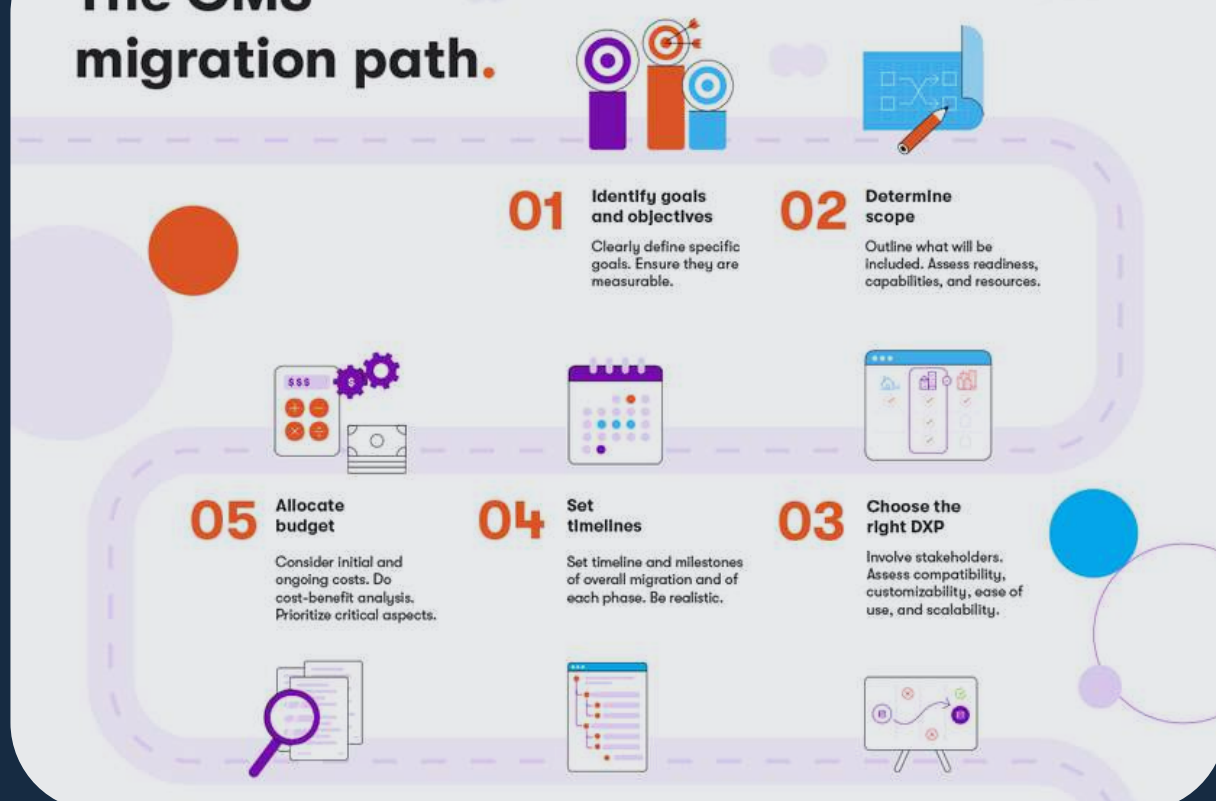


From Legacy to Leading Edge

Your Digital Leader's Playbook for Migrating to Xperience by Kentico

The CMS migration path.



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Overview Summary

Digital transformation is no longer optional. Legacy platforms create hidden costs, security vulnerabilities, and missed opportunities. Xperience by Kentico offers a modern, cloud-native digital experience platform that empowers marketing teams while satisfying IT requirements for security, scalability, and maintainability.

Featuring a robust content management system that integrates digital marketing tools, enabling organisations to boost efficiency and achieve stronger results from a single platform:

- Empower your teams to do more: A low-code, no-code approach empowers teams to work independently of developers, enabling faster setups, reduced workloads, and greater self-sufficiency in marketing.
- Create once, share everywhere: A consolidated tech stack enables marketers to manage content independently, helping you reach your business goals faster. Multichannel management is the key to success.
- Stay future-ready and secure: An evergreen unified DXP offering seamless functionality, cutting-edge regular updates, and robust security with ISO 27001 and SOC 2 Type 2 certifications.

