



**Kentico**



**Ebook**

# Kentico vs Sitecore: The full story.

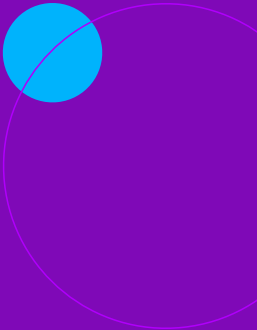
**Why Kentico is a better choice than Sitecore**

blueModus

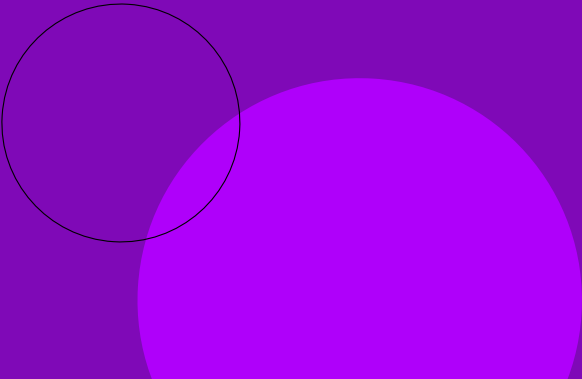
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***If you're thinking about your next digital experience platform and considering Sitecore, think again. Sitecore has a big name, but its ubiquitous ads won't help your business grow. What if you can get the same capabilities for a fraction of the price and with a human touch? Learn more about Kentico, a flexible digital experience platform and a perfect alternative to Sitecore. As one of our customers said: "With Kentico there is a lot less saying no."***



# Why Kentico is a better choice than Sitecore.

Kentico beats Sitecore with its customer-centric approach, fast time to market, and flexibility. Our clear product direction and top-class support mean we keep user satisfaction high.



Kentico is an award-winning digital experience platform that combines content management, digital marketing, and commerce. Available in the cloud or on-premises, Kentico is an easy-to-use solution for modern websites. It provides personalized experiences and integrates seamlessly into any technology stack. Kentico provides advanced capabilities, short time to value, and ease of use, backed by market-leading support and a global network of implementation partners.

- Established in **2004**
- Over **30,000** websites
- More than **1,000** digital solution partners



Industry recognition:

**Gartner**

**FORRESTER**

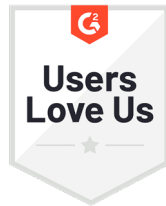


# User satisfaction.

There is one reason to choose Kentico above all: **For us, you're not just a number.**

We care about your success. That's why our work doesn't finish when a license is sold. We drive innovation based on clients' feedback and provide documentation and affordable training to make sure that every client makes the most of their DXP.

Unlike Sitecore, Kentico is a proud recipient of the **Customers' Choice badge in Gartner Peer Insights "Voice of the Customer": DXP!**



**“ I love working with Kentico because of its unique features and capabilities. I like how easy it is to apply upgrades to the tool for efficiency. It has good user support in case of any challenges.”**

**David Rongers**, Database Administrator, CITU GROUP LTD

**“ At the end of the day, you have a comparable DXP feature set, but for a fraction of the license cost that we see in Sitecore.”**

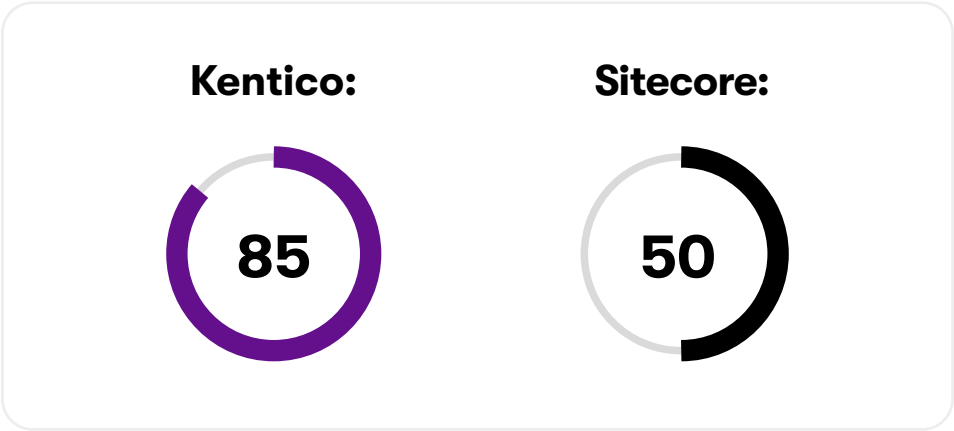
**Wesley McChristian**, Digital Strategist, Americaneagle.com

**“ Kentico's superb training and documentation has allowed us to subsequently maximize our in-house skills, giving our developers the tuition needed to support and further develop the site after launch.”**

**David Rossall**, Digital Projects Manager, The National Autistic Society



# User Satisfaction score on G2.



How likely are users to recommend the product, based on G2?



