



PLANNING GUIDE\_

# Most will migrate. You could transform.

Navigate Kentico 13 end of support strategically, then invest in digital innovation knowing you're on a stable, improving foundation.



# Contents

Most organisations will treat Kentico 13's December 2026 end of support as a compliance requirement. They will upgrade before the deadline, maintain their current capability, and move on. You could treat it as a transformation opportunity. You could get onto an evergreen AI-oriented platform that eliminates future major upgrades whilst gaining continuous improvements. MSQ DX combines Kentico's Accelerator Expert rapid implementation with our proprietary Nimbus AI-powered content migration platform, delivering a complete solution efficiently.

01

Why this deadline is different

02

How to make migration strategic

03

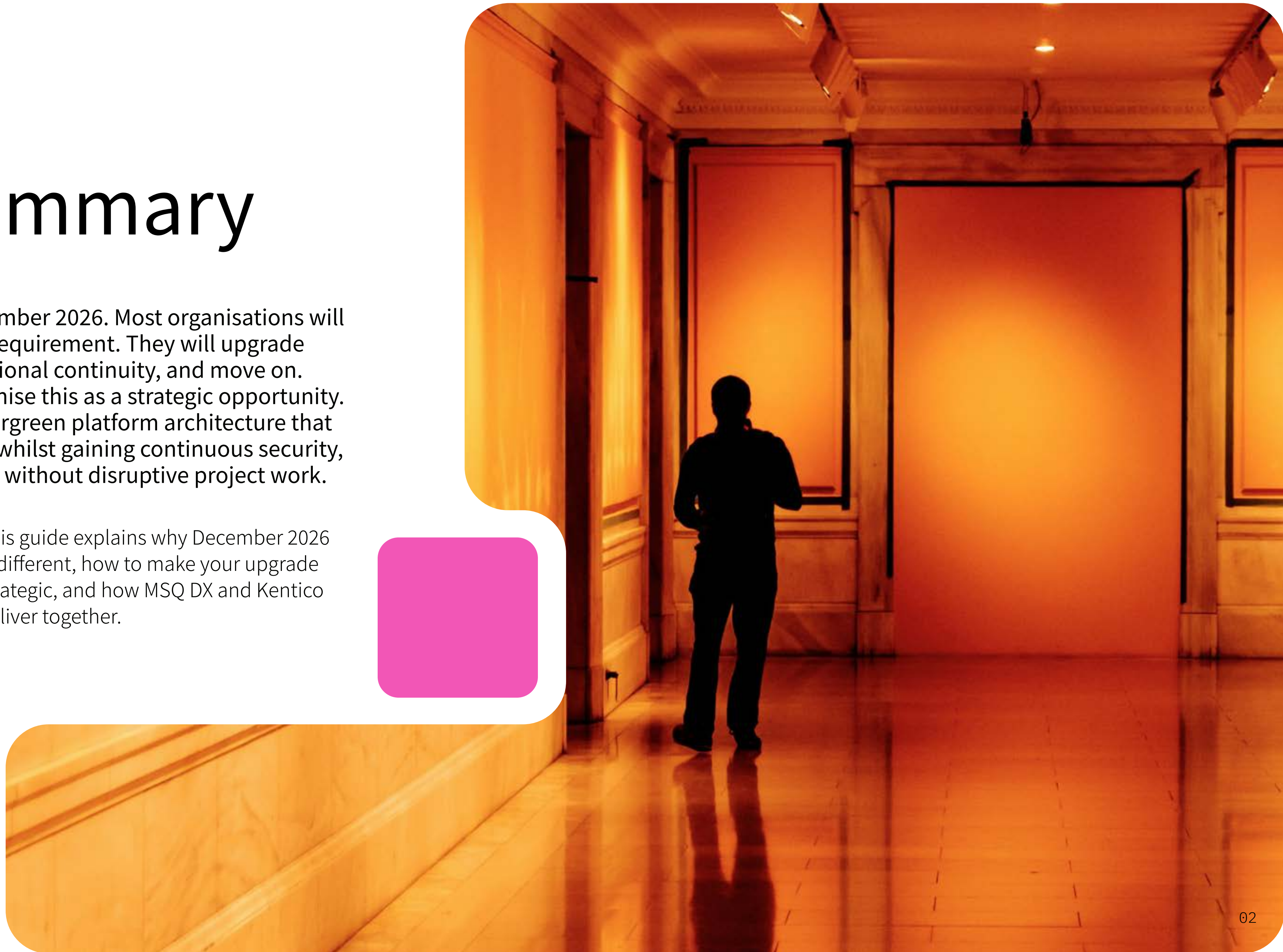
How MSQ DX & Kentico deliver

# Executive summary

Kentico 13 reaches end of support in December 2026. Most organisations will approach this challenge as a compliance requirement. They will upgrade before the deadline, maintain their operational continuity, and move on. Forward-thinking organisations will recognise this as a strategic opportunity. They