

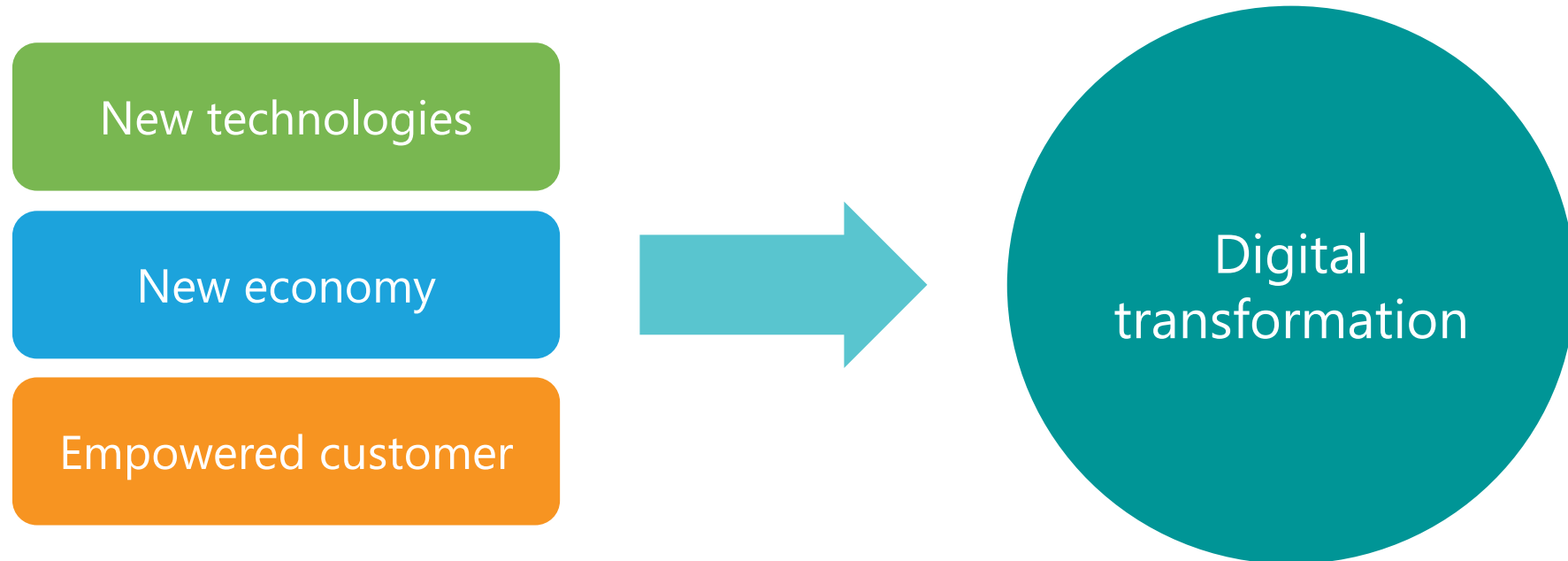
Looking Under the Hood at Kentico 9

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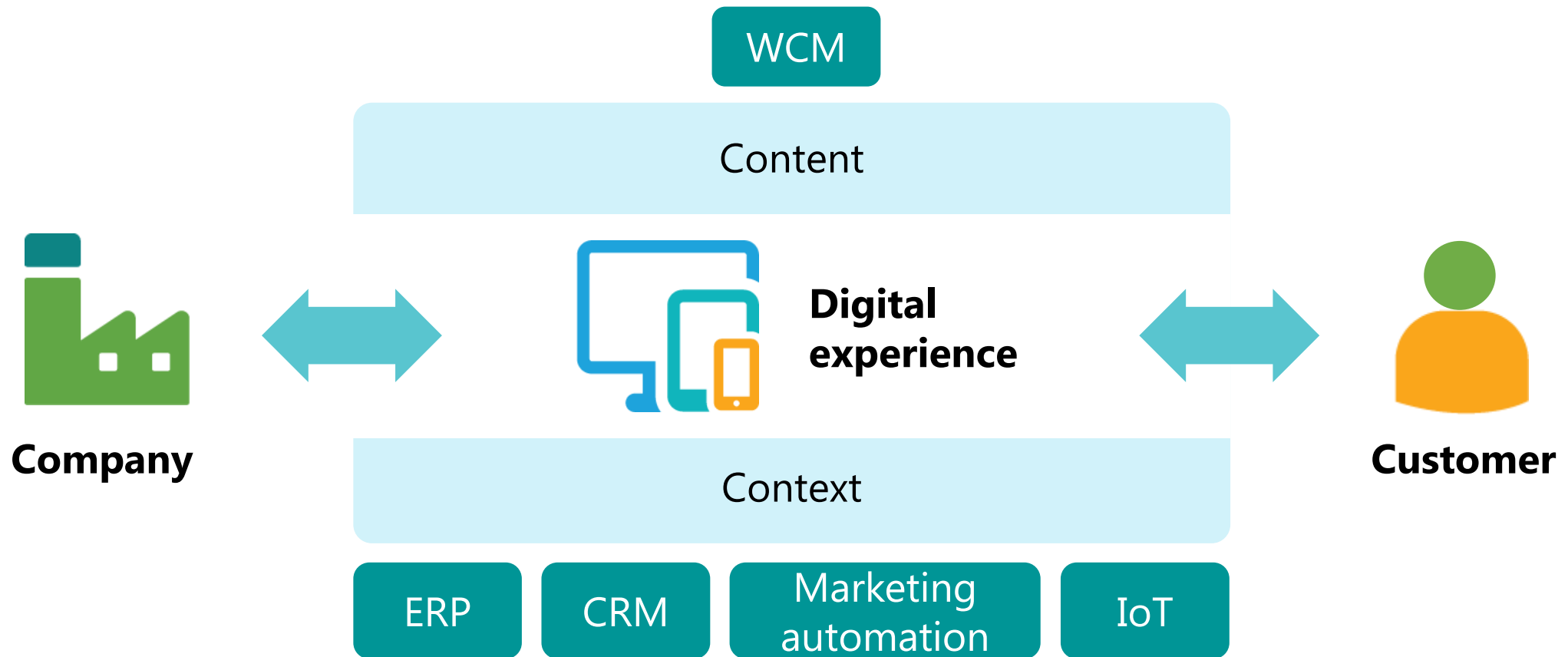
Agenda

- WCM's Role In Digital Transformation
- Kentico 9 Goals
- Kentico 9 Features
 - ASP.NET MVC Support
 - Continuous Integration
 - Web Farm Support
 - Integrated Campaign Management
- Learn More

How did we get here?



What is the role of WCM in digital transformation?



4 Goals for Kentico 9

- #1 Consistent customer experiences appropriate for given channel
- #2 Adopting an agile approach
- #3 Matching demands of increasing traffic of successful campaigns
- #4 Managing campaigns and making sense of collected data

**#1 Consistent customer experiences
appropriate for given channel**

ASP.NET MVC

- Latest technology
- Mobility
- Full-control over markup – SEO optimizations
- Reducing development time and costs



A dog, possibly a Border Collie, is performing an agility exercise on a grassy field. The dog is white with brown patches and is standing between two yellow poles. The background is a blurred green field. The text "#2 Adopting an agile approach" is overlaid on the image.

#2 Adopting an agile approach

Continuous Integration

- Agility
- Fast, robust, and automated deployments
- Roll-back support
- Collision detection and resolution
- Integration with source control systems



A long-exposure photograph of a highway at night, showing vibrant light trails from cars in shades of red, orange, and yellow. In the background, a city skyline is illuminated with various lights, including a prominent tower with a red light on top. The overall scene is a dynamic and colorful representation of urban activity.

