



Kentico



Korcomptenz

# Get a better value for your money with Kentico.



3 to 5 years

Average lifetime of a new digital experience platform

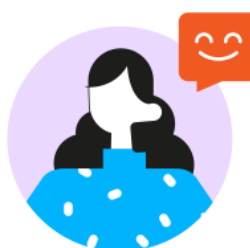
## Consider all costs.

- License
- Implementation
- Upgrades
- Maintenance
- Integrations
- Number of admins
- Number of developers needed for maintenance

“



“Better safe than sorry. We want to cover our future growth, so let's buy a complex technology system now.”



“Let's be smart and get Kentico, a flexible DXP with a clear roadmap for a fraction of the cost. And it will grow with us.”



## Define your needs before you make a choice.

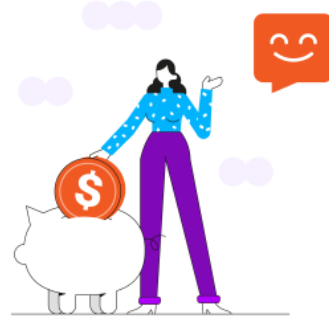
- Do I use my DXP's advanced marketing features now?
- What change do I expect from my new DXP in the future?
- Where do I want my business to be in five years?
- If I buy best-of-breed technology to meet my digital needs, will I use all its features, or does it come with needless extras?

## Kentico's reasonable license cost allows for investing more into features that increase conversion rate.



Customer of a large technology system

\$ \$ \$	license	\$ \$ \$
\$ \$ \$	upgrades	\$ \$ \$
\$ \$ \$	maintenance	\$ \$ \$
\$ \$ \$	administration	\$ \$ \$
\$ \$ \$	integrations	\$ \$ \$
\$ \$ \$	design	\$ \$ \$
\$ \$ \$	content	\$ \$ \$
\$ \$ \$	UX	\$ \$ \$



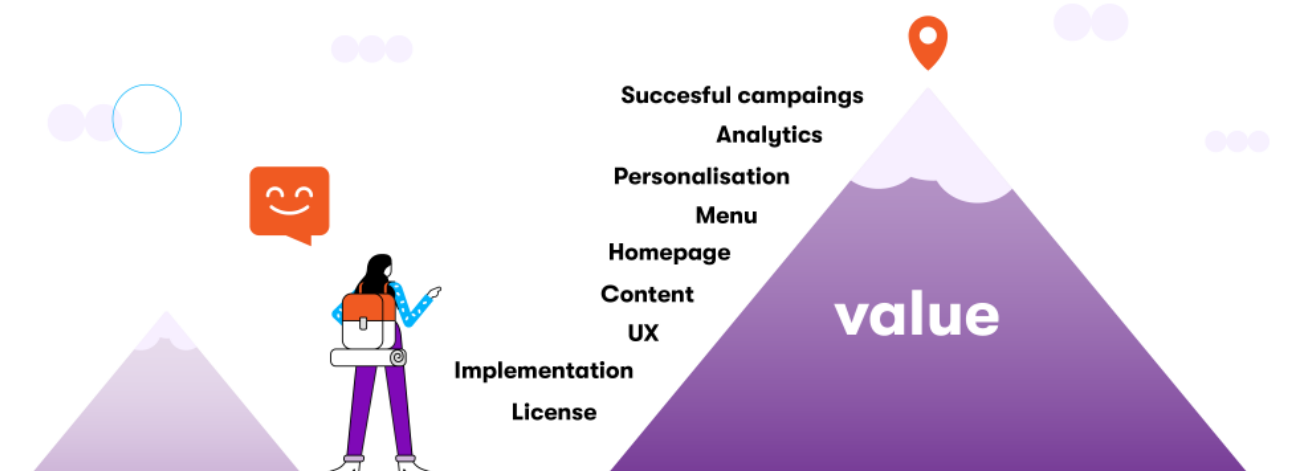
Kentico customer

## Needless complexity is your enemy at every step – eliminate it.



- Uncertain roadmap
- Need for custom programming
- Difficult editing
- Do you still feel safe?
- Long time to market
- Required resources
- Long training

## Don't use technology to support your vendor. Use it to support your business growth!



Why not save part of your budget and invest it in successful implementation and consultancies?

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