








7 reasons why Kentico is Better than Adobe.

Criteria	Insight	Justification
 Complexity	Adobe is a very complicated platform that won't be easy to implement and will be very hard to set up and admin.	According to G2 DXP Grid Report of Spring 2023, users think Kentico is easier to admin (88% vs 83%) and use (90% vs 82%) than Adobe. And, as Gartner said, "Adobe has a very complex suite of digital experience management tools requiring considerable technical resources to deliver".
 Total cost of ownership	Adobe has a premium-priced product portfolio, not to mention the enablement of key cross-function capabilities through third-party providers can also be very expensive.	As Gartner pointed out in its 2023 Magic Quadrant for DXP, Adobe's total cost of ownership (TCO) is very high compared to other vendors in the industry. This is also the feedback we have from users who switched from Adobe to Kentico for this exact reason.
 Learning curve	Adobe has a very complex set of digital experience management tools, resulting in an extremely steep learning curve, high training requirements and the need for specialized skills.	Gartner says and Software Reviews users agree that Kentico has better capabilities (84% vs 80%) and features (85% vs 82%) than Adobe.
 Focus	Sure, Adobe has a big name and a lot of prospects will fall for it. But doesn't huge brand awareness overshadow the downsides, such as weaker vendor capabilities and poor product direction?	According to G2 DXP Grid Report of Spring 2023, Kentico is outranking Adobe by far from the point of view of the G2 Score (73 vs 42), Satisfaction score (82 vs 38) and even (which is new) on the market presence, where Adobe fell from 73 to 46 whereas Kentico has still an average score of 64. Users think Kentico has a far better product direction than Adobe (98% vs 82%) and they are more likely to recommend Kentico (93% of them) than Adobe (83%).
 Independence and flexibility	Adobe and Sitecore "very much try to force you into their ecosystem," a partner gently reminded us. In contrast, Kentico offers multiple options for growth and scalability.	Many G2 reviews recognized our "excellent customization and integration capabilities." Software Reviews rates Kentico's Ease of Customization at 86% and Adobe at 75%. For us, it's crucial that users are able to grow the way they need, not the only way they can.
 Support	Adobe's support for B2B and B2E use cases remains limited due to the lack of depth and breadth of employee experience. Kentico's tech support is very much appreciated by our users.	This finding comes from a Gartner report, and other analysts agree. According to the G2 DXP Grid Report of Spring 2023, Kentico support is far better than Adobe (92% of users vs 79% of users).
 Partner landscape	Adobe has an extensive partner landscape but becoming its partner is very expensive and complicated. Customers will likely be forced to work with large, impersonal agencies.	Adobe has very specific partner requirements: \$10,000 upfront payment to get a partner agreement and \$100,000 in revenue to become a Bronze partner. In contrast, Kentico is proud to rely on a community of expert agencies that love our product and know it inside out.