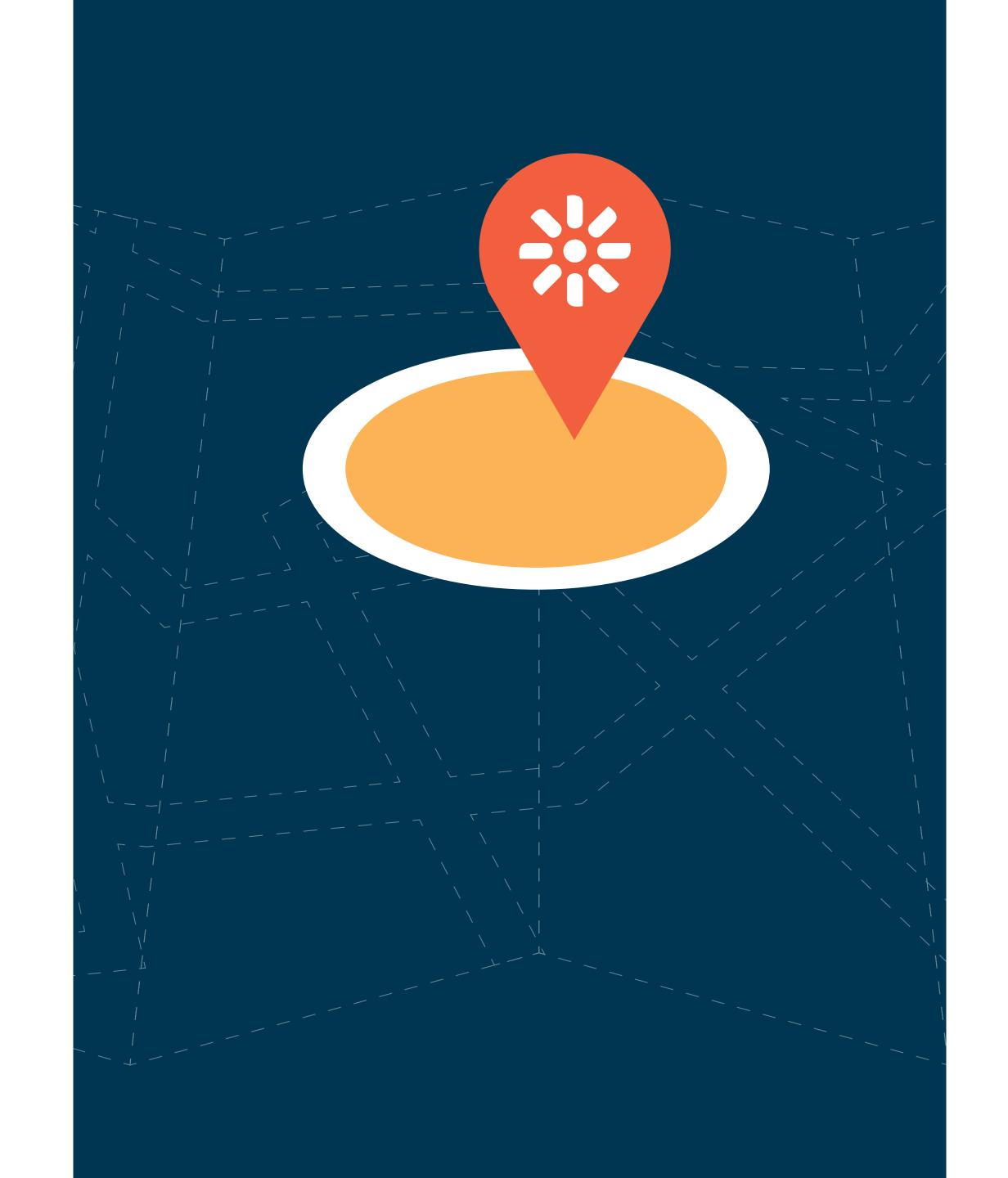# From Kentico 13 to Xperience by Kentico – Your Upgrade Roadmap

What's happening to Kentico 13?

Kentico Xperience 13 has been Kentico's flagship product since 2020, however, like all technology platforms, it has a defined product life cycle. That life cycle is determined by several factors – most notably by the support window attached to Microsoft's .NET framework. As a result, Kentico 13 (along with all .NET content management systems) has had to undergo a series of changes over the last several years.
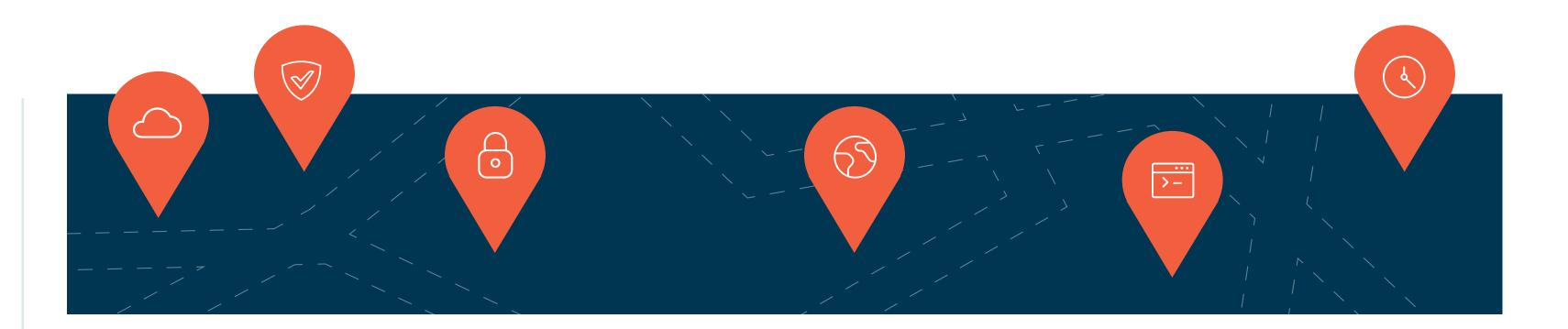
With the end of support for Kentico Xperience 13 scheduled for late 2026, it's time for customers on version 13 to begin planning for the future. Fortunately, Kentico has released Xperience by Kentico – the next evolution of their DXP. Xperience by Kentico is ready for customers to begin using today.

