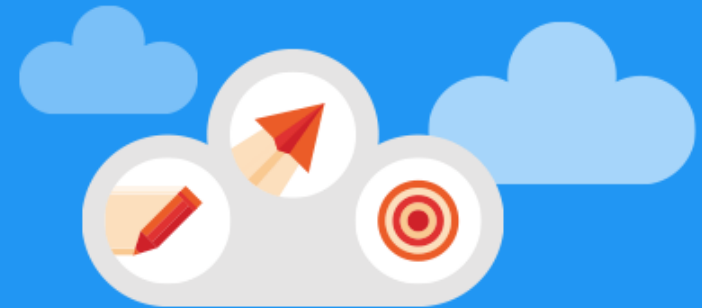# Getting Started with Kentico Cloud

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

**Kentico**

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

**Kentico Cloud**

- 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 ins a single location and deliver to multiple devices
    - Sites
    - Tablets
    - Mobile
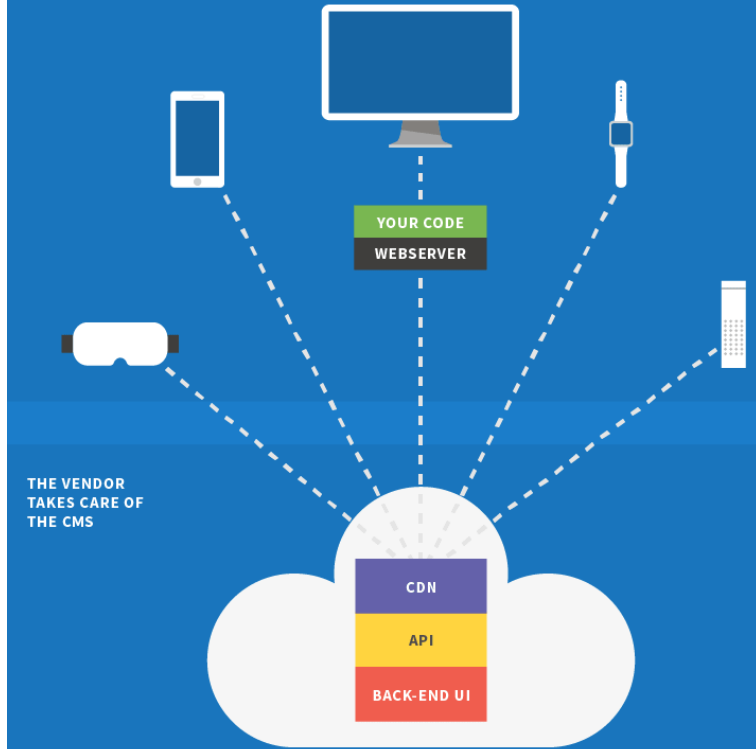    - Smart watches

# Benefits for Developers

- Develop using nearly any language

- CDN-backed API delivers content quickly

- Kentico hosted / maintained

- Scalable / flexible (auto-scaling)

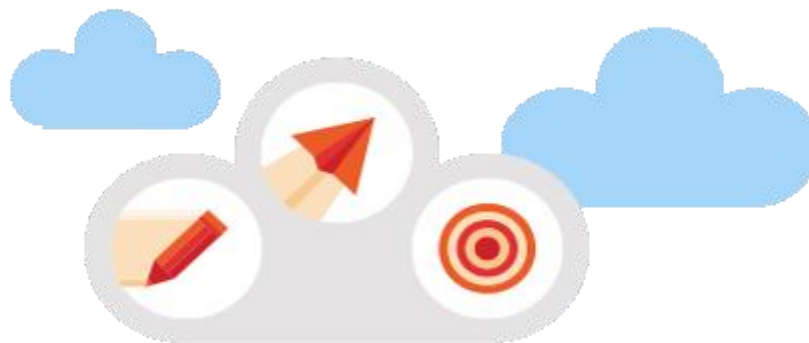- Allows content to be created / validated with design / development
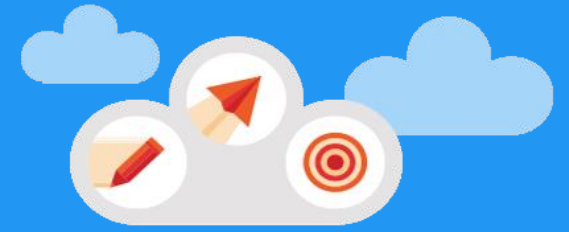
# When to use Kentico Cloud

- Micro-sites

- SPAs

- Blogs

- Static websites

- Non-.NET applications

- Delivering content to multiple channels

# Let's see it in action!

# Getting Started

- [KenticoCloud.com](KenticoCloud.com)

- Free 30-Day trial

- [Typical Scenarios for Kentico Cloud](Typical Scenarios for Kentico Cloud)
  https://kenticocloud.com/blog/typical-scenarios-for-kentico-cloud-as-a-headless-cms

- [Building an MVC Site with Kentico Cloud](Building an MVC Site with Kentico Cloud)
  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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