#3 Matching demands of increasing traffic of successful campaigns

Web Farm Support

- Rule-based scaling
- Optimized for cloud
- Health monitoring & Self-healing capabilities

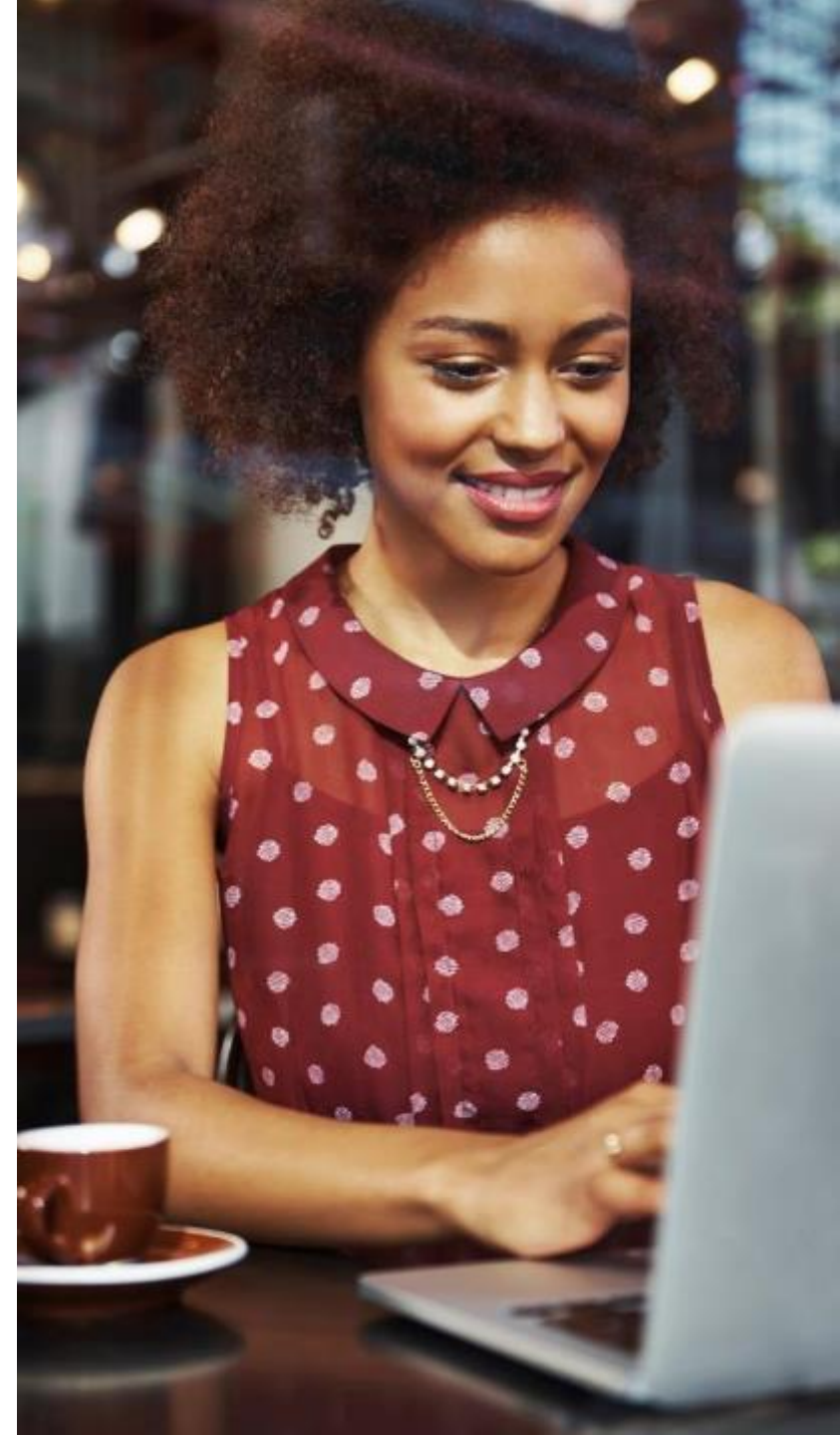




#4 Managing campaigns and making sense of collected data

Integrated Campaign Management

- Built for modern age marketers
- Campaign management and data visualization
- New reporting engine
- Seamless integration with core Kentico modules



Learn More

Kentico 9 Webinars

<https://www.youtube.com/user/KenticoCMS/videos>

ASP.NET MVC Demo Project

<https://github.com/Kentico/Mvc>

Continuous Integration Walkthrough

https://www.youtube.com/watch?v=h3I_fTAK0oQ

Kentico 9 Documentation

<https://docs.kentico.com/display/K9/Kentico+9+Documentation+Home>

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