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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

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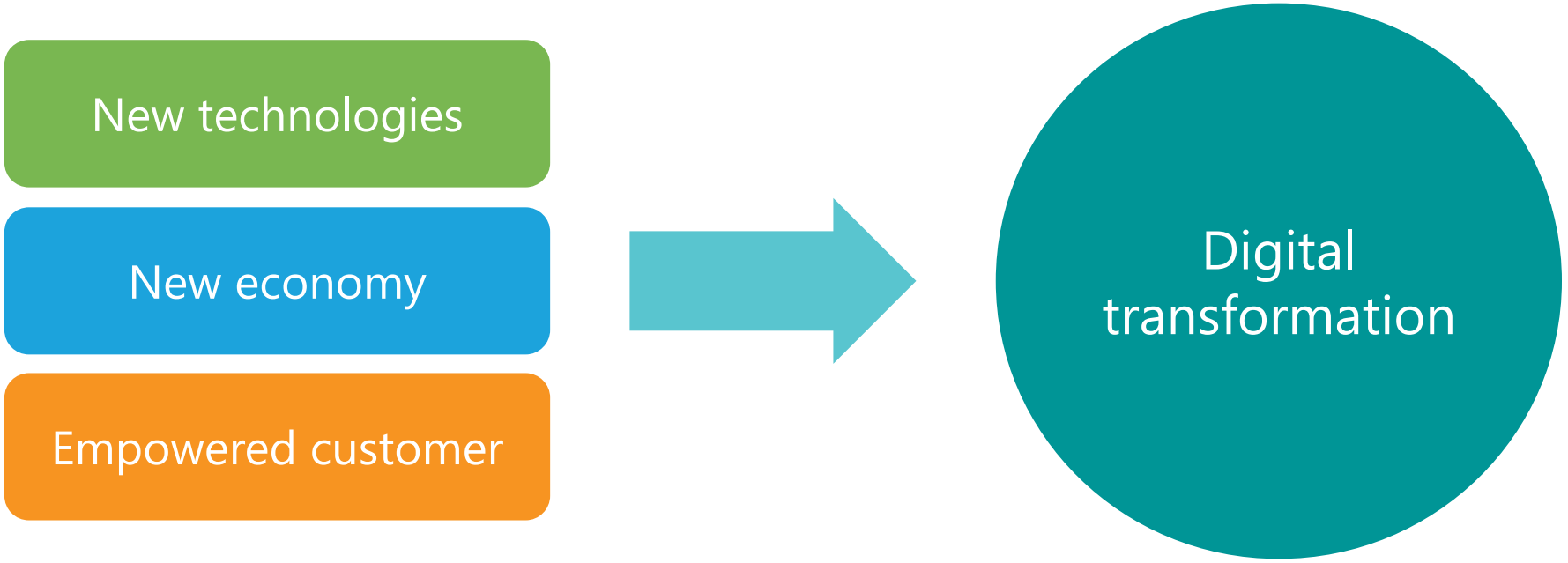
How did we get here?