Hidden Risk in Staying Put

Remaining on legacy systems exposes your organisation to:

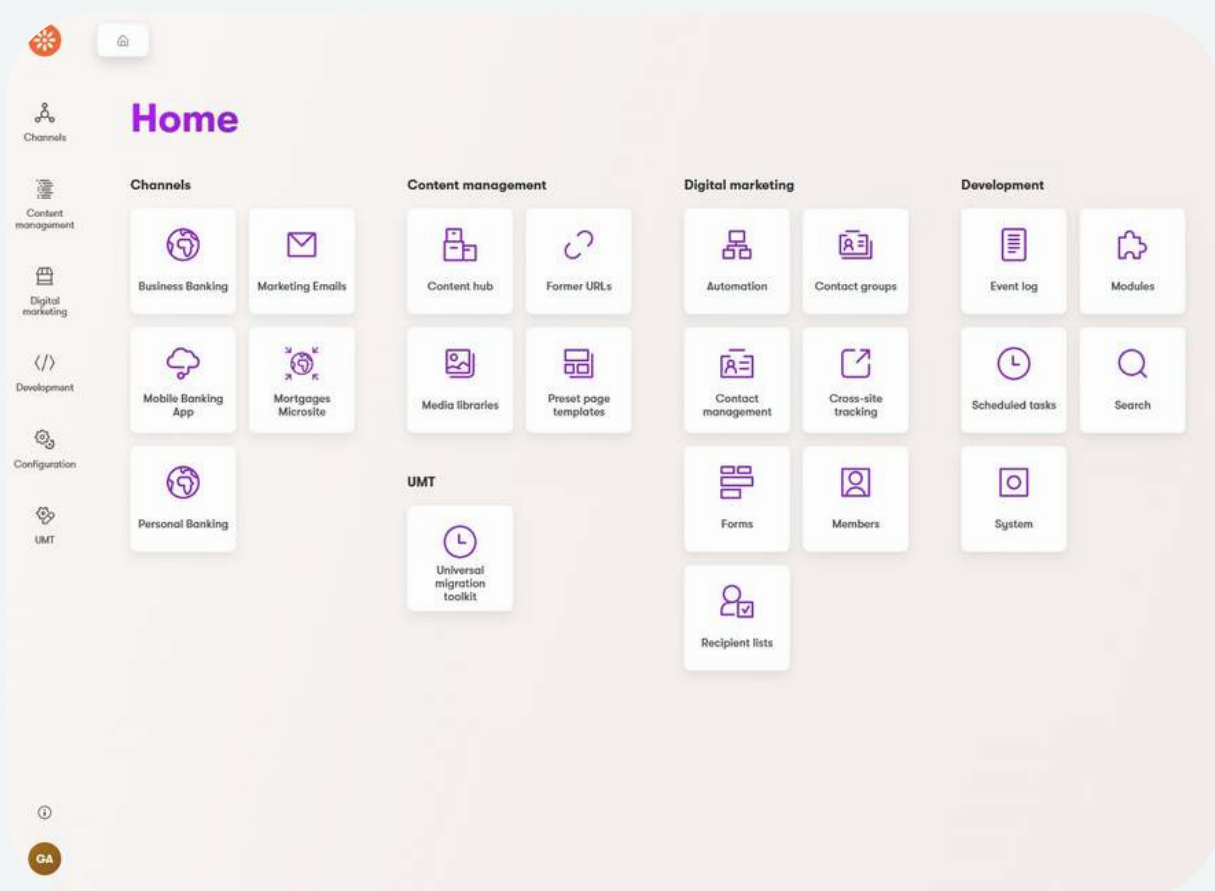
- Security vulnerabilities from unsupported software
- Rising maintenance costs with diminishing returns
- Performance degradation affecting user experience
- Growing technical debt limiting innovation
- Compliance risks from outdated infrastructure
- Inability to attract and retain technical talent



What You Gain with Xperience by Kentico

A modern digital experience platform built for today's demands:

- Cloud-native SaaS architecture with automatic updates
- Headless and hybrid content delivery options
- Built-in marketing automation and personalisation
- Enterprise-grade security and compliance
- Flexible API-first integration capabilities
- Intuitive content editing for marketing teams



Business Case for Change

The ROI of migration extends beyond technology:

- 40-60% reduction in total cost of ownership
- 3x faster time-to-market for digital campaigns
- Significant reduction in technical debt
- Improved team productivity and satisfaction
- Enhanced customer experience and conversion rates
- Future-proofed digital infrastructure



Migration Options Explained

Three proven approaches to migration:

Replatform - Lift and shift content with minimal redesign. Fastest route, lower cost, some legacy constraints remain.

