



CMS Quickstart Guide



www.korcomptenz.com



Kentico

You've chosen Kentico CMS. You're already off to a great start for your next generation website project, but there are a few more things you can do to get moving as efficiently and effectively as possible.



Develop Your
Wishlist



Identify Your
Internal Team



Finalize Your
Corporate Design
Standards



Curate Your
Website Content



Line up a
Hosting Provider



Pick the Perfect
Development
Partner

1 < Develop your wishlist >

Every website begins with a dream; picking a best-in-class platform is the first step to making your next generation dreams a reality. The next is to develop a short and long-term plan for the required functionality and new features you need to improve the customer experience.



MUST HAVE essential features for your organization

Examples include: Everything in use on your current site, and any features that have been in high demand from your internal and external customers



NICE TO HAVE new features that would make a big impact

Examples include: Features in Kentico that attracted you to the platform or other items that can immediately benefit your users



WANT TO KNOW MORE exciting functionality for further discussion

Examples include: Initiatives you haven't considered yet or online marketing techniques that you'd like to experiment with before you fully implement

2 < Identify your internal team >

A best-in-class website requires input and guidance from key stakeholders throughout different departments of your organization. Ensuring your team members have the right expertise, are committed to the project, and work well together is critical to the overall success.



MARKETING

Provides overall vision, goals and direction for the next generation site



INFORMATION SYSTEMS

Ensures the site is developed to meet organizational standards for security, stability, and scalability



CREATIVE

Confirms compliance with brand standards and provides guidance for design and imagery



EDITORIAL

Curates current website content and creates new content to engage visitors and achieve your objectives



ADDITIONAL TEAM MEMBERS

Representatives from other departments with an interest in certain functional areas or sections

3 < Finalize your branding standards >

A website redesign is a great way to push your brand forward and launch an updated logo, graphics, or other elements, but branding can also be a potential pitfall if your logo isn't finalized or you're going through an overall refresh. We recommend ensuring any branding work is completed before your website project starts to avoid any impact on the timeline and scope.



Finalized Logo



Corporate Colors



Fonts Usage

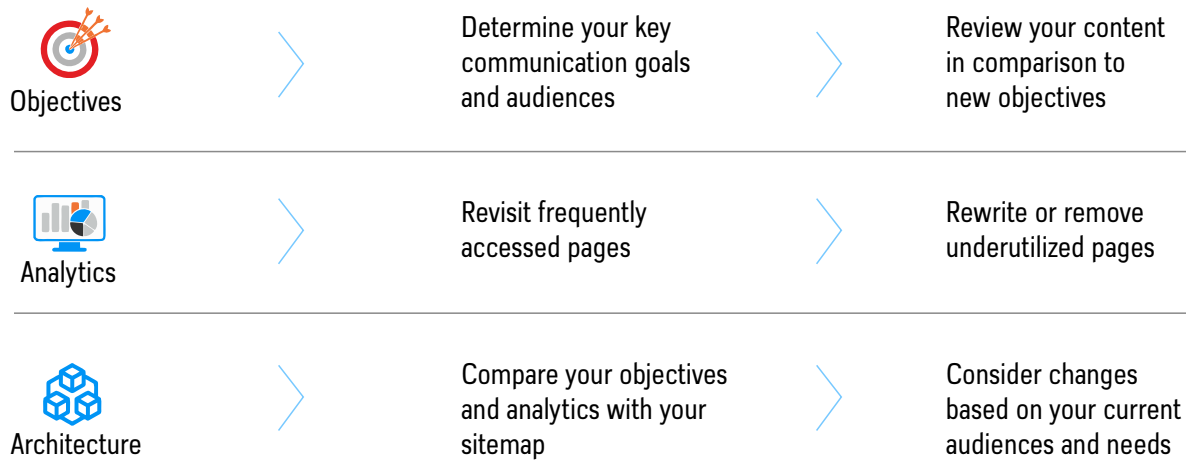


Image + Graphic
Guidelines

WEBSITE BRANDING CHECKLIST

4 < Curate your website content >

A website redesign is also an opportunity to revisit and refresh your website content, updating and removing old pages, creating new ones, and repositioning how you communicate with your target audiences. The time required to create great content—and get approval from your internal stakeholders—can slow things down as well. Get started on content curation before you begin the project, and consider the following to improve your results.



A site map management tool like [Slickplan](#) can also be helpful to organize and gather your content.