will consciously upgrade onto an evergreen platform architecture that eliminates future major version upgrades whilst gaining continuous security, compliance, and capability improvements without disruptive project work.

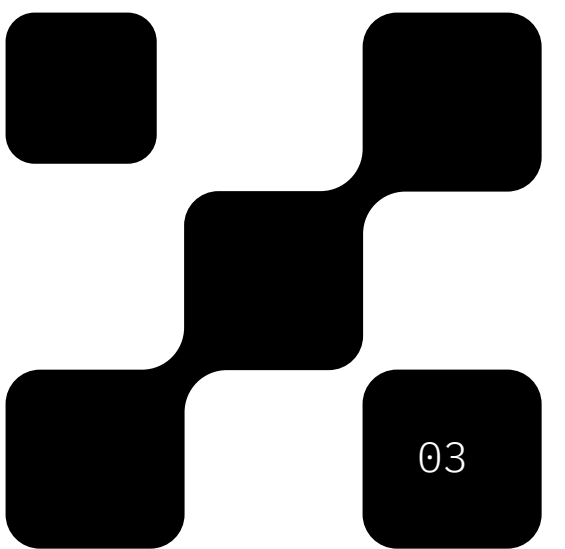
MSQ DX combines Kentico Gold Partner status with Accelerator Expert certification and our proprietary Nimbus AI-powered content migration platform. This delivers complete upgrade solutions with transparent pricing and predictable outcomes. We get you to platform stability efficiently so you can invest confidently in digital innovation.

This guide explains why December 2026 is different, how to make your upgrade strategic, and how MSQ DX and Kentico deliver together.



D1

Why this deadline  
is different



Most organisations will treat December 2026 as a compliance exercise.

# Treat it as your digital transformation moment.

Here's what happens after the deadline. Security patches will stop. Technical support will end. Integration compatibility will decline over time. If you're in financial services, healthcare, or professional services, compliance exposure becomes a board-level problem. You can't stay on Kentico 13 indefinitely. The risk compounds.