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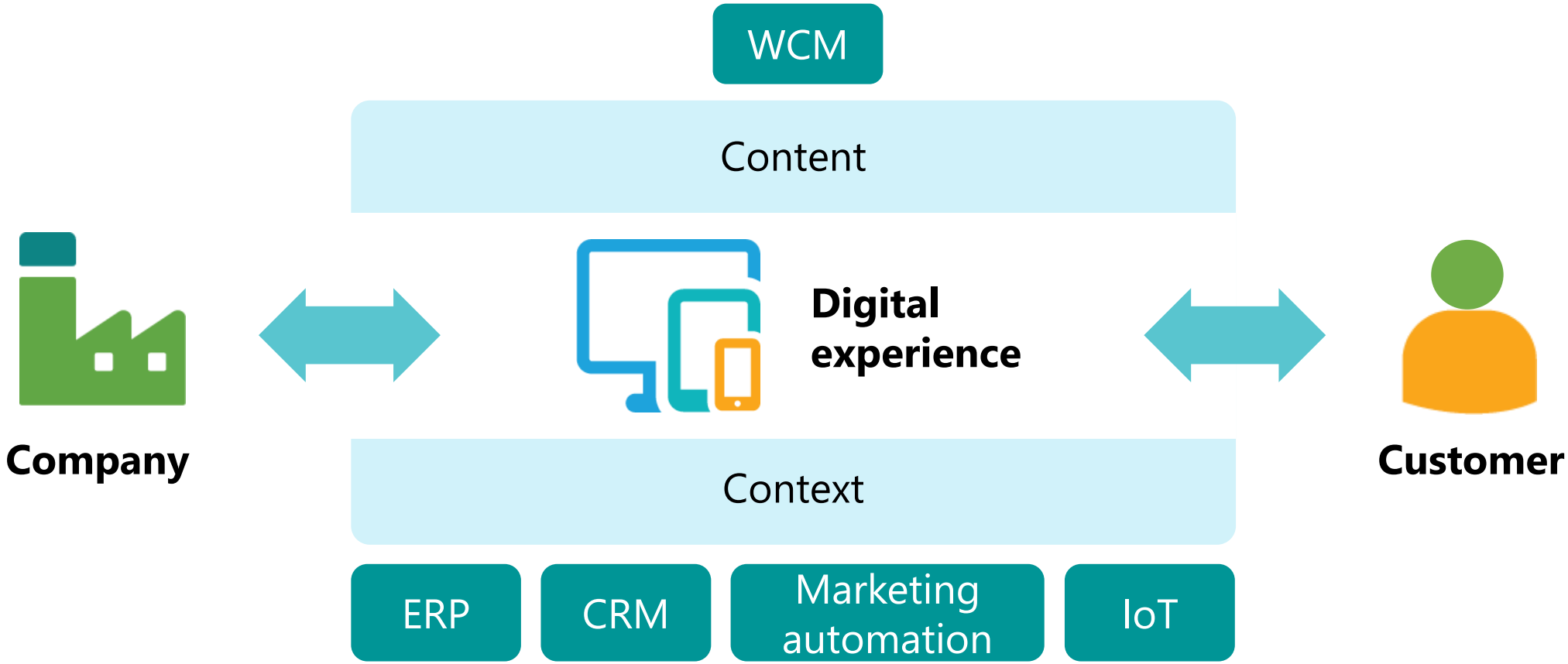
What is the role of WCM in digital transformation?



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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

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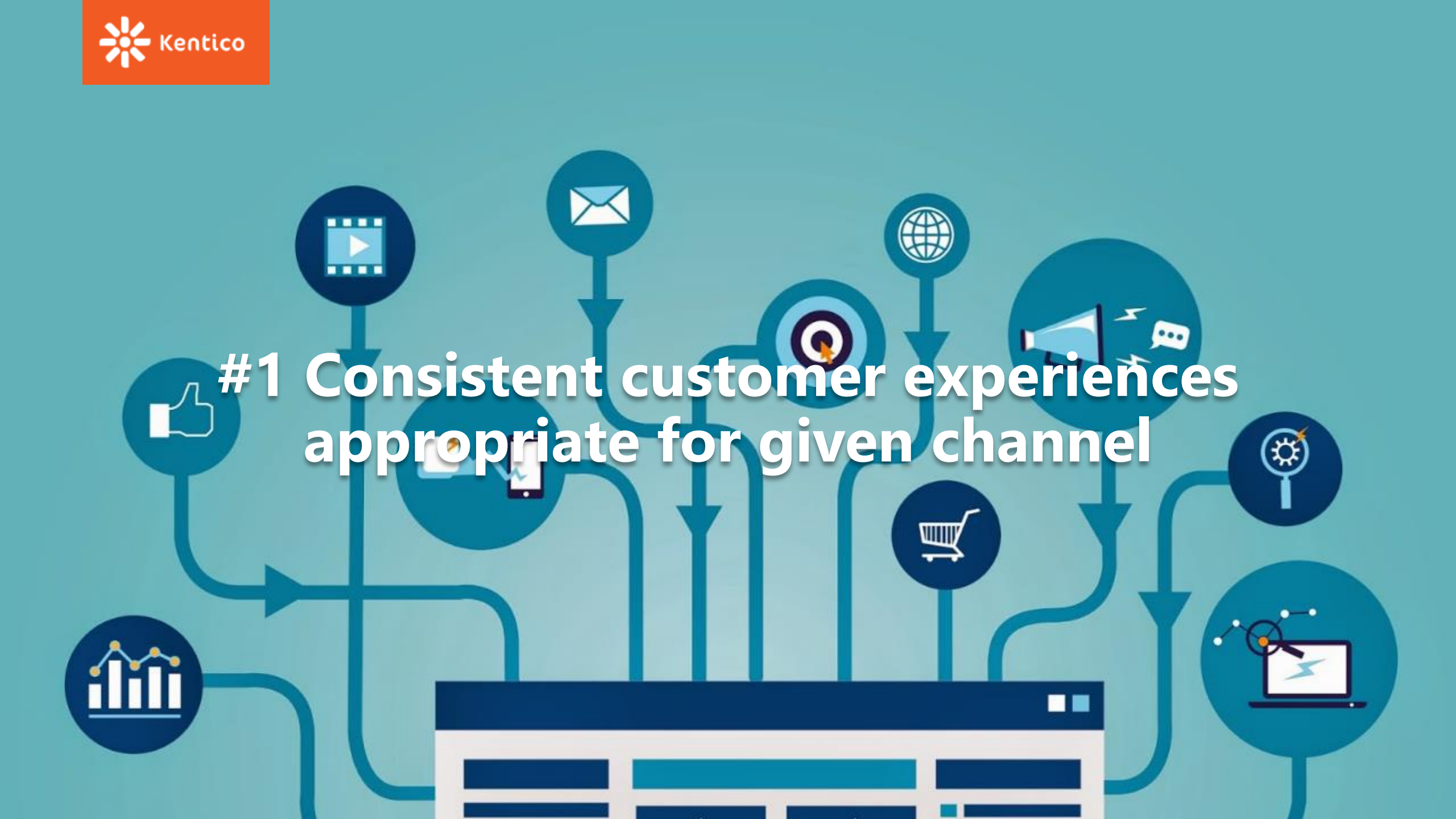

