

GET STARTED PRESENTS: KENTICO CMS FOR ASP.NET

THE COMPLETE SOLUTION FOR YOUR WEBSITE

- » Easy To Use
- » Feature-rich
- » Unlimited Scalability
- » High Flexibility
- » Excellent Support



COMPLETE PLATFORM FOR YOUR ONLINE SUCCESS

Whether you're building a website, online 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 website project.

Benefits for Marketers:

- » Manage websites through a web browser anytime, anywhere. Easily edit text and insert images using a 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 a flexible framework for building dynamic websites
- » Rapidly create websites 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 Creative Agencies:

- » Acquire more clients by offering a complete, top-class solution
- » Deliver websites faster, with less resources and with lower costs
- » Rebrand the CMS with your logo and design
- » 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 is Kentico CMS?

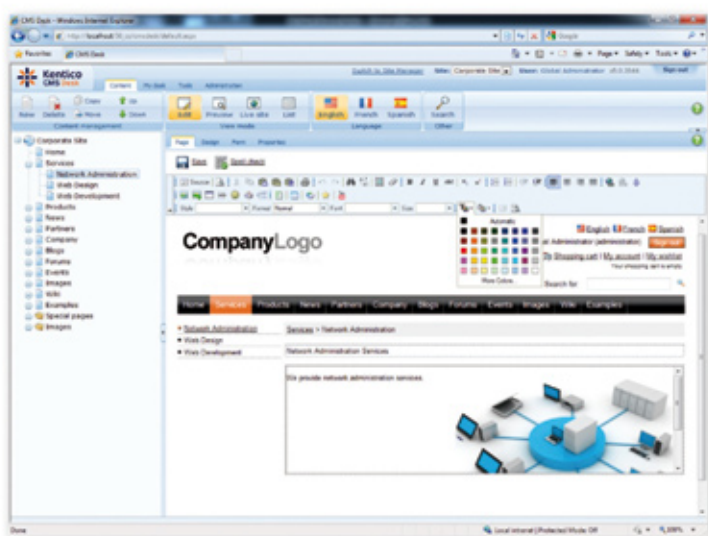
Kentico CMS is a web content management system that allows you to easily manage your website content without technical knowledge. If you need to add some text, images or products to your website, you can do that through a browser-based user interface without the need to call web designers. Kentico CMS goes beyond content management and offers many additional modules that allow you to create online forms, send email newsletters, sell products online, 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+ websites and delivered through a network of 700 partners in 83 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.

EASILY MANAGE YOUR WEBSITE CONTENT

Managing website content is no longer a task for programmers. With Kentico CMS, you can easily create new pages, edit content and upload images. Anyone can do it, 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 organisation while still keeping control over what is published. You can allow users to edit particular site section. Using customisable workflow, you can make sure that you or some other authorised 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.

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-optimised 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
- » Customisable workflow and approval processes
- » Fully integrated management of images, files, video and other digital assets
- » User interface customisable 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.

TURN YOUR SITE INTO A MARKETING MACHINE

To be an effective marketing tool for your business, your website needs to consistently deliver you a stream of quality leads. For this to occur, your site needs to be optimised for major search engines, updated with fresh and relevant content and contact information collected for sales conversion.

Key Benefits:

- » Attract more visitors by optimising your site for search engines (SEO)
- » See where your customers are coming from
- » Identify the most successful campaigns through campaign and conversion tracking.

Key Features – SEO:

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

Key Features – Analytics:

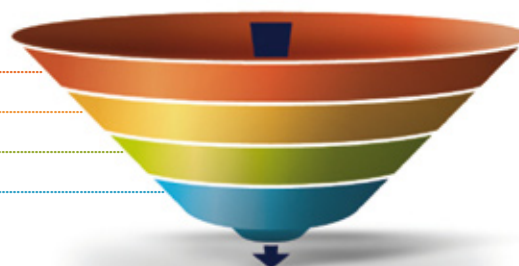
- » Track visitors, views, referring URLs, campaigns and conversions
- » Ability to create custom reports.

Visitors

Leads

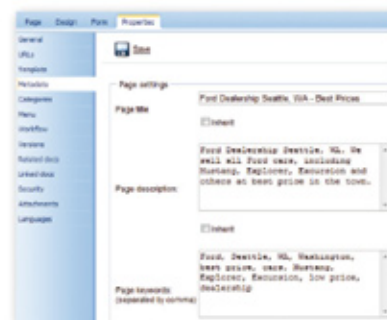
Clients

Loyal Clients



Search Engine Optimisation

For most websites, search engine traffic is the primary and most efficient source of visitors. Kentico CMS allows you to create a fully search engine-optimised website. It gives you full control over your keywords and their placement - you can customise 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

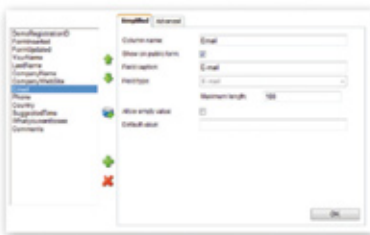
Kentico CMS allows you to easily track the number of visitors, page views, referring URLs and other useful information about your site traffic. Moreover, you can track your online campaigns, create short URL addresses for tracking off-line campaigns and generate conversion reports to determine the success of these campaigns. Conversions may be a newsletter subscription, whitepaper download, user registration or purchase in your online store – basically any activity that creates a lead or client.