Hybrid - Phased migration running old and new in parallel. Balanced risk, moderate investment, gradual transition.

Full Rebuild - Complete reimagination of your digital experience. Highest investment, maximum transformation, zero legacy baggage.



Migration Complexity Scorecard

Rate each factor from 1 (simple) to 5 (complex):

- Number of content items and pages
- Custom integrations and APIs
- Multi-language or multi-site requirements
- Custom workflows and approval processes
- Data migration complexity
- Third-party dependencies
- Compliance and regulatory requirements

Total score determines your migration tier and estimated timeline.



Proven Migration Roadmap

Six phases to successful migration:

Phase 1: Discovery - Audit, stakeholder alignment, requirements

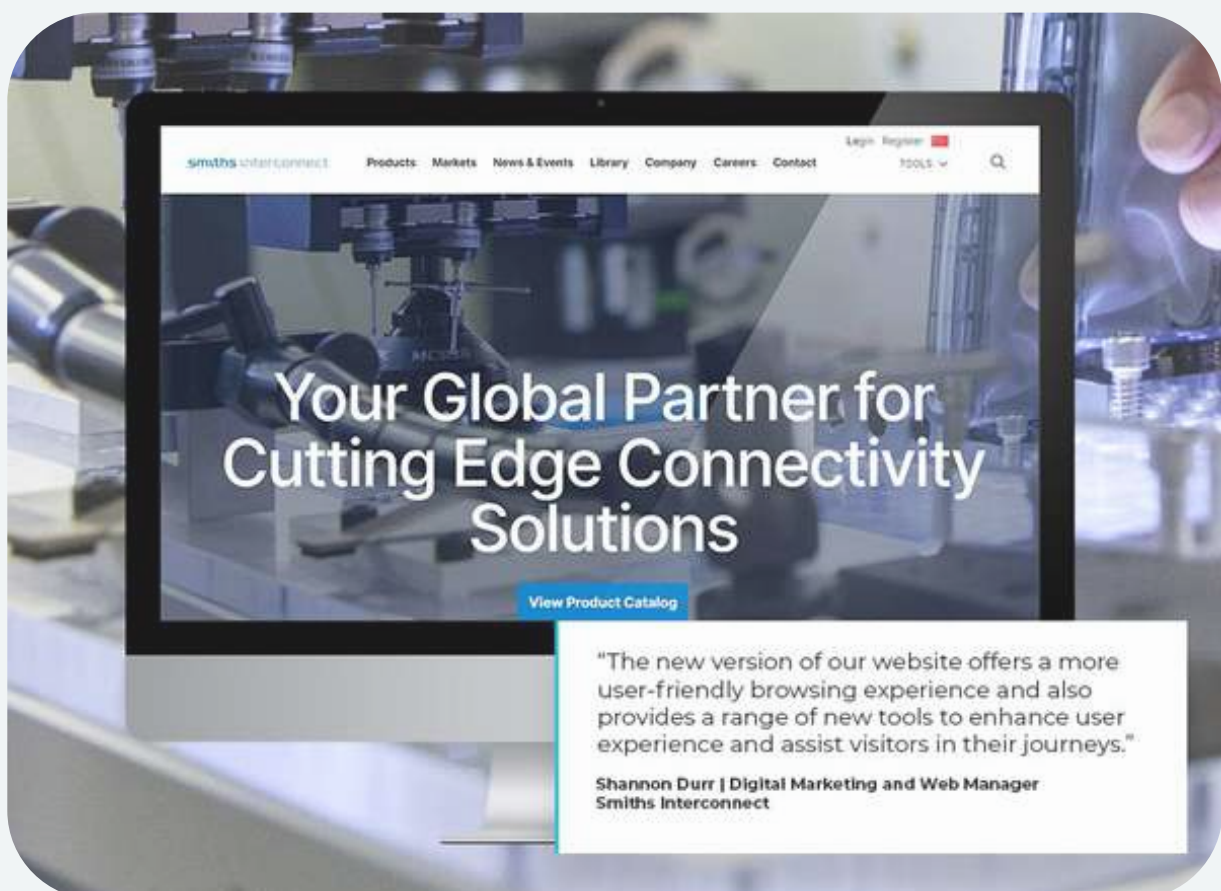
Phase 2: Planning - Architecture, content strategy, timeline

Phase 3: Build - Platform configuration, development, integrations

Phase 4: Migrate - Content transfer, data mapping, validation

Phase 5: Launch - Testing, go-live, monitoring

Phase 6: Optimise - Performance tuning, training, iteration



Investment & Cost Drivers

Indicative investment ranges:

