product can have multiple product options (size, color, etc.) and you can even enable product configuration by client. You can define various price levels, create discount coupons and provide volume discounts. You can set up rules for shipping and tax calculation. The visitors can browse the products, add them to a wish list or shopping cart and purchase them on-line.

Key Benefits:

- Easily create on-line forms to collect user contacts - without programming
- Keep in touch with your clients and up-sell your clients through e-mail marketing
- Full-text search helps visitors find relevant information on your site
- Sell products on-line

Key Features - On-line Forms:

- No technical knowledge required
- Many built-in field types - textbox, drop-down list, radio buttons, checkboxes, e-mail, phone number, country/state selection, etc.
- Custom validation rules
- Customizable form layout
- E-mail notifications and e-mail auto-responder
- Export data to Excel

Key Features - E-mail Marketing:

- Multiple newsletters
- E-mail personalization
- Newsletter templates
- Subscriber management
- Unsubscribe using a link
- Automatic regular newsletters containing site content (latest news, new products, etc.)

Key Features - E-commerce:

- Product categories and product catalog with customizable product attributes
- Product options and product configuration
- Custom rules for shipping and taxes
- Shopping cart and wish list
- Customizable check-out process
- Multiple payment options
- Credit card payments through Authorize.NET, PayPal or custom payment gateway
- Support for integration with your ERP or CRM system

What Our Clients Say:

"The ease of managing and updating the site and the integration of Kentico to Visual Studio were the main reasons why we chose Kentico which is running for more than 2 years without problems and it serves daily more than 20000 pages. Regarding the support, all the issues/questions we faced, we received an answer in the hour."

Cedric Buccilli

Senior Developer
Brussels Airlines NV/SA, Belgium

Get Your Customers Involved

Key Benefits:

- Short time to market - ready-to-use Community Starter Site allows you to configure and launch your own community within hours
- Complete Social Networking platform - no need to integrate other products or services
- Full control over your brand, community, content and members

Key Features:

- Scalable for large numbers of users and visitors and large amounts of data
- Customizable registration forms and registration workflows
- Administrators may choose to approve all new members
- Flexible security configurations - you can choose what site members can do on the site based on their roles and group membership
- Easily customizable and extendible with your own code and modules

Key Features - Blogs:

- Multiple blogs with optional approval process
- Moderated comments (optional)
- RSS feed for syndication
- Pingbacks and trackbacks
- Tagging and categories
- Post archive by date
- Post rating
- On-site blog editing for site members (no need to sign in to the administration interface)
- E-mail subscription to comments

Key Features - Forums:

- Moderation (optional)
- Quote
- Attachments
- BB-code editor
- E-mail subscription to forums
- Multiple view modes (flat/threaded/tree)
- Ad-hoc forums related to specific content or documents
- Favorite forums
- Abuse reporting
- Bad word filtering
- Lock or stick threads
- Member points and badges

What Our Clients Say:

"Loving your CMS system, the best we have ever used or seen, and your support has been equally outstanding."

Jon Curry

Egghead Design Ltd. / United Kingdom

Web 2.0 brought a new way of communication with clients, On-line Communities. Instead of one-way communication from organization to clients, the communities enable clients to share their ideas, give feedback on products and collaborate. On-line communities allow organizations to better understand client needs and start more personal dialogs. They increase customer involvement in product development which leads to higher customer satisfaction and loyalty. How can Social Networking features in Kentico CMS help you?

Blogs

Blogs allow you to keep clients up-to-date on what happens in your company. You can inform them about upcoming products, introduce new ideas and get their feedback through moderated comments. With Kentico CMS, you can publish multiple blogs and you can even establish an approval process to avoid accidentally disclosing confidential information.

Forums

Forums represent the core of every on-line community. They enable your clients to communicate with your company, as well as other clients. Additionally, you can use them for technical support - allowing clients to resolve each other's questions, minimizing the number of support cases and support overhead.

Focus Groups

You can create common interest focus groups for clients, allowing them to discuss specific topics, communicate ideas and share content, such as tips & tricks or photos and videos of how they use your products.

Networking and Private Messaging

The members of your on-line community can make friends with others, share the information in their personal profiles and send other members private messages.

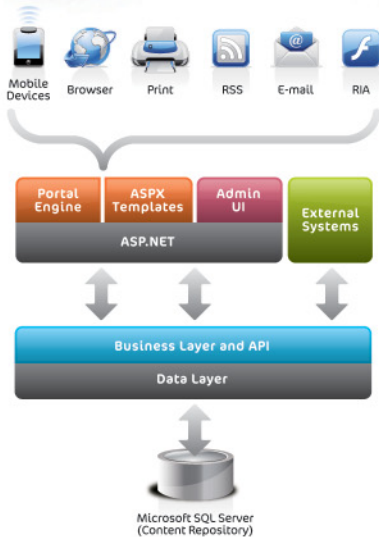
User-contributed Content (Wiki)

You can create sections of your site that are managed by your clients rather than your company. Wiki allows your clients to share their knowledge related to your product by creating articles on your site from which other clients can benefit.



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Robust And Flexible Architecture



Built on Microsoft ASP.NET Technology

Kentico CMS uses the latest Microsoft ASP.NET platform which means you get a solid, robust and secure platform for your web site. It leverages the power of Microsoft Windows Server and Microsoft SQL Server, industry-leading technologies for running enterprise-level web sites. It means you can leverage your existing infrastructure and knowledge; and benefit from seamless integrations with existing systems.

Robust and Scalable Architecture for High-Performance Web Sites

Kentico CMS is built as a three-tier application following today's

standards and Microsoft recommendations for enterprise architecture. Kentico CMS was designed to handle a large number of pages, users and concurrent visitors. It comes with built-in content caching that can be configured at the page level or even for particular sections of the page. Kentico CMS can run in a web farm and it supports SQL Server replication which means it can scale to a large number of computers without limits.