GENERATE LEADS AND SELL ONLINE

Create online Forms without Programming

online forms allow you to grab user contact details and generate leads for your sales team. With Kentico CMS, you can create online forms without any programming - you just define the fields and place the form on the page. The entries are stored in the database, sent to your email or exported to Excel. You can also easily set up an auto-response to be sent to a visitor thanking them for their enquiry.



Create New Opportunities through Email Marketing

Email 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 emails to a database of prospects or customers. You can personalise the email with subscriber name and other details for a 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 online

Kentico CMS goes beyond content management and comes with a built-in e-commerce module. It allows you to quickly set up an online 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. Visitors can browse the products, add them to a wish list or shopping cart and purchase them online.

Key Benefits:

- » Easily create online forms to collect user contacts without programming
- » Keep in touch with your clients and up-sell your clients through email marketing
- » Full-text search helps visitors find relevant information
- » Sell product online.

Key Features - online Forms:

- » No technical knowledge required
- » Many built-in field types - textbox, drop-down list, radio buttons, checkboxes, email, phone number, country/state selection, etc.
- » Custom validation rules
- » Customizable form layout
- » Email notifications and email auto-responder
- » Export data to Excel
- » Key Features – Email Marketing:
 - » Multiple newsletters
 - » Email personalisation
 - » 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 customisable product attributes
- » Product options and product configuration
- » Custom rules for shipping and taxes
- » Shopping cart and wish list
- » Customisable 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.

GET YOUR CUSTOMERS INVOLVED

Web 2.0 brought a new way of customer communication – online Communities. Instead of one-way communication, enable customers to share their ideas, give feedback on products and collaborate. online communities allow organisations to better understand their customer's needs and start more personal dialogues, as well as increase customer involvement in product development which leads to higher customer satisfaction and loyalty. How can Social Networking features in Kentico CMS help you?

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
- » Customisable 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 customisable 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)
- » Email subscription to comments.

Key Features - Forums:

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

Blogs

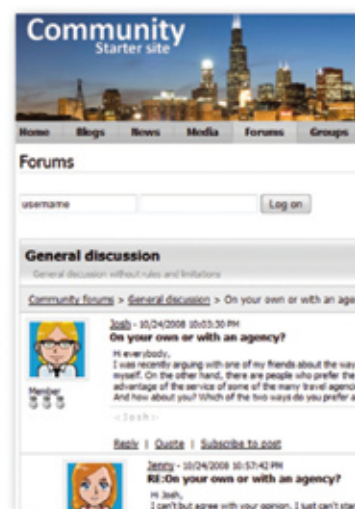
Blogs allow you to keep clients up-to-date on what happens in your company. You can inform them about upcoming products, introduce new ideas and get their feedback through moderated comments. With Kentico CMS, you can publish multiple blogs and you can even establish an approval process to avoid accidentally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

Forums

Forums represent the core of every online 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, minimising 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 and tricks or photos and videos of how they use your products.



Networking and Private Messaging

The members of your online 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.

ROBUST AND FLEXIBLE ARCHITECTURE



Built on Microsoft ASP.NET Technology

Kentico CMS uses the latest Microsoft ASP.NET platform which means you benefit from a robust and secure platform for your website. It leverages the power of Microsoft Windows Server and Microsoft SQL Server, industry-leading technologies for running enterprise-level websites. 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 Websites

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 websites 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 customise the CMS. The product comes with detailed documentation for developers with additional support resources available 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.

Key Benefits:

- » Robust and scalable architecture for large sites with large numbers of visitors
- » Stable, well-tested solution proofed by 4,000+ websites in 83 countries
- » Kentico provides a 7-day bug-fixing policy
- » Flexible development platform allows developers to customise and extend the solution according to the website 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
- » Customisable 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.

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

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

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Get Started has been planning, designing and developing websites for Australian businesses and organisations since 1999. We have built a broad portfolio of over 600 clients across a range of industry sectors. We have done this by providing expert, experienced and highly energetic service to each and every client. Our business has grown by referrals and word-of-mouth alone and this is a testament to our strong commitment to our clients and their web strategy.

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Kentico Software was founded in 2004 and quickly grew into a company of 45 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 websites that allow them to reach their marketing goals.

Proven by 4,000+ Websites in 83 Countries

Kentico CMS is used by 4,000+ Websites in 83 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 unlimited user licensing 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 Website 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 customise the solution to fulfill very unique requirements.

Free online Trial! No Installation Required!

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