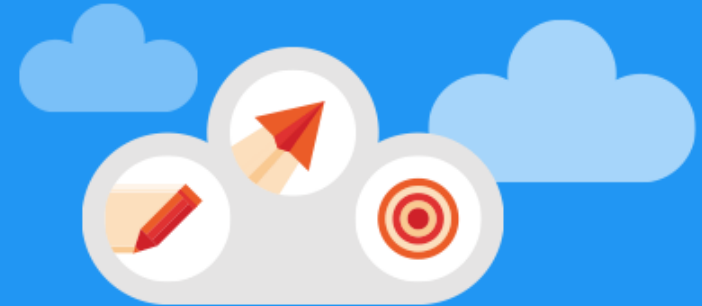


Getting Started with Kentico Cloud

Bryan Soltis – Kentico Technical Evangelist

Agenda

- What is Kentico Cloud?
- Kentico Cloud vs Kentico EMS
- Benefits for Marketers
- Benefits for Developers
- When to use Kentico Cloud
- See it action
- Getting Started



What is Kentico Cloud?

- Cloud-based Content Management
- Fast, responsive
- Flexible / Scalable
- Roles *New!
- Preview *New!

Kentico Draft



Structure, collect, and manage content smoothly

Kentico Deliver



Our API-first CMS lets you use the tools you love to display content instantly

Kentico Engage



Track and measure individual user behavior and personalize content

Kentico Cloud vs Kentico EMS



- Full-featured
- Requires install / updates
- Maintained by client
- Dependent on environment
- Less development / more included functionality
- License-based



- Smaller feature set
- More flexible
- 100% cloud-based
- Requires more development
- No install / updates required
- Pay as you go

Benefits for Marketers

- Manage content from anywhere
- Manage content faster
- Developer content in a single location and deliver to multiple devices
 - Sites
 - Tablets
 - Mobile
 - Smart watches



Benefits for Developers

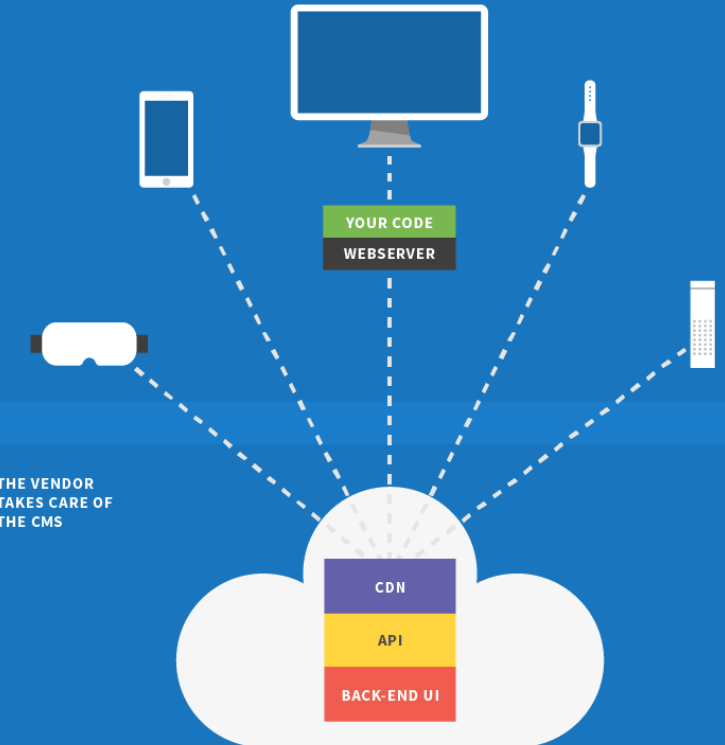
- Develop using nearly any language
- CDN-backed API delivers content quickly
- Kentico hosted / maintained
- Scalable / flexible (auto-scaling)
- Allows content to be created / validated with design / development

Cloud-first Headless CMS

The cloud-first headless CMS allows for content provided as a service. It's the most efficient option that removes the pains connected with running a traditional CMS while providing customers with full control over their content and its presentation.

YOU TAKE
CARE OF YOUR
APPLICATION

.NET       



PERFORMANCE



UPTIME



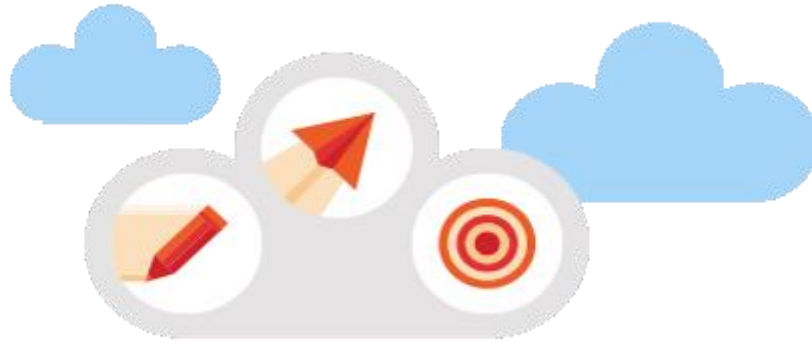
SECURITY



UPGRADES

When to use Kentico Cloud

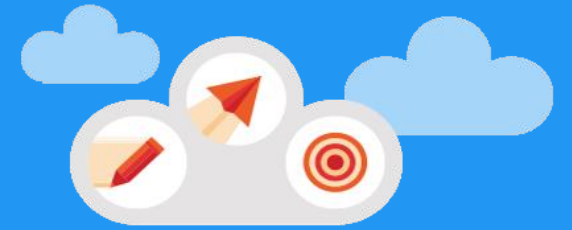
- Micro-sites
- SPAs
- Blogs
- Static websites
- Non-.NET applications
- Delivering content to multiple channels



Let's see it in action!

Getting Started

- [KenticoCloud.com](https://kenticocloud.com)
- Free 30-Day trial
- [Typical Scenarios for Kentico Cloud](https://kenticocloud.com/blog/typical-scenarios-for-kentico-cloud-as-a-headless-cms)
<https://kenticocloud.com/blog/typical-scenarios-for-kentico-cloud-as-a-headless-cms>
- [Building an MVC Site with Kentico Cloud](http://devnet.kentico.com/articles/building-an-mvc-site-with-kentico-cloud-part-1)
<http://devnet.kentico.com/articles/building-an-mvc-site-with-kentico-cloud-part-1>



Easily managing content production and the responsibilities of everyone involved

Using a super-fast API to **publish that content** seamlessly **on any channel**



Measuring and tracking individual user behavior and personalizing their experience

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