How likely are users to recommend, based on Gartner Peer Insight?




Is the product heading in the right direction?



# Pricing.

Transparent pricing means that Kentico clients pay only for what they really need. Our DXP comes with a broad range of out-of-the-box capabilities for content management, personalization, marketing automation, analytics, and much more. **There are no extra hidden costs.**

Kentico	Sitecore
<ul style="list-style-type: none"><li>• Transparent pricing starts at \$11,100/per year</li><li>• Unlimited number of page views, languages, users, or emails</li><li>• Frequent small updates don't burden your budget</li></ul>	<ul style="list-style-type: none"><li>• Minimum budget recommended for a Sitecore project is \$100k</li><li>• Individual price calculations</li><li>• Price based on the number of users and page views</li></ul>
See the prices and what you get for it at <a href="https://www.kentico.com">kentico.com</a>	 Ask a Sitecore representative why you should pay so much more

**Pricing flexibility according to Gartner users:**



**“ [With Sitecore] operational costs were at an unacceptable level and customer experience, especially internal user experience, did not match our expectations.”**

**Keimo Laakso**, IT Director, Uponor



# Return on Investment (ROI).

Kentico has the best value/price ratio on the DXP market. With us, you get all the features that boost your conversion rate across channels but for a fraction of Sitecore's price. How do we achieve that? By **avoiding needless complexity**.

Kentico	Sitecore
<ul style="list-style-type: none"><li>• Your website can be up and running in two months</li><li>• You get what you need right now and can extend easily when needed</li><li>• Leverage an intuitive admin interface</li><li>• Access thorough training</li></ul>	<ul style="list-style-type: none"><li>• Implementation can take a few years and the cost rises</li><li>• Sitecore slows you down with all its needless extras</li><li>• The system is difficult to use</li><li>• Training is overpriced</li></ul>

Ease of Use score  
according to G2:



**“Sitecore has always been more cumbersome to use. Every change, no matter how small, required programmers: making it expensive and time-consuming.”**

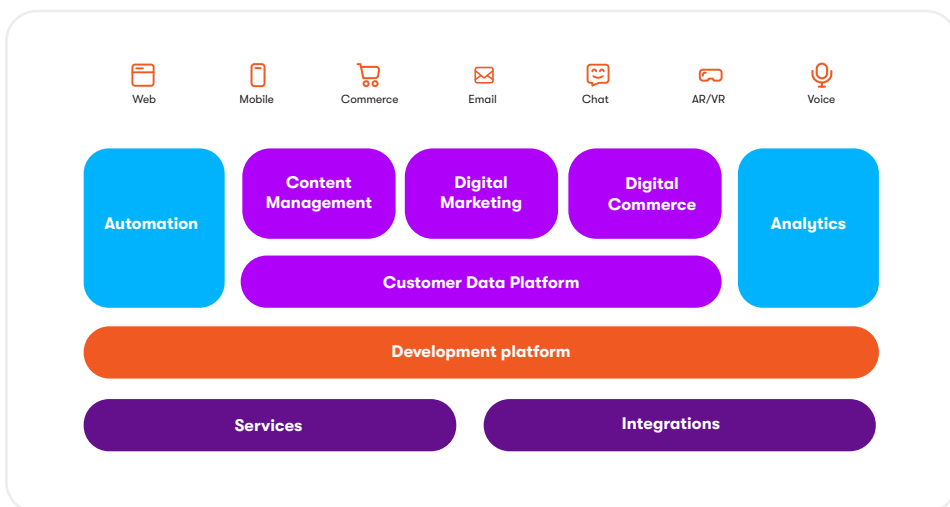
**Amanda Elliott**, Digital Marketing Operations Senior Manager, TowneBank



# Full-fledged DXP.

Kentico provides a complete set of content management, digital marketing, and commerce features in one digital experience platform. Its features are equal to Sitecore, but they are all built in-house which means they're accessed from one interface and **work seamlessly together**. You can choose to use Kentico's own DXP features or integrate with other solutions in your tech stack if you prefer.

We don't believe in Sitecore's strategy to provide a "connected" platform with technologies from acquired companies. This approach leads to an overpriced and cumbersome system with limited functionality.



