

Introducing Kentico CMS 6

Get instant marketing results with Kentico EMS, your integrated Customer Experience Management platform.



New Website Possibilities

Isn't it time to take a look at Kentico CMS 6? Harness your website with new features and improvements:

- **Kentico Enterprise Marketing Solution** – a new product line providing a complete Customer Experience Management platform and additional enterprise features
- **E-commerce** – experience advanced features and an integrated customization model
- **Windows Azure** – complete support for Windows Azure, including Azure Storage and running websites on multiple instances

More details on-line: www.kentico.com/kentico6

This datasheet contains a selection of features available in Kentico CMS 6. Visit our website to see the complete list.

Customer Experience Management

Introducing Kentico Enterprise Marketing Solution

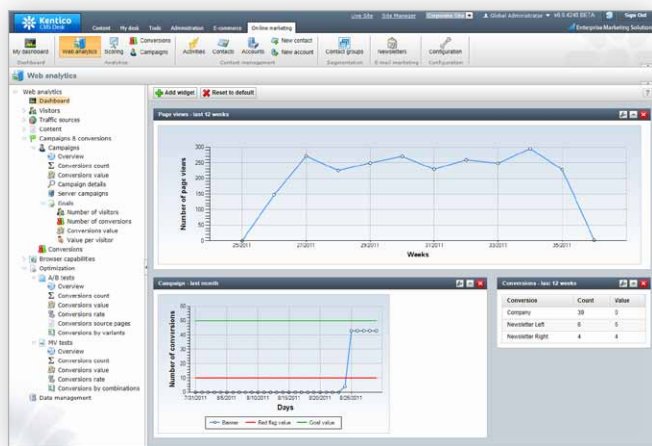


Kentico Enterprise Marketing Solution (EMS) is an integrated Customer Experience Management (CEM) solution focused on mid-sized and enterprise clients. Kentico EMS extends Kentico CMS Ultimate Edition with additional enterprise and marketing features. Unlike other on-line marketing products, Kentico EMS provides a complete and fully integrated set of tools for marketers who need to quickly deliver their campaigns, get useful and actionable data and increase their ROI.

Get 360-degree View of Your Visitors

The new **Contact Management** module tracks all activities of visitors on your site and visualizes them in one place. You can use this data for personalization of website content, lead scoring and nurturing and for other marketing activities.

Get New Insights into Visitor Needs and Campaign ROI



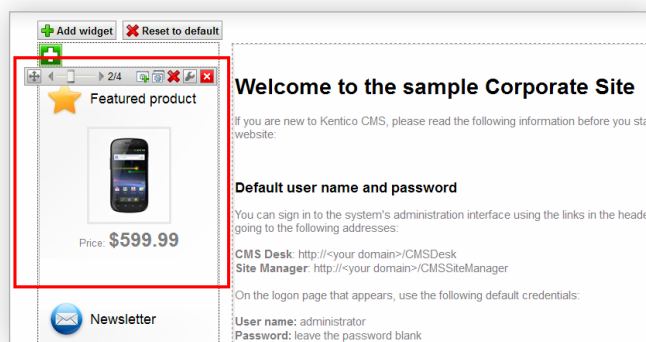
With the improved Web Analytics module, you can easily monitor **campaigns and conversions**, identify landing pages, exiting pages and time spent on page. It also provides more detailed statistics for every page.

Optimize Your Website and Increase Conversion Rates

The new **A/B Testing** and **Multivariate Testing** modules allow you to quickly test several versions of the page and identify copy and graphics that lead to more conversions, such as sales, submitted forms, whitepaper downloads and others.

Identify Customer Segments and Deliver Personalized Content

Kentico EMS comes with **Segmentation** and **Personalization** engine that automatically serves the most relevant content to the visitors based on their demographics (location, age, position and other contact attributes) and behavior (visited pages, campaigns, purchased products, downloaded documents, etc.)



A powerful rules engine enables marketers to define customer segments and which content will be delivered to each segment – all without programming.