Small projects (brochure sites, limited integrations)

£20,000 - £50,000

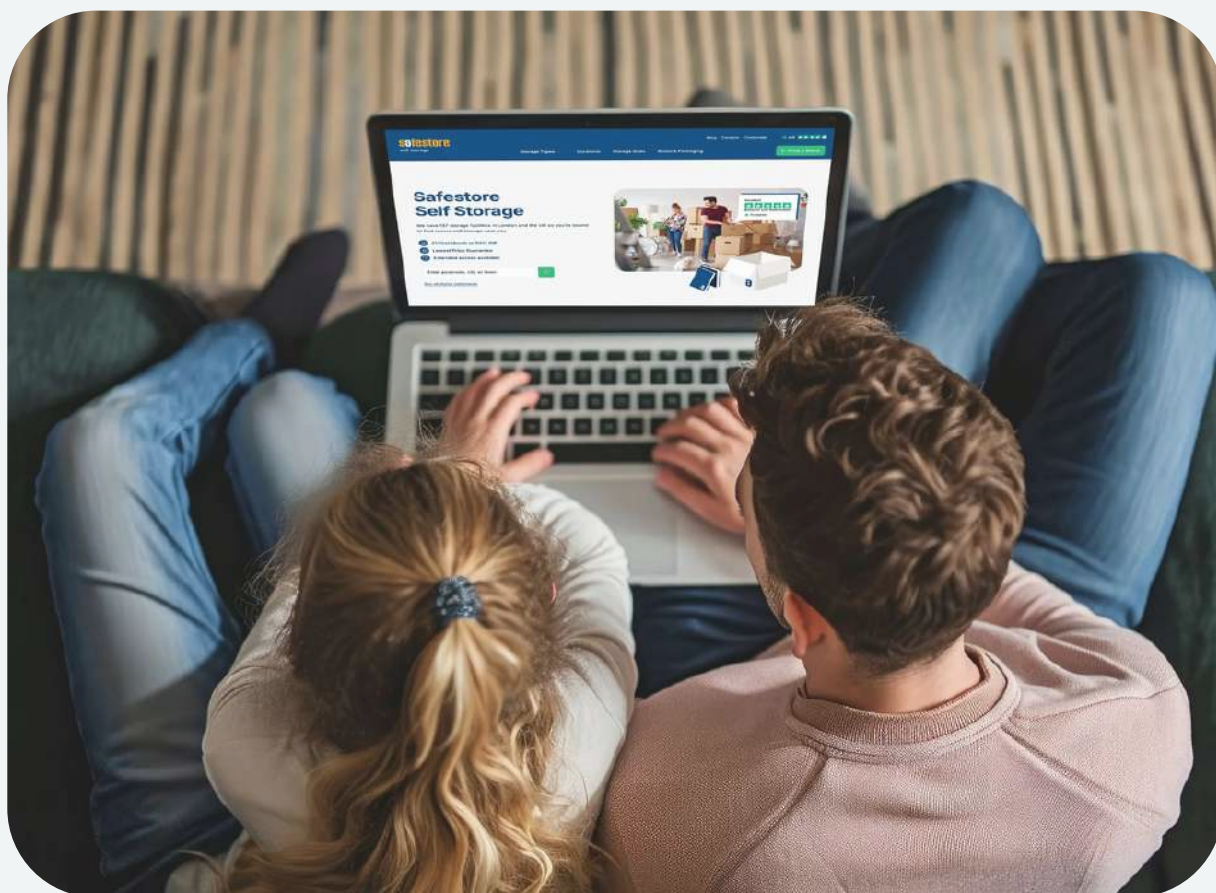
Mid-size projects (multi-site, moderate complexity)

£50,000 - £100,000

Enterprise projects (complex integrations, multi-region)