Kentico DXP

**Product features according to  
Software reviews:**

Kentico: **87%** 

Sitecore: **77%** 



***We have chosen Kentico as the new DXP solution to ensure we have a fully integrated platform to cover all our needs in content management and digital marketing, especially email marketing, under one roof. Having an easy-to-use interface for the whole team was one of the most important factors for the decision.***

**Tim Hunt**, Commercial & Marketing Director, Williams F1



# Flexibility and scalability.

You can easily extend Kentico with third-party technologies, but you don't have to. It works perfectly on its own. We have embraced the cloud-first mindset and our fully integrated approach enabled us to create a new, **flexible, SaaS digital experience platform**.

Although Sitecore is presented as such, it is not yet a composable software-as-a-service (SaaS) solution. It's a patchwork of acquired technologies, not even the best-of-breed. Transforming such a heterogenous system into SaaS would be a tough nut to crack, especially for a large corporation like Sitecore.

Kentico	Sitecore
<ul style="list-style-type: none"><li>• Flexible in innovations</li><li>• Functionalities developed in one interface</li><li>• Any functionality can be replaced via API</li><li>• Kentico can be used as headless</li><li>• It offers a Software-as-a-Service (SaaS) solution</li></ul>	<ul style="list-style-type: none"><li>• Massive corporation that can't innovate quickly</li><li>• Consists of acquired products with different interfaces</li><li>• Limited choices of technologies</li><li>• Only one part of the system works as SaaS</li></ul>

**Ease of Integration  
according to Gartner:**

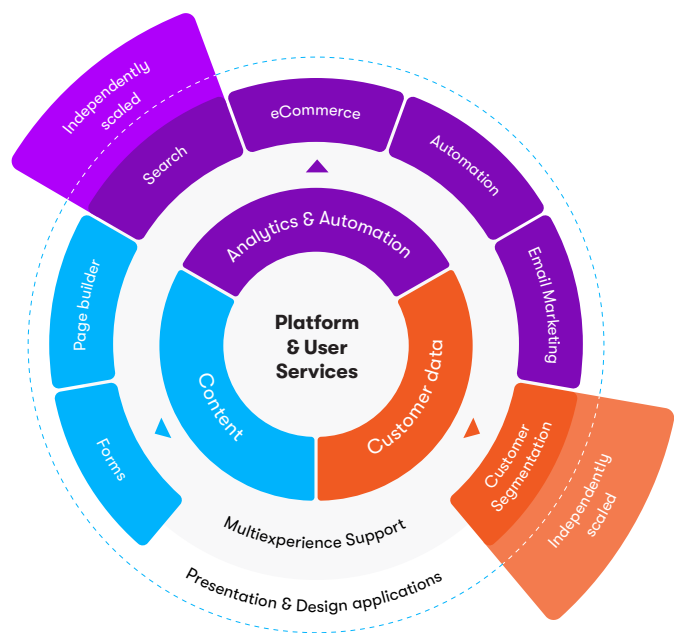
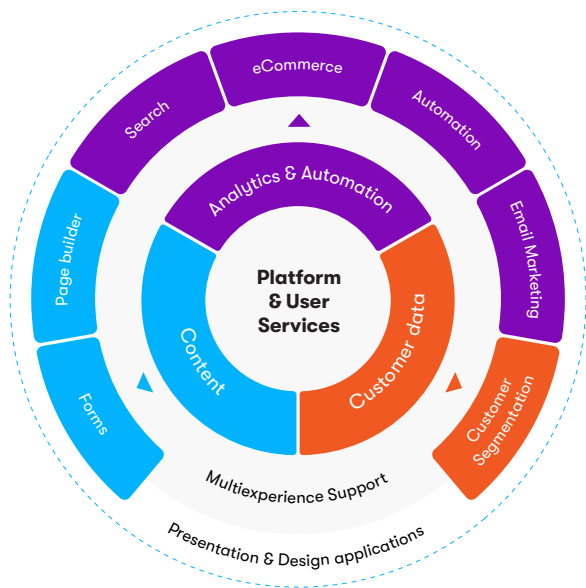


**“The scalability [Kentico] offers is well above its competition, due to its robustness in deploying functions that help to follow the rapid growth of large companies or go hand in hand with medium-sized companies that need to have a solution thinking about the future.”**

**Rafaela Brendle**, Sales and Marketing specialist, HID Global



# Kentico is easily scalable

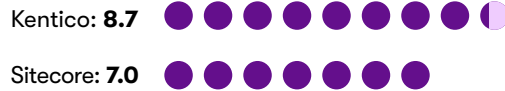


# Quality of Support.

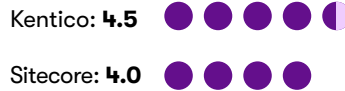
With Kentico, you get expert advice, detailed documentation, and professional training. We offer unlimited 24/7 live chat and email support, so you can rest assured that we'll cover your back. In other words, **we care about your success.**

Support is one of the most frequently mentioned downsides of Sitecore. Standard support is of very poor quality, and you must be ready to pay a lot to get anything better. The scores say it all:

**Quality of support  
according to G2 users:**



**Quality of support  
according to Gartner:**



***[Kentico] is easier to use and interact with. It has no hard time learning or in short it is very easy to learn how to use and with a dedicated support one can ask anything concerning this tool and get help."***

**John Wyra**, Database Administrator, Citi



# Kentico customers that found success after Sitecore.

Many companies have found success with Kentico. From Manufacturing to finance, they benefit from reduced costs while enjoying flexibility, scalability and a broad range of features.