#1 Consistent customer experiences appropriate for given channel

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ASP.NET MVC

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

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#2 Adopting an agile approach

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Continuous Integration

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

#3 Matching demands of increasing traffic of successful campaigns

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Web Farm Support

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

#4 Managing campaigns and making sense of collected data

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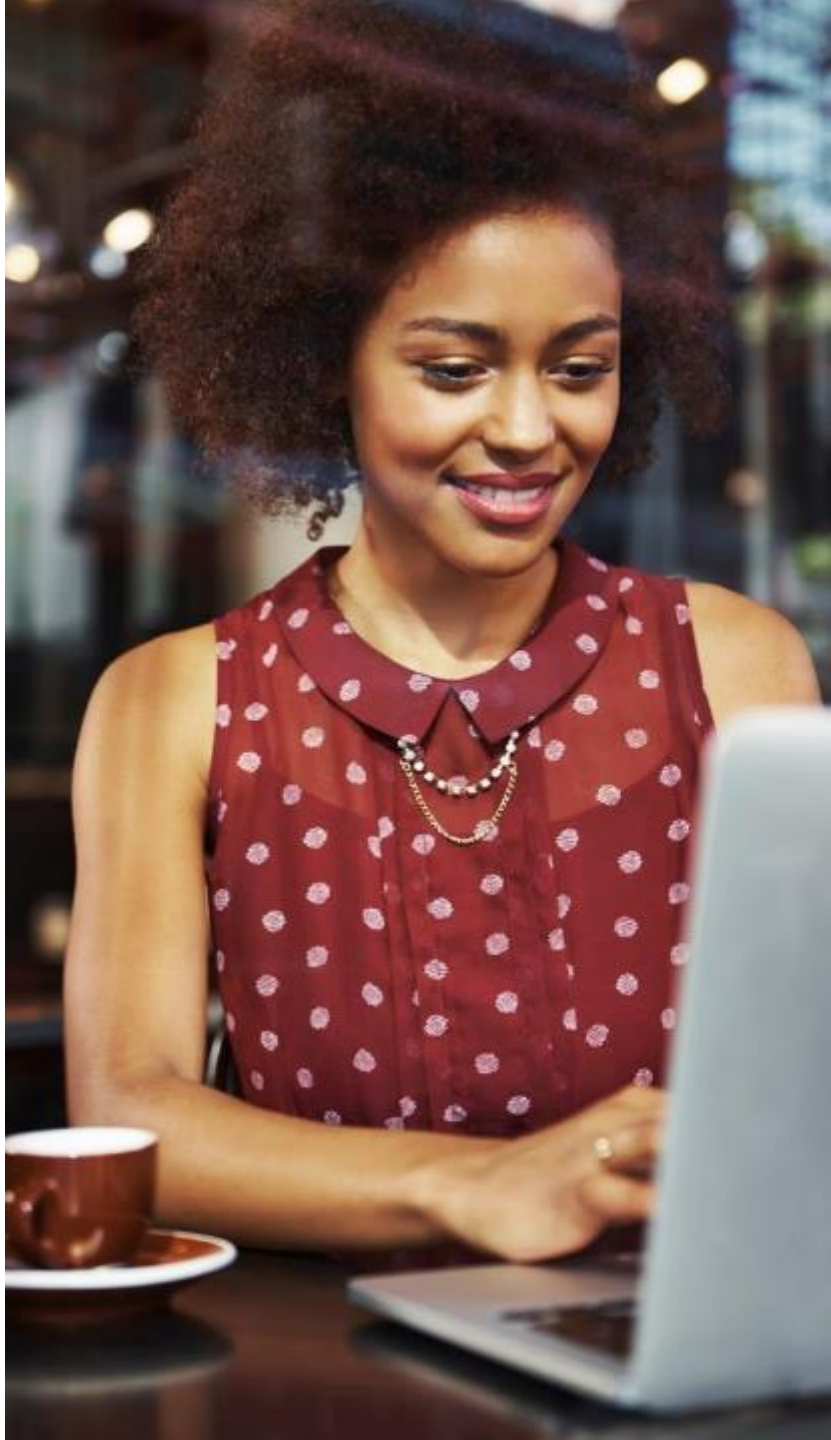
Integrated Campaign Management