Flexible Development Platform

Kentico CMS comes with a unique browser-based development model. It allows web developers with very basic ASP.NET knowledge to develop dynamic web sites without complex programming. It means the sites can be created not only in a shorter time, but also with less bugs. Experienced C# and VB.NET developers can also use Microsoft Visual Studio to develop sites with Kentico CMS. This model allows them to use standard ASPX pages as page templates in the CMS. Visual Studio can also be used to extend and customize the CMS. The product comes with detailed documentation for developers and you can find lots of useful information at the developer community <http://devnet.kentico.com>.

Extensibility and Interoperability

Since Kentico CMS was built with developers in mind, there are many ways to customize and enhance its functionality: custom event handlers, custom providers, custom modules, custom server controls, custom web parts and widgets, custom form field types and others. It provides a documented and open API for .NET developers allowing you to control the entire solution through code. Additionally, full source code licensing is also available, enabling you to change the core system or ensure that you don't depend on the CMS vendor if you need some special behavior.

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Key Benefits:

- Robust and scalable architecture for large sites with large numbers of visitors
- Stable, well-tested solution proved by 4,000 Web sites in 80+ countries
- Kentico provides a 7-day bug-fixing policy
- Flexible development platform allows developers to customize and extend the solution according to the web site requirements without compromises
- Shorter development time with browser-based web development

Key Features:

- Microsoft .NET/SQL Server platform
- Visual Studio Integration
- 200+ built-in web parts/controls
- Custom event handlers
- Custom providers
- Customizable authentication and member management for integration with existing systems
- Interoperability through .NET API
- Extensible with custom modules and controls
- Active Directory integration with user and role import

System Requirements for Server:

- Windows Server 2003 or 2008
- Internet Information Services (IIS)
- Microsoft SQL Server 2005 or 2008

System Requirements for Editors:

- Internet Explorer 7 or 8 on Windows
- Firefox 3.5 on Windows
- Safari 4.0 or Firefox 3.5 on Mac OS

System Requirements for Visitors:

- IE 6.0+
- Firefox 1.0.5+
- Mozilla 1.7.1+
- Netscape 7.1+
- Opera 7.52+
- Safari or Firefox on Mac OS
- Actual requirements may differ based on the used features and code.

System Requirements for Developers:

- Visual Studio 2005 or 2008

What Our Clients Say:

"Kentico is amazing software. We just rolled out Kentico 4.0 to 30,000 office users. At 200,000+ hits a day, on a 64-bit, 3 server, auto-syncing web farm, running 5.4 GB of user generated content, Kentico handles the load with ease."

Neil Ulrich

Sr. Systems Analyst / Georgia, USA

Safe Investment

Key Differentiators:

- Best value out-of-the-box
- No per-user fees
- Excellent technical support
- 7-day bug fixing policy
- Full source code available

What Our Clients Say:

"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

Analyst and Press Reviews:

"Ratings wise, it's incomparable. There literally is nothing on the market that comes close to touching this software..."

Mike Johnston, CMS Critic
<http://www.kentico.com/cmscritic.aspx>
Score: 9/10

"I recommend you test drive the product to get a complete appreciation of all its powerful features and capabilities."

Anand Narayanaswamy, aspnetPRO
September 2009 Issue
Review: 5 stars out of 5

Contact:

www.kentico.com
E-mail: sales@kentico.com
Phone: +1 (888) 225-2767

About Kentico Software:

Kentico Software was founded in 2004 and quickly grew into a company of 50+ people. It's based in Brno, Czech Republic in the European Union and has a U.S. office in Nashua, New Hampshire. Kentico CMS is the main business of Kentico Software. Kentico mission is to help clients create successful web sites that allow them to reach their marketing goals.

Proved by 4,000 Web Sites in 80+ Countries

Kentico CMS is used by 4,000 Web sites in 80+ countries across all industries. The major clients include Microsoft, McDonald's, Brussels Airlines, Vodafone, Orange, O2, Audi, Mazda, Seat, Subaru, Samsung, Electrolux, Gibson, Bayer, Abbot, ESPN, CTV, Hard Rock, Guinness, Medibank, Bank of Ireland, Blackboard and others.



You can find all reference sites and case studies at <http://www.kentico.com/Showcase.aspx>.

Best Value and Fast Return on Investment

Kentico CMS offers the best value in the mid-market CMS segment. Kentico CMS provides an excellent Return on Investment for these reasons:

- Affordable, simple and transparent licensing without per-user fees ensures predictable costs and wide adoption within company.
- Easy-to-use and easy-to-learn interface requires less training, accelerates adoption and allows business users to work more efficiently.
- Rapid Web site development reduces development costs and shortens time to market.
- Stable product with 7-day bug-fixing policy means less bugs and less troubles to your IT department and your business users.
- Responsive support - Kentico answers questions within 1 business day which means you can solve issues quickly.
- Many experienced partners - you can choose from hundreds of seasoned Kentico Solution Partners worldwide with extensive project experience that can ensure things are done correctly the first time. The large number of partners also ensures that you will not get locked in to a single agency.
- Complete solution from a single vendor - Kentico CMS covers all typical needs so you don't have to integrate several products or buy add-ons from other vendors and solve compatibility issues.

Full Source Code Available

Kentico CMS can be purchased with full source code licensing which gives you the assurance that your developers can further customize the solution to fulfill very unique requirements.



Free On-Line Trial! No Installation Required!

Visit <http://www.kentico.com/virtuallab.aspx> and get your own trial web site today!