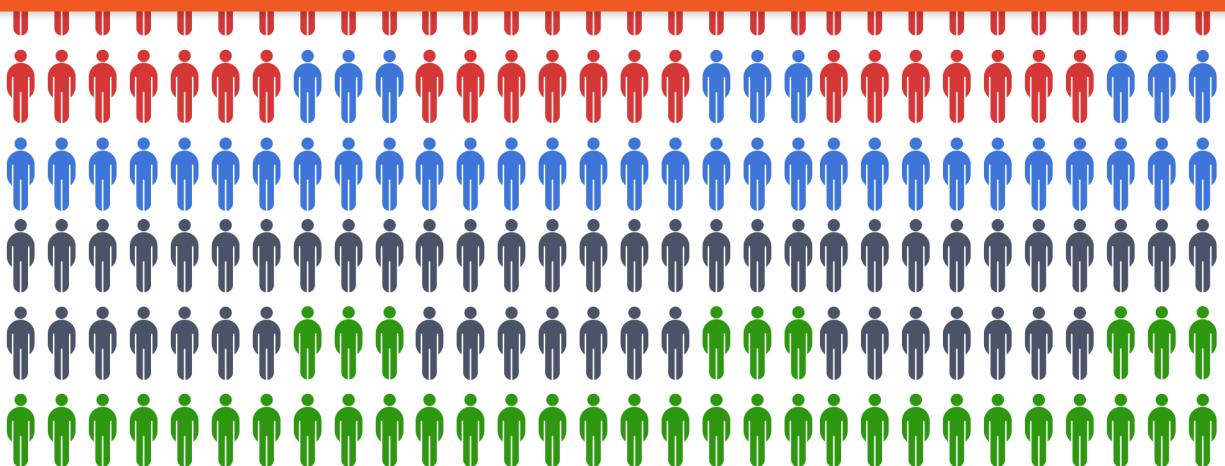


# Which Type of Kentico Partner is Right for Your Project?



# You may be wondering...

With all the different types of Kentico partners out there, which one is the right one for my project?

To help figure this out, we are lending you a hand and a head. We have grouped the types of Kentico partners into a few broad categories and provided a brief description for each. This will help you learn a little about them and make some comparisons on your own.

Below the partner description list is a Services Comparison Matrix that will help you compare the partners' service offerings, and depending on your project, you can then make a more informed decision about the type of Kentico partner that is right for you.

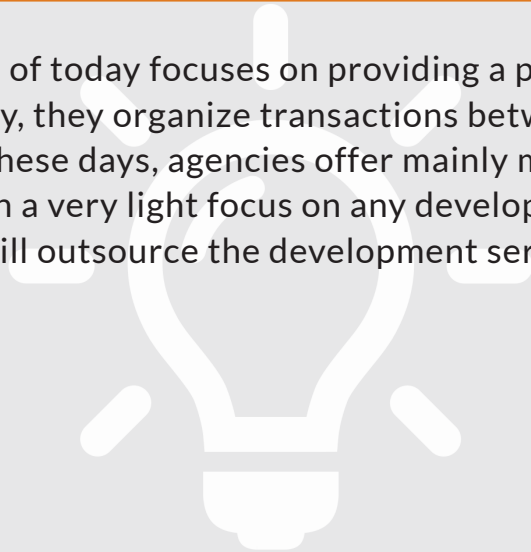
## Inside

*Learn about the following types of Kentico partners before checking out the matrix:*

-  Agency Partner
-  Industry Specific Partner
-  Outsourcing Partner
-  Low-cost Partner
-  Kentico Only Partner
-  Full Service Enterprise Technology Partner
-  Kentico Partner Comparison Matrix

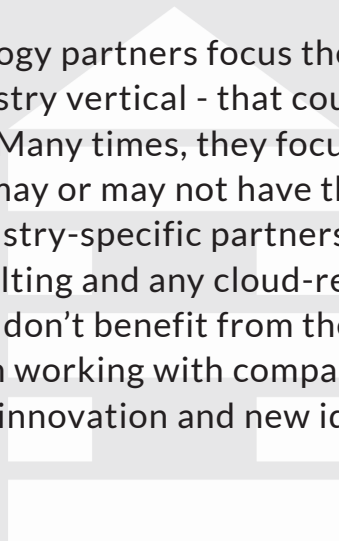
# AGENCY

The agency partner of today focuses on providing a particular service or services; typically, they organize transactions between two other companies. These days, agencies offer mainly marketing and design services with a very light focus on any development services. Many times, they will outsource the development services to other companies.



# INDUSTRY SPECIFIC

Industry-specific technology partners focus their efforts on providing services to a certain industry vertical - that could be healthcare, retail, tourism, or many others. Many times, they focus on specific products for those industries and may or may not have the ability to build custom applications. Industry-specific partners usually also outsource marketing strategy consulting and any cloud-related services. These partners also many times don't benefit from the experience and best practices of learning from working with companies in other industries - this can sometimes stifle innovation and new ideas.



# OUTSOURCING

Technology partners that focus on outsourcing their services, always partner with an offshore firm that provides software engineering resources, while in-house they only typically provide the project management portion of the service. The outsourced resources may or may not have experience across technology types. Outsourced services can be very appealing because they also fit into the low-cost provider category. However, there are many barriers to successful projects with outsourced development teams. Communication and expertise tend to fall by the wayside when working with these companies. Many times these projects have to be completely restarted, mitigating any original savings from the lower cost.

# LOW COST

The low-cost technology partner works their price to the lowest possible cost for their customers; they do this by employing the most cost-effective resources. Due to the cost, many times these engineers are not certified and lack a deep knowledge of any specific technology. This partner may or may not fall into the outsourcing category as well; it depends on their exact business model.

## KENTICO ONLY




Kentico-only focused partners usually offer only Kentico-related services. They do employ Kentico certified developers, and many times, they will partner with another technology firm to do deep integrations or marketing portions of their web projects. They usually offer excellent services and successful projects, but you may have to communicate with separate teams at separate companies.

## FULL-SERVICE TECHNOLOGY

Full-service technology partners employ fully certified engineers, offer services that complement their Kentico web development service and usually employ their teams onsite within one or more of their corporate offices. Their teams are specialized and understand deeply the various technologies that can be integrated with Kentico. Since they are “full-service,” they typically offer other technology consulting services including digital marketing and cloud services. This full-service offering can make projects much less stressful since their development and project management teams work within the same building.

# Kentico Partner Comparison Matrix

SERVICE OFFERINGS AND EXPERTISE												
PARTNER TYPE	Custom Software Development Services	Marketing Strategy Consulting	Fully Certified Kentico Developers	Branding and Design Services	SEO/SEM Consulting and Management Services	In-house Development and Project Management Services	Certified Microsoft Developers	Certified Microsoft Azure Engineers	Mobile Development Services	Website Integration Services	Site Upgrade and Migration Services	Cloud Deployment and Migration Services
Agency Partner												
Industry Specific Partner												
Outsourcing Partner												
Low-cost Partner												
Kentico Only Partner												
Full-service Enterprise Technology Partner												

KEY	
Yes	
No	
Maybe	

*\*The partners with a “maybe” icon showing may offer these services and they may not.  
There are many different types of partners within each grouping, and some may not offer the services listed in house, but they may partner with an outside firm to deliver them.*

So, now you have the knowledge  
you need to choose the right  
Kentico partner.

But if you have any questions about Kentico, or  
your project, **we are here to help.**

**Get in touch.**



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