

# Introducing the new Kentico.

2022/09/05



# Flexible DXP as a service.

All you need to create rich digital experiences for your customers and help you grow.

# Introduction.



## Dominik Pinter.

Started at Kentico in 2007

Technical background (Cloud, Security, ...)

Switched to Product Management in 2012

Left Kentico in 2015

Returned to Kentico in August 2020 as  
VP Product for Xperience

Managing Director for Xperience since  
January 2021

CEO from July 2022

Two kids, running, cycling, hiking

# From July 13, 2022.



**Kentico**

DXP

Upper mid-market customers looking for a fully integrated, easy to use, and flexible digital experience platform.

**Independent** leadership and business strategy

20M \$ committed **investment**



**Kontent.ai**

CaaS/headless CMS

Enterprise customers looking for a centralized headless content management solution.

Independent leadership and business strategy

20M \$ **investment**  
20M \$ committed **investment**



4

continents



5

offices



160+

employees



120

countries



1,000+

partners



35,000+

websites



**Kentico**

# Our future.

Investing our profit  
in our growth

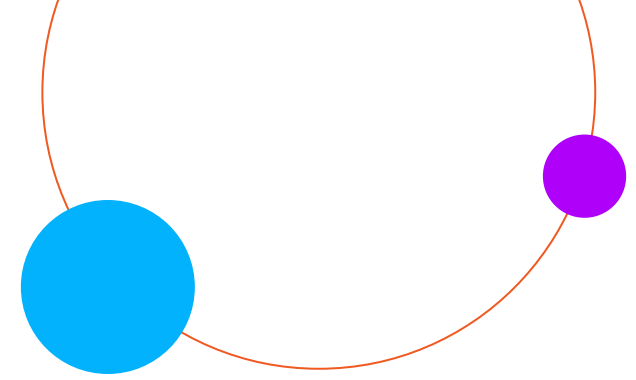
Growing the team by  
40% in 12 months

Growing our ARR 5x in  
4 years





**Kentico**



Xperience by Kentico.

# Xperience by Kentico strategy.



Strengthen our  
strengths



Embrace  
multiexperience



Speed up DXP  
adoption



Accelerate cloud  
capabilities





**Kentico**

## Xperience by Kentico

- **Reinventing** ourselves
- **Best Hybrid headless** on the market
- **Contextualized** and **reusable** content composition with the best **user experience**
- Available as **a service**
- It is **already here**, and we have first customers (3 live projects)





Dancing Goat ▾

Home > Page types > List of page types > Article > Fields



Content management



Digital marketing



Development



Configuration



Page types

List of page types

Article

General

**Fields**

Features

## Fields

NEW FIELD

|  |  |                |  |                |            |   |
|--|--|----------------|--|----------------|------------|---|
|  |  | ArticleID      |  | Integer number | ● Required | ▾ |
|  |  | ArticleTitle   |  | Text           | ● Required | ▾ |
|  |  | ArticleTeaser  |  | Media files    |            | ▾ |
|  |  | ArticleSummary |  | Text           | ● Required | ▾ |
|  |  | ArticleText    |  | Long text      | ● Required | ▾ |



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