5 < Lineup your hosting provider >



Every website needs a home, and a .NET based solution like Kentico comes with some specific requirements. If you're current site uses Microsoft's .NET and SQL server architecture, you probably don't need to make a change, but if you're using an Open Source solution, you'll want to make sure its compatible.

Fortunately, there are no shortage of cloud-based, co-located, on premise, and other options. We recommend the Microsoft Azure Cloud for optimal performance, stability, and ease of management, but Amazon Web Services and other platforms are equally viable options.

< If any of this sounds like a foreign language to you, contact the Information Services representative on your team for help with translation. >

6 < Pick the perfect development partner >

The majority of Kentico websites are developed by third-party vendors, but not all partners offer the same combination of service, expertise, and experience. Also, many Kentico-certified partners actually out-source the work to third-parties themselves, meaning they may not have the in-house experience they're advertising—and you might be paying a premium on their pass-through costs. Perhaps even more confusing, Kentico developers include marketing agencies, technology companies, and even freelancers, each with their own strengths and weaknesses.

While the ideal partner will vary based on your unique needs, here are a few questions to better understand and evaluate their experience and expertise.

- 1 — How many Kentico developers do you have on staff?
 - a. Do you develop on any other platforms? If so, how many developers on each?
- 2 — In addition to Kentico CMS, do you have **Microsoft .NET, SQL, and other specialists on staff?**
- 3 — How many **Kentico sites have you developed** and how many do you currently support?
- 4 — What **Kentico features** have you **successfully deployed**?
- 5 — What **custom features** have you **created**?
- 6 — What **third-party systems** have you successfully integrated with?

 <h3>Corporate Profile</h3> <ul style="list-style-type: none"> Experience How long have they been in business? Vision What is their unique vision for marketing technology?	 <h3>Technology Services</h3> <ul style="list-style-type: none"> Kentico What is their biggest, most complex project? Additional How deep is their overall technology expertise?	 <h3>Customer Experience</h3> <ul style="list-style-type: none"> Team Structure How do they manage delivery and make the best use of my time? Facilitation Tools What supporting systems do they use to collaborate and innovate?
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Why Kentico CMS

Kentico CMS is a leading Content Management and Enterprise Marketing Solution on Microsoft's .NET platform. It has been recognized by Gartner, Microsoft, Deloitte, and Gleanster, and is the only fully integrated, all-in-one solution that allows you to rapidly and effectively improve your customer experience.

Key Benefits



All in one Solution



Rich, Customizable Features



Extensibility + Scalability



Easy to Use



Secure + Tested

Full Feature Set



WEB CONTENT MANAGEMENT

Kentico offers much more **out-of-the-box functionality** than other solutions, allowing you to deliver a consistent customer experience across multiple channels and devices. Proven to integrate with almost any back-end system, Kentico gives you ultimate flexibility, freeing time and resources so you can accomplish more.



E-COMMERCE

Kentico allows you to keep your design, navigation and structure **in line with your vision for your online store** front. Simple integration with external systems, easy ways to pay, and support for multiple languages and currencies means developing a consistent global online retail presence is effortless.



ONLINE MARKETING

Kentico's personalization and marketing automation tools give you a **fully integrated 360-degree view** of your customers, allowing you to personalize every customer experience. Nurture leads, and analyze and optimize your campaigns to deliver the right message to the right person at the right time with Web Analytics, Lead Scoring, and Marketing Automation.



INTRANET + COLLABORATION

Kentico's complete suite of intranet and collaboration **tools makes empowering workgroups and project teams** a hassle-free process for everybody. Kentico is the simpler, faster way to working smarter with easy-to-use Project Management, seamless SharePoint Integration, advanced workgroup collaboration, and customizable department-specific pages.



ONLINE COMMUNITIES

Kentico's interactive, online communities give you the tools **to create, manage, and integrate social networks** to drive qualified traffic, bring unique customer insights, and encourage conversations about your brand. Kentico helps you build active communities for even greater brand advocacy with out-of-the-box support for Forums, Blogs, Groups, and more.



PLATFORM

The Kentico platform offers rich out-of-the-box functionality, an extensive set of features, and **incredible levels of customizability for rapid website development**. Kentico's ASP.NET CMS is proven to integrate with almost any back-end system, giving you ultimate flexibility across all channels with an Open API, extensive third-party connectors, and other technologies.

We're here to help

KORCOMPTEZ is your total technology transformation partner, helping you engage your customers and prospects, enable your business, and accelerate your results. Request a consultation to learn more about our web and marketing technology services, business management solutions, mobile apps and custom development, and infrastructure management services.

[Request a Consultation](#) →



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