



Kentico E-commerce Solution for developers

Unlimited Development Options.

- **Flexible platform** for use with a variety of online stores
- **Ready-to-use** online store templates
- **DevNet community portal** for questions and add-ons
- **Closed-loop support**, 24/7

"Kentico CMS has consistently impressed every .NET developer that I have ever shown the product to. The platform, and specifically the e-commerce component, is flexible enough to extend to meet any requirement. Customizing the shopping cart to work with any third party shipping, payment, or tax estimation service is easily achievable. If you don't need a high level of customization the ready-to-use online store template looks and works great. I love the fact that you can be up and running in a matter of minutes with Kentico CMS."

Brian Mckeiver

Senior Developer
BizStream.com

E-commerce for developers – simplified.

To quickly deploy compelling e-commerce sites, developers need a flexible, scalable solution that provides them with more of what they need, and less of what they don't.

Kentico E-commerce Solution is based on the flexible Kentico CMS platform, allowing the choice of two different development models:

- **A browser-based interface** that combines a wide range of out-of-the-box web parts and highly flexible customization options.
- **A Microsoft Visual Studio-based development platform** that allows you to create e-commerce sites with the tools you're already accustomed to.

With Kentico E-commerce Solution, developers can leverage their existing ASP.NET knowledge and be more productive. The solution enables fast development of online stores by combining over 400 ready-to-use web parts, .NET controls, and powerful e-commerce functionality with custom code.



Never Miss a Deliverable

Kentico E-commerce Solution is designed to help you get your online store up and running in the shortest possible time. While you have the freedom to design your online store from scratch, the solution also comes with over 100 ready-to-use page templates that help your productivity.



Your Site, Your Way

Developers can easily create custom e-commerce functionality and modify standard system behavior. You're never limited in site structure, navigation, or design. Although most customizations do not require changes to the source code, the full source code is also available for purchase.



Create, Customize, Integrate

When creating an online store, Kentico CMS presents a vast array of development options.

While you can always start your site from scratch, you'll also have the freedom to choose from dozens of modules and over 400 web parts to get started, or develop your own extensions using Visual Studio. The possibilities are limitless.

With Kentico E-commerce Solution, you have a number of areas that can be customized, including:

- **Products** – Define your own product types with custom fields
- **Discounts** – Create custom providers for your own promotion logic if necessary
- **Checkout process** – Define your own checkout process with specific steps and custom content
- **Reports** - Customize any of the 30+ built-in e-commerce reports, or create your own
- **Customizable API** - Kentico's API is fully customizable and documented, allowing you to easily modify content, user accounts, site configuration and more.

For even more customization and integration options, visit the Kentico Marketplace at <http://devnet.kentico.com/Marketplace.aspx>. At Kentico Marketplace, you can download tools that extend the functionality of Kentico CMS, and submit your own web parts, modules or page templates for communal use.

Additionally, the Kentico E-commerce Solution integrates with various third-party systems, including but not limited to:

- **CRM** – Salesforce.com, Data.com, Microsoft Dynamics
- **Shipping providers** – FedEx, USPS, UPS
- **Accounting systems** – Sage50, QuickBooks
- **Payment systems** – PayPal, Authorize.NET, eWay
- **Tax calculation services** - Avalara

(Note: some integrations may require third-party add-ons, available at Kentico Marketplace)

"Having worked with other online store systems we soon found Kentico E-commerce Solution to be our product of choice. With their easy to use API, 24/7 support and community portal we seem to be able to create endless customisations without the need of any source code. This is important to our customers who always want their e-commerce solution to be available on all devices and a cut above their competitors. We would recommend Kentico E-commerce Solution to any sized organization, big or small."

Daren Hawes

CEO Web Design Magic

Webdesignmagic.com.au



Advanced Mobile Design

With Kentico's responsive behavior support, you can deliver a consistent brand experience adjusted for desktops and for mobile devices. You can leverage mobile preview, device detection and other features for mobile websites - all available out-of-the-box in Kentico CMS.

“As a development agency, we find many off-the-shelf packages are very rigid and allow no customisation or flexibility. Kentico is different. Whilst the out-of-the-box e-commerce functionality is excellent, it’s the fact that we can bespoke the system to an exact client’s needs and product set that sets Kentico apart. The online DevNet community and 24-7 support means you can easily share best practice and receive precise replies to any queries.”

Martin Hoyle

Technical Director
pixelbuilders.com



Powerful Marketing Features

Expand your audience and get more conversions by leveraging the fully integrated online marketing features of **Kentico Enterprise Marketing Solution (EMS)**. Available features include:

-  Email marketing
-  Marketing automation
-  Lead scoring
-  Content personalization
-  Contact management
-  A/B and multivariate testing



SEO Configuration

Looking for an easy way to improve your rank in Google and other search engines? With automatically-generated page titles, friendly URLs and HTML code optimization, you’re able to deliver everything you need from the SEO perspective. Kentico CMS takes the heavy lifting out of SEO and makes it easy for your site to shoot up the search results page.



Answers When You Need Them

When you have a question, an answer is likely only a click away. The Kentico DevNet Community Portal contains a wealth of FAQs, how-to videos, blog posts, knowledge base articles, and ongoing conversations from Kentico developers about everything related to Kentico CMS. And with over 16,000 websites currently active in over 90 countries, you can be sure the answer to your question is easily within reach.

You can also sign up for a Kentico training session and gain valuable knowledge and insight. Learn more at: <http://www.kentico.com/Training>

24/7

Closed-Loop Support

Support isn't just about being there 24/7 (and of course, we are); it's really about having all the right answers and at the right time. When you contact Kentico support, you always get the right answer, right now. And our 7-day bug-fixing policy ensures you get issues fixed instead of scrambling for a workaround.



More Options in the Cloud

Kentico E-commerce Solution can be deployed on-premise, in the Cloud, or in a hybrid configuration. Kentico supports virtually any

scenario you can think of. And the scalability doesn't stop there. The Kentico E-commerce Solution can also be deployed as part of Kentico EMS+, Kentico's Software-as-a-Service (SaaS) offering in the Cloud. Being a managed service running in Windows Azure, Kentico EMS+ is a fully integrated Customer Experience Management (CEM) solution that equips developers with an increased set of options on deployment.

They include:

- Scalable hosting in Windows Azure, backed by the Kentico support team
- Implementation services provided by certified Kentico partners
- Monitoring, backup, and upgrades provided by Kentico

With flexible and scalable architecture, powerful responsive design capabilities, and 24/7 closed-loop support, the Kentico E-commerce Solution puts developers in the driver's seat to create the most compelling online stores.

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<http://www.kentico.com/Download-Demo>