[uponor.com](http://uponor.com)



[www.ferno.com](http://www.ferno.com)



[williamsf1.com](http://williamsf1.com)



[fiji.travel](http://fiji.travel)



[townebank.com](http://townebank.com)

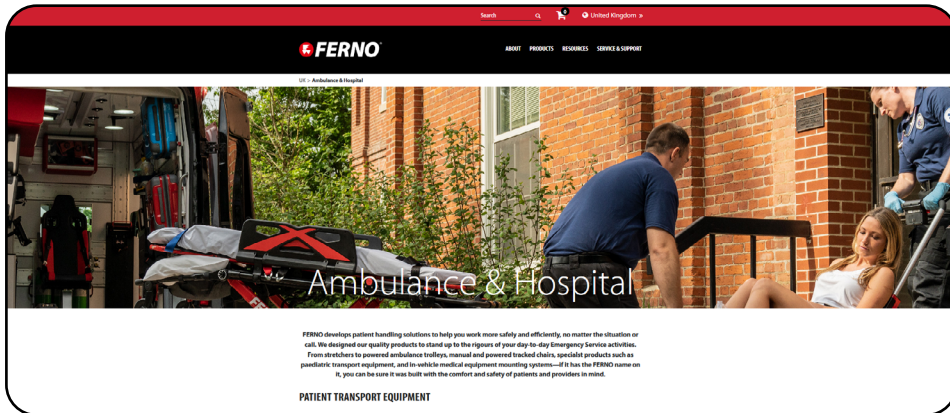


[spartancontrols.com](http://spartancontrols.com)



[autism.org.uk](http://autism.org.uk)





FERNO is the global leader in pre-hospital emergency care solutions, creating integrated products that maximize the delivery of care while elevating safety for caregivers and patients. Its web presence was split across six Sitecore sites and the company decided to bring them all together into [ferno.com](http://ferno.com), a global site originally built in Kentico.

The FERNO team can now easily update and manage content on their website and have been surprised by how well the site now serves as an up-to-date sales tool.

## Why was Kentico the right choice?

- rich feature set
- ability to be hosted in Microsoft Azure
- ease of use for technical and non-technical users
- robust marketing functionalities



***Our Kentico Xperience system has been stable and easy to work with since the launch of the new [FERNO.com](http://FERNO.com). We are able to build up content for future deployment on our site and schedule as needed.***

**Zane Hartsell**, Senior Director Product Management and Marketing, FERNO

**22%**

decrease in  
bounce rate

**62%**

increase in  
qualified sales leads

**75%**

increase in  
new visitors





Since being founded in 1999, TowneBank is now one of the largest banks chartered in Virginia and is backed by more than \$14 billion in assets. It was seeking to move away from its existing Sitecore CMS and into Kentico in order to generate cost savings and improve site functionality, content management and user experience.

Kentico Xperience 13 offered a similar backend interface to Sitecore (meaning a shallow learning curve for content managers) but gave them much more direct control over content management and marketing tools.

## Why was Kentico the right choice?

- Significant reduction in cost
- Much better direct control over content and digital marketing tools
- Personalization and marketing automation features

“

***We were looking for a flexible CMS tool that provided multiple layout options and widgets for new pages, build integrations and allow flexibility for our affiliate companies that will also move to this tool—so far, the Kentico Xperience has accomplished all of these things for us.”***

**Amanda Elliott**, Digital Marketing Operations Senior Manager, TowneBank



Site of the Year 2021.  
**Winner**



# About Kentico.

With Kentico, there are no limits to creating engaging digital experiences. From a single design-led website to large multilingual projects, you can rely on its robust structure, strict security, and user-friendly interface while staying cost-effective.

Let us show you how Kentico can help you create amazing digital experiences and improve your business results.

# About Blue Modus.

BlueModus is a leading technology and design agency – supporting hundreds of clients with website redesigns, CMS implementations and application development. Though we pride ourselves in our skills as engineers, architects and designers – at our heart we are the hand-raisers and the helpers.

We approach our colleagues and customers without ego and prioritize things like transparency and efficiency in every relationship.



[kentico.com](https://kentico.com)

**blueModus** [bluemodus.com](https://bluemodus.com)