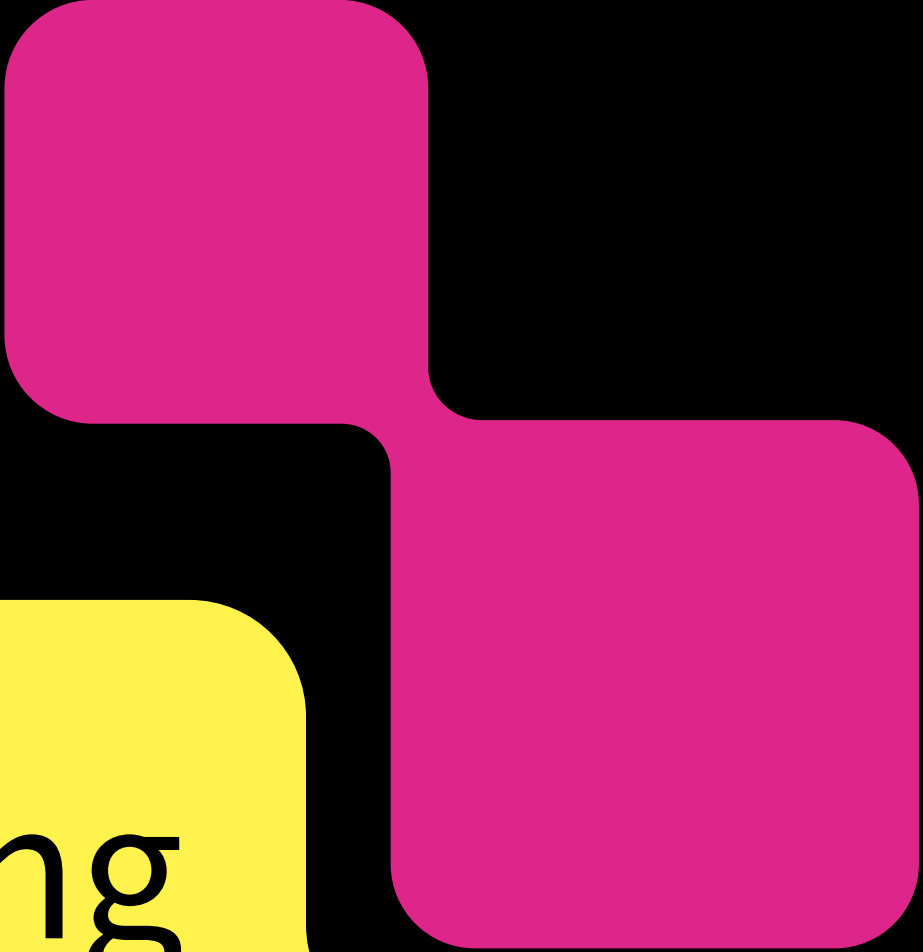




# But...

here's what Xperience by Kentico actually gives you. You get an evergreen AI-powered platform that eliminates future major version upgrades. You get monthly feature releases keeping you current without project work. Security and compliance is maintained automatically. AIRA, Kentico's native AI agent, gives your marketing teams practical tools for content generation, image optimisation, translations, and customer journey insights — included with your licence at no additional cost. You get the confidence to invest in sophisticated digital experiences knowing your platform foundation is solid and continuously improving. This could be the last major CMS upgrade you'll need to do.

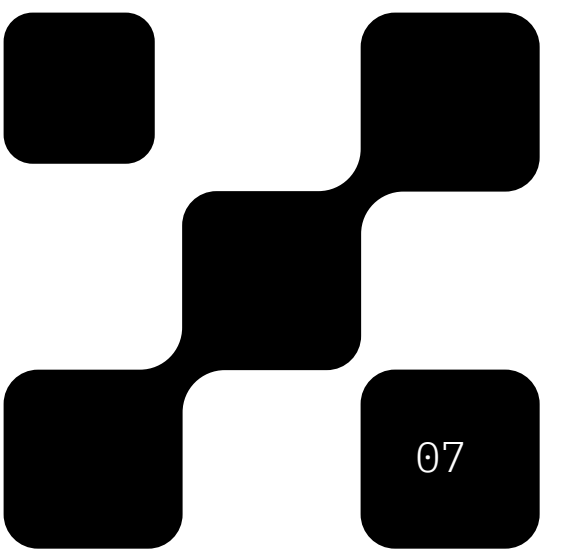
The question isn't 'how do we resolve this compliance challenge ahead of December 2026?' The question is 'how quickly can we get onto stable ground so we can focus on improving customer experiences?' Every month spent on a slow upgrade is a month you can't confidently invest in new digital initiatives.



Fast upgrades aren't just about meeting deadlines. It's about reaching platform confidence so you can invest in what actually matters: better digital experiences and measurable business impact.



# How to make migration strategic



# Five strategic questions

Most organisations treat December 2026 as IT compliance. You can position it as digital transformation opportunity. These strategic questions help you frame migration as business investment, not technical necessity.



## 01

What could we consolidate whilst we're migrating?

Migration creates opportunity to simplify template architecture, integrate scattered systems, and modernise workflows. Template consolidation reduces long-term maintenance burden. System integration brings DAM, CRM, and content operations together. Workflow improvements increase editorial efficiency. Consolidation during migration is strategic efficiency.

## 02

What new capabilities could we gain?

XbyK delivers capabilities beyond Kentico 13. AIRA, Kentico's native AI agent, enables marketing teams with content generation, image optimisation, automated translations, and customer journey insights — all included with the Advanced licence. Content Hub supports multi-channel operations from a unified content source. Evergreen updates bring continuous platform improvements without project work. Platform capability expansion transforms compliance requirement into business advancement.

## 03

How do we eliminate future migrations?