Make Your Sales Team More Productive with Qualified Leads

With the new **Lead Scoring** module, you can set up rules that identify the visitors who are most likely to become your clients based on their profile attributes and behavior.

Reach Existing and New Clients with E-mail Marketing

The improved **E-mail Marketing** module supports:

- open e-mail tracking
- click-through tracking
- bounced e-mails monitoring
- double opt-in
- sending of large number of e-mails using an external Windows Service and load balanced SMTP servers

... and many other improvements – see: www.kentico.com/kentico6 for more!

What's New for Developers

Use the Latest Development Technologies

Kentico CMS 6 supports the latest technologies that make developers more productive, including:

- **.NET 3.5 SP1** and **.NET 4.0**
- **HTML 5** – rendering of **HTML 5** video and audio elements
- **LINQ** – easily query Kentico CMS data and use it in your code
- **REST** and **OData** – access Kentico CMS data from external applications
- **MVC** – create website pages with model-view-controller architecture
- **Web Application Project** – choose from Web Application Project, Website Project and Windows Azure Project
- **Modern API** with a complete business layer, typed collections and other API improvements
- **Improved customization model**

Full Support of Windows Azure

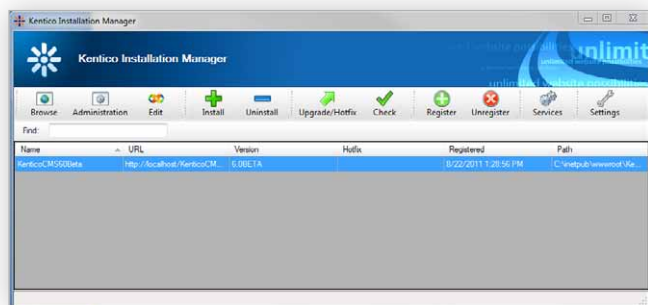


Kentico CMS 6 extends Windows Azure Platform support that gives you even more choices, including:

- Install Kentico CMS as a **Windows Azure project** and install Kentico CMS database directly into SQL Azure
- Run Kentico CMS on **multiple Windows Azure instances** for scalability and higher availability
- Store uploaded files in **Windows Azure Storage**
- Store application settings in the **service configuration file**

Easier Upgrades, Hotfixing and Installation Management

The new **Kentico Installation Manager** makes it easier for you to upgrade websites and apply hotfixes. It automatically downloads the updates and lets you install them with a few clicks.

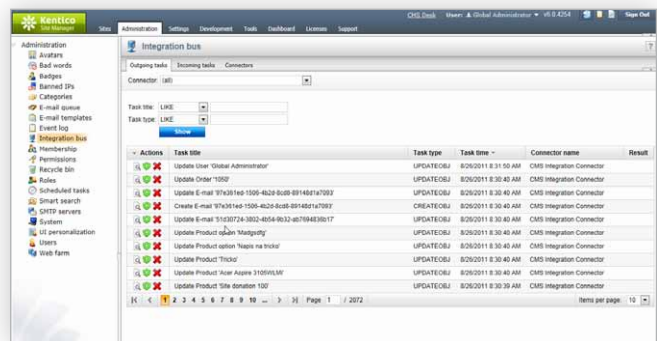


New K# Macro Language

K# is the new macro language. If you're familiar with Kentico macros, you know how powerful they are and how they reduce the need to write customization code. Now imagine that you can write not only simple macros, but complex code structures, with the help of IntelliSense – that's K#.