- 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

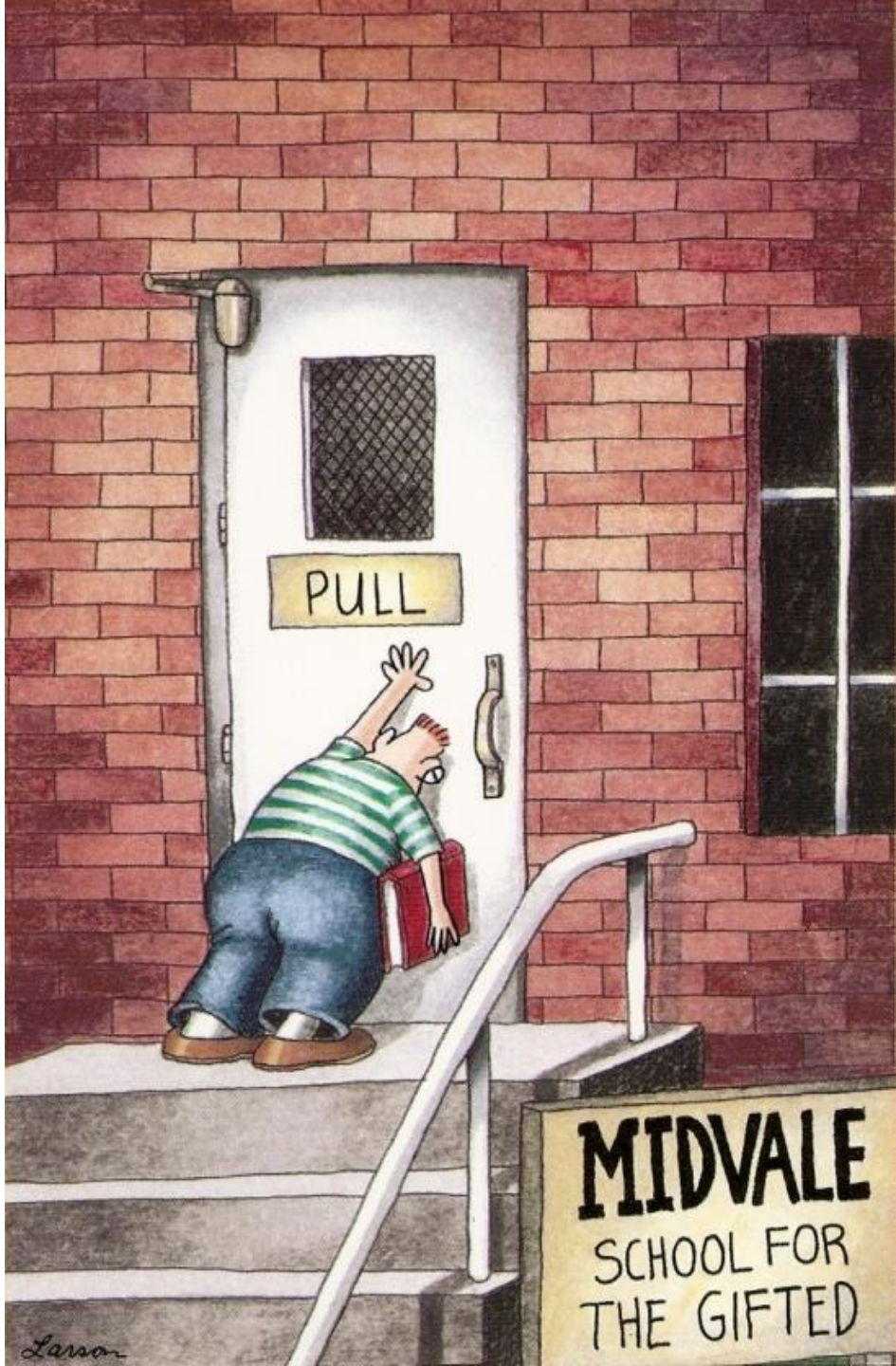
https://github.com/Kentico/Mvc

Continuous Integration Walkthrough

https://www.youtube.com/watch?v=h3l_fTAK0oQ

Kentico 9 Documentation

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



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