XbyK's evergreen model means this is the last major CMS upgrade you should need. Monthly feature releases maintain platform currency without upgrade requirements. Security and compliance updates arrive continuously. Framing the upgrade as solving version upgrade problems permanently creates compelling multi-year business case.

## 04

What makes this investment strategic, not just necessary?

Platform stability enables confident digital innovation investment. Teams build sophisticated experiences knowing the foundation is solid and continuously improving. Evergreen architecture means your innovation roadmap isn't disrupted by platform replacement cycles. Strategic investment perspective transforms migration from cost centre to capability enabler.

## 05

Who needs to see this as opportunity beyond IT?

Finance evaluates ROI including future migration cycle elimination and operational efficiency gains. Marketing assesses continuous capability improvements enabling competitive advantage. Executive sponsors consider digital foundation stability enabling long-term innovation planning. Cross-functional engagement transforms technical project into business initiative with executive visibility.

# Planning for success

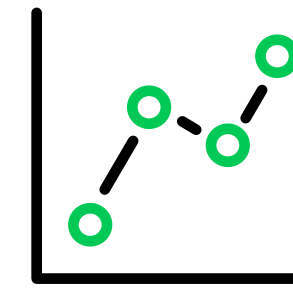
These practical planning areas help you prepare for productive partnership conversations and set your migration up for success.



## Understanding your current complexity

Before engaging agencies, understand your upgrade scale. Document your page count, template count, and integration dependencies. This doesn't require exhaustive technical audit, just high-level clarity. Are you upgrading 100 pages or 10,000 pages? Do you have 15 templates or 150 templates? What systems connect to Kentico 13 requiring integration work?

This clarity enables more accurate agency estimates. It helps you spot when proposals seem unrealistic. Many organisations discover consolidation opportunities during this review. You might find numerous templates serving limited genuine use cases, revealing simplification potential. Understanding your complexity protects your budget and timeline whilst identifying transformation opportunities.



## Defining success beyond compliance

What does successful upgrade look like beyond 'met the December deadline'? Marketing might want improved publishing workflows or content reuse efficiency. IT might want simplified integrations or reduced technical debt. Finance wants clear ROI and controlled costs. Executive sponsors want strategic positioning and competitive capability.

Documenting stakeholder perspectives before agency conversations helps evaluate proposals objectively. When agencies promise success, you can assess whether their approach addresses what matters to your organisation. Clear success criteria prevents mid-project conflicts when unstated expectations surface. Your agency partner can help refine these criteria, but having documented thinking creates stronger partnership foundations.

# Getting migration-ready

Practical readiness determines how quickly you can move from agency selection to implementation. These areas help you prepare.



## Timeline & procurement planning

Work backwards from December 2026 to understand your realistic timeline. Factor in procurement processes, contract negotiations, implementation delivery, quality assurance, and buffer for issues. If procurement typically takes several weeks in your organisation, factor that in. Understanding your real timeline helps you know when evaluation needs to begin. Starting conversations in Q4 2026 for December deadline creates unnecessary pressure. Q1-Q2 2026 provides comfortable margin.

## Evaluating agency partners

Look for Kentico partnership credentials as minimum baseline. Gold Partner status provides agencies with direct technical support access. Accelerator Expert certification proves rapid implementation capability. Ask about proven XbyK experience with referenceable customers. Enquire about contentmigration automation tools because manual approaches extend timelines significantly. Cultural fit matters because you'll work together intensively. Create simple evaluation criteria helping you compare proposals objectively.

## Preparing your organisation

The upgrade affects teams beyond IT. Marketing adapts to new editorial workflows. Content creators learn page builder approaches. Administrators configure governance differently. Early stakeholder communication prevents resistance. You don't need detailed change management plans before agency selection. You need awareness that the upgrade involves people change alongside technical change. Your implementation partner guides detailed transition planning, but acknowledging the human element early sets realistic expectations.



# How MSQ DX and Kentico deliver



# Platform excellence and implementation expertise

Practical readiness determines how quickly you can move from agency selection to implementation. These areas help you prepare.

## About MSQ DX

MSQ DX is a 600-person digital experience agency operating across UK, Europe, and US. We're the world's first digital impact company. If we can't measure the impact, we don't build it. We hold Gold partner status with Kentico alongside having elite partnership and expertise across Umbraco, Storyblok, Optimizely, Sitecore, Contentful and Contentstack. Our Kentico credentials include Gold Partner status, Accelerator Expert certification and over 15 years of experience.