£100,000 - £200,000+

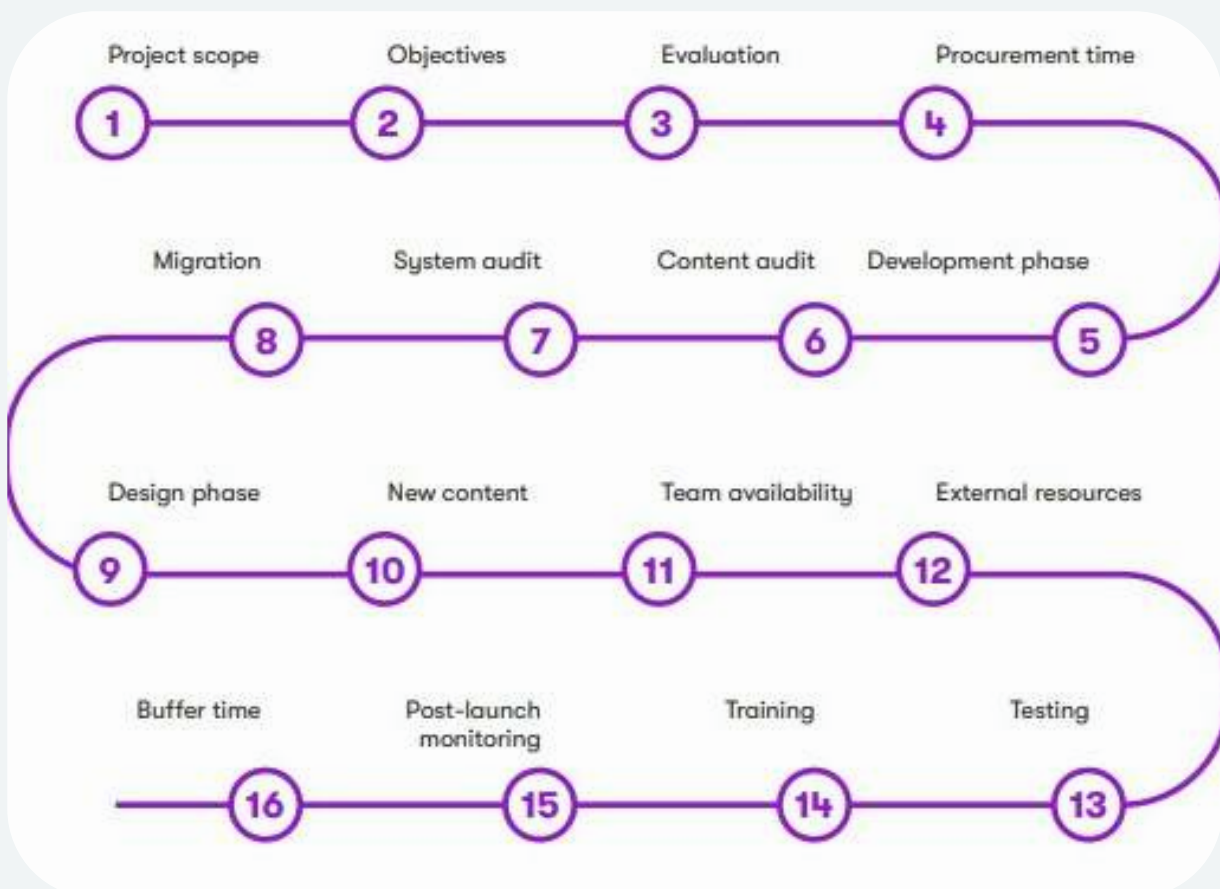
Key cost drivers: content volume, integrations, customisation, and timeline.



Common Risks and How to Avoid Them

Typical pitfalls and mitigation strategies:

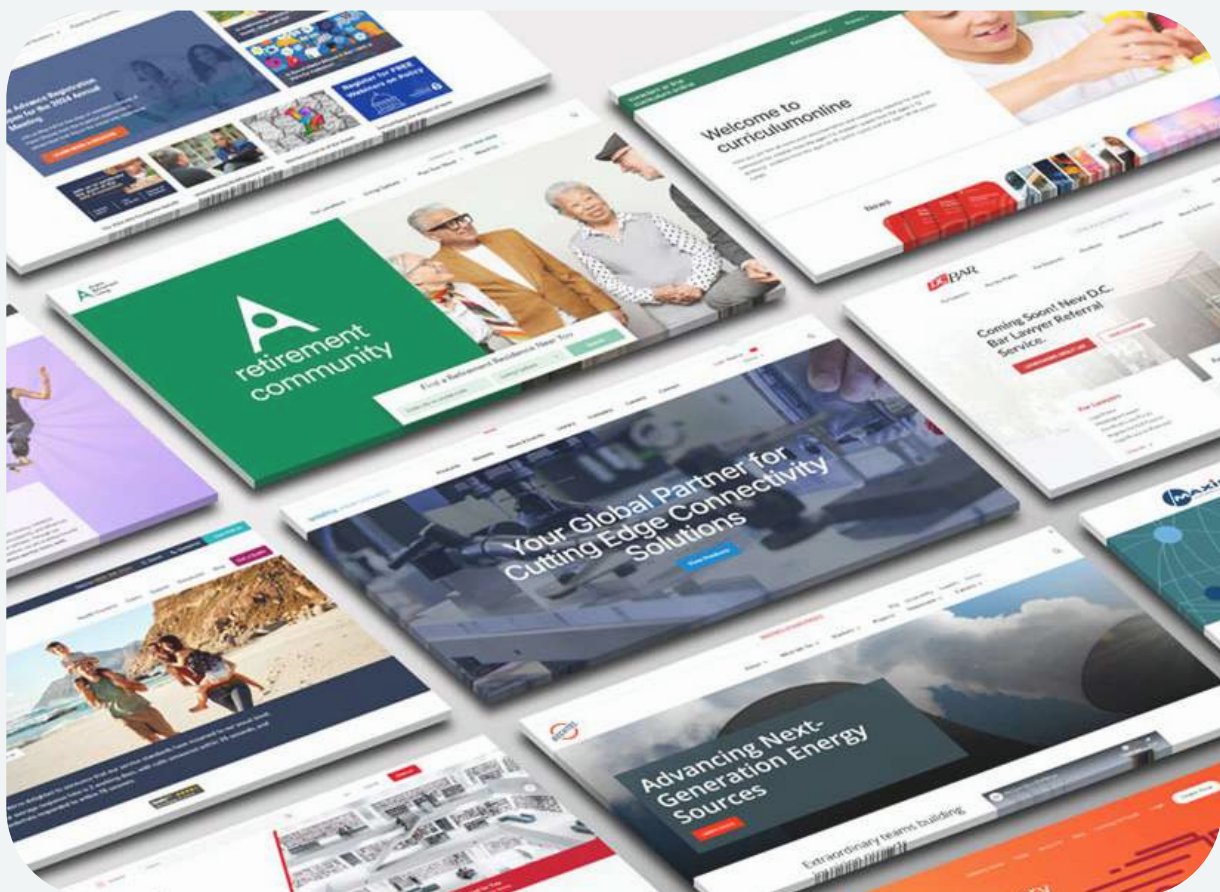
- **Scope creep** - Lock requirements early, use phased delivery
- **Data loss** - Comprehensive backup and validation protocols
- **SEO disruption** - Detailed redirect mapping and monitoring
- **Team resistance** - Early involvement and thorough training
- **Timeline overrun** - Realistic planning with contingency buffers
- **Integration failures** - Early API testing and fallback plans



Outcomes

Typical outcomes organisations are seeing after migrating to Xperience by Kentico:

- Cost savings from combining marketing, AI, commerce and more in one platform.
- Quicker decisions with AI-powered tools for marketers, with generative AI speeding up content creation and Agentic AI taking on marketing tasks to speed up results.
- Native commerce ensures seamless product updates and promotions.
- Avoiding costly upgrades and security concerns with a versionless platform that provides periodic refreshes and hotfixes.



Migration Readiness Checklist

Before you begin, ensure you have:

- Complete content audit and inventory
- Stakeholder alignment and executive sponsorship
- Current site analytics and performance baseline
- SEO audit with redirect mapping plan
- Integration inventory and API documentation
- Content governance model defined
- Training plan for editorial teams
- Budget and timeline approved
- Success metrics defined



Why i3 Digital

Your trusted migration partner:

- Kentico Gold Partner, Kentico Quality Expert, Kentico Hosting Partner with certified developers
- 25+ years delivering enterprise digital solutions
- Proven migration methodology refined over 50+ projects
- Our IMS is certified to ISO 9001, ISO 27001 and ISO 14001, and we hold Cyber Essentials Plus.
- Full-service capability: strategy, design, development, support
- Our solutions are supported by an always-on 24/7/365 hosting and support team, typically deployed on secure Azure or hybrid environments.
- Ongoing optimisation and managed services available

"The project team went above and beyond at all times. The project ran well and was ready for us to test at the agreed time. The team are very personable and have a great understanding of the website over the years, so could assist NCCA in defining requirements."

Fred Boss - Education Officer, NCCA



Your Next Steps

Take the first step toward your digital transformation by booking your Migration Readiness Assessment.

Our free Migration Readiness Assessment includes:

- 60-minute consultation with a senior architect
- Platform health check and risk evaluation
- High-level migration roadmap and timeline
- Indicative investment estimate
- Recommended migration approach

[Book Your Assessment](#)

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