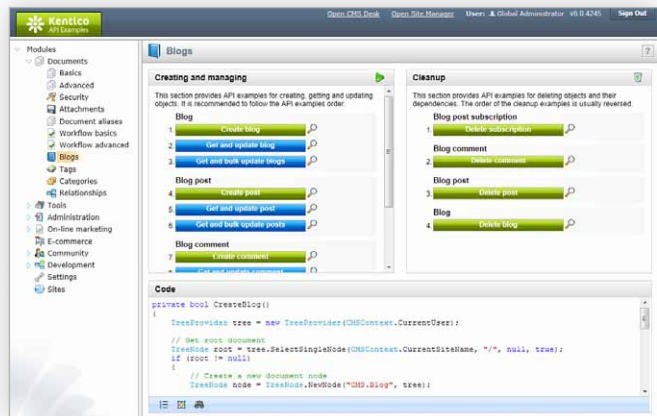
System Integration Bus

The new System Integration Bus allows for efficient synchronization between Kentico CMS and any 3rd party systems, such as CRM, ERP, user databases and others.



Better Documentation and New API Examples

We listen to your feedback and we invested huge efforts to provide you with a better documentation. Among others, we prepared a new API Examples site that shows you how to use the API in each module.



... and many other improvements – see: www.kentico.com/kentico6 for more!

What's New for Content Administrators

New and Faster WYSIWYG Editor

Kentico CMS 6 comes with a new faster CKEditor that replaces the current FCKeditor. CKEditor brings several performance improvements together with the support of the latest web browsers, including Internet Explorer 9, Firefox 6 and Chrome.

Create New Pages Using Layout Widgets

With the new layout widgets, you can quickly build new pages without any technical knowledge. You can use the following layout widgets:

- multi-column layout
- multi-rows layout
- table layout
- collapsible panel layout
- tabs layout
- accordion layout

Improved Management of Multi-lingual Content

The new version allows you to use unique document URLs for every language version. For example, you can use a URL like /en-us/Home or /english/home instead of /Home?lang=en-us. The new URL format also provides better Search Engine Optimization. You can also edit the original and the translated version side by side.

Content Preview without Accessing CMS Desk

With version 6, you can have the CMS generate a special link that will display a preview of the current version of the page to anybody. It means you can enable people who don't have access to CMS Desk to preview the content before you publish it.

Improved Image Editor: Cropping and Undo



The built-in Image Editor now allows you to easily crop the images – just point and drag to select the section to be cropped. Moreover, you can also use Undo/Redo, so if you do something wrong, you can simply get back to the previous version of the Image.

Multi-file Uploader

The new multi-file uploader makes your life much easier when populating your media libraries, document attachments and others places of your website. Using this tool you can easily upload multiple files to any location in the content tree or into media library.

Insert Dynamic Features into Content using In-line Widgets

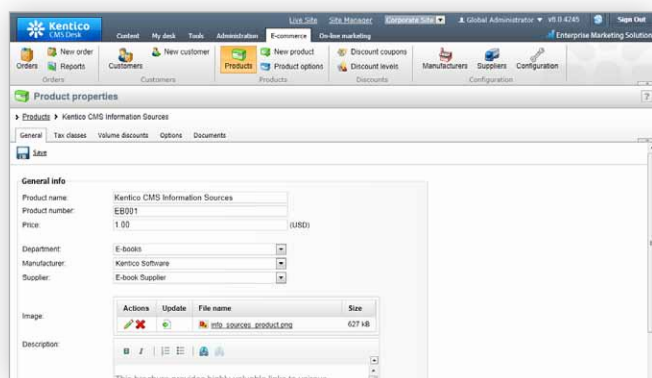
With the new in-line widgets, you can place any widget into the text edited using the WYSIWYG editor. It's useful if you need to insert dynamic functionality, such as a Google map, media gallery or other complex controls and dialogs.

Organize Documents in Hierarchical Categories

Kentico CMS 6 allows you to organize content into hierarchical categories and create more complex taxonomies, as well as faceted navigation.

... and many other improvements – see: www.kentico.com/kentico6 for more!

What's New in Kentico E-commerce Solution



The E-commerce solution in Kentico CMS 6 introduces several new features, including:

- Management of multiple separated or shared stores in one installation
- Paid membership
- Donations
- Downloadable products
- Bundles
- Text option for ordering customized products
- Shipping calculation based on weight
- Improved customization model
- Better user interface