## About Kentico

Kentico provides Xperience by Kentico. This is a modern evergreen DXP delivering monthly feature releases without major version upgrades. Continuous platform improvements maintain security, compliance, and competitive capability without project work. Content Hub enables multi-channel operations. AIRA, Kentico's native AI agent, provides practical marketing tools including content generation, image processing, automated translations, and customer journey insights — all natively integrated with access to your DXP data and included with the Advanced licence at no additional usage fees. Leading organisations worldwide trust XbyK.

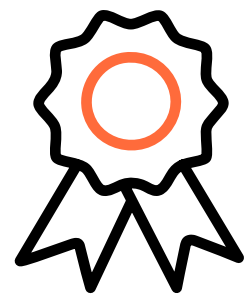


This is a partnership combining platform excellence with implementation expertise and proprietary tools. We don't just migrate. We help you transform onto a stable, continuously improving foundation that enables confident digital innovation.



# Certified. Accelerated. Guaranteed.

No Kentico partner other than MSQ DX combines Gold Partner status, Accelerator Expert methodology, and proprietary content migration tools. This is how we deliver what others promise.



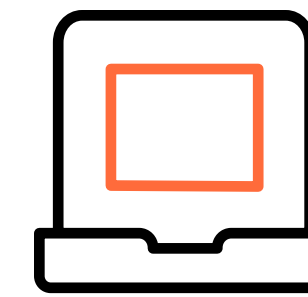
## Gold Partner & Accelerator Expert status

Kentico Gold Partner status provides direct technical collaboration with product teams, early roadmap visibility, and certified developer expertise. Accelerator Expert accreditation proves our rapid XbyK implementation capability using pre-built components covering 70-80% of typical builds. For upgrade projects, we add our proprietary Nimbus AI-powered content migration platform handling content transfer. You benefit from both proven rapid implementation capability and content migration automation expertise working together.



## Nimbus: AI-powered migration automation

Our proprietary Nimbus AI-powered content migration platform automates months of manual work. A six-stage pipeline captures your Kentico 13 site, maps content to XbyK's architecture, consolidates template complexity, and delivers zero errors. Nimbus has migrated thousands of pages, consolidating 250+ templates to 11 structures with 100% accuracy. This automation capability is proven through real implementations. Automated migration means you're building whilst competitors copy manually.



## DXA: our Digital Experience Accelerator

DXA is our Digital Experience Accelerator providing battle-tested XbyK components. Projects start with proven page templates, content blocks, and navigation patterns. Your team focuses on unique requirements. Nimbus handles content migration, DXA handles implementation, Accelerator Expert ensures quality delivering predictable outcomes. Once live, XbyK's monthly releases bring AIRA AI capabilities, Content Hub enhancements, security updates, and functionality without upgrade projects or disruptive version changes.

# Pick your starting point

Interested in finding out more? We'd love to help. Simply reach out and let us know which of the 3 approaches seems the best starting point.

## OPTION 01

### Initial fit discussion

We'll have a 30-minute conversation to discuss options and the Accelerator programme and see if we're a good fit for your situation. It's informal and there's no pressure. We're just exploring whether our rapid delivery approach matches your timeline and requirements.

## OPTION 02

### Upgrade complexity assessment

We'll spend an hour diving into your Kentico 13 setup. We'll examine your current architecture, content volume, integrations, and customisations. We'll advise on the likely timeline and investment based on your specific complexity. This is an honest assessment of what's involved before you make any commitment.

## OPTION 03

### Get your stakeholders involved with a short opportunity assessment

We'll spend an hour exploring what becomes possible after your migration. Perfect for taking your stakeholders on the transformation journey and getting them excited about the opportunities ahead. We'll demonstrate XbyK's evergreen model, Content Hub consolidation, and continuous feature releases. We'll show how to build digital experiences with confidence knowing your platform foundation keeps improving without disruptive upgrades.



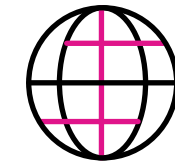
Get started, we are  
looking forward to  
hearing from you!



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