This guide will help you better understand what Xperience is and how you can begin planning to upgrade your Kentico Xperience 13 instance to the new version right now.

So what is Xperience by Kentico?

While it's true that the name may be similar, Xperience by Kentico is really a lot more than just the "next version" of the Kentico platform. The Kentico team rebuilt the administrative interface from the ground up and introduced important features for companies focused on adapting as technology continues to change over time.

The Kentico team has experimented with **headless content management** approaches for years and landed on a path that brings maximum flexibility for their customers. From day one, Xperience has had full headless capabilities, allowing companies to leverage and reuse content across all of their channels, apps and tools. At the same time, Xperience also includes the features we've come to expect from a fully integrated content management system – page building, taxonomy, roles, permissions, workflows, multilingual content management, AI-based suggestions, personalization and more.

For existing Kentico customers, the changes have been received quite well in our experience. The speed of the new admin is the most notable, but **easier management for personalization, persona management and page building** have been pleasant surprises.

Perhaps an even bigger surprise revolves around the fundamental architecture of the product. Xperience means Kentico has moved from a "major release" cycle – requiring monolithic upgrades every 2-3 years – to a more iterative approach where **new features are released monthly.**

Lastly, with Xperience, Kentico is offering the **option of a SaaS hosting model.** For some of our clients, they appreciate having 24/7 support that doesn't require their own IT team. Even more so, they appreciate that this support is from engineers with experience in Kentico specifically, in addition to infrastructure and hosting. A self-hosted option is also still available for clients who prefer to maintain their own hosting infrastructure – whether that's in Azure or AWS or in an on-prem solution.

For a full picture of what's already been built in the platform and what is planned for future releases, check out the Xperience by Kentico Roadmap. This will help you navigate through the enhancements and new features, ensuring a smooth transition or adoption.

How should you start preparing today for an upgrade to Xperience?

For clients already on Kentico 13, the move to Xperience is a straight–forward one. Kentico has created a migration tool kit that allows for content, page types, widgets and more to be migrated from Kentico 13 to Xperience quickly and efficiently.

We've seen clients fall in **one of three categories** as they consider the upgrade:

1 **I love my website and how I manage it – but a faster admin with more features would be great!**

For our clients in this place, the upgrade process is super straightforward. Because the underlying content model won't change, the effort follows this process:

Leverage **Kentico's migration tool** to move content, page types, widgets and other elements from K13 to Xperience.

Update the website connection points as needed. Generally, this is straightforward. Custom development efforts like integrations can require additional work.

Complete **full regression testing** across all use cases – including authoring, page management and front-end experience.

I love my website – but I'm **super frustrated** with how I manage it

2

For our clients in this place, revisiting the underlying content model may be a critical part of improving the authoring and management experience. This effort follows this process:

Begin with the **Kentico migration tool** to move the more structured or repeated content (things like articles, blogs, events).

Develop an **improved content model** to allow the use of tools like Kentico Page Builder, widget zones and more. This will provide more flexibility in page creation and development.

Update the front-end with the adjusted content model. In some cases, this will be very straightforward. In others, it may require re-imagining pages to leverage a page builder strategy.

Complete **full regression testing** across all use cases.

3 I do not love my website at all

For our clients in this place, Xperience gives them the opportunity to reimagine both their backend authoring experience and their front-end design as well. This effort would look more like a redesign project and include:

Discovery to **understand users, goals, KPIs and journey paths** alongside required **technical integrations, infrastructure** and content model.

Design to **reimagine the user experience** to better align with ideal user journey paths.

Full development within Xperience – likely including migration of historical content (articles, blogs, etc...) alongside generating new content based on the new experience and building any required integrations.

Full regression testing across all use cases.

Thank you!

We sincerely appreciate the opportunity to share insights into upgrading from Kentico 13 to Xperience by Kentico. We understand that navigating through such a transition can be a significant endeavor, and we are here to support you every step of the way.

If you're considering this upgrade, we would be delighted to assist you in exploring all possible directions and ensuring a smooth and successful transition. Whether you need help with planning, execution, or even just a bit more information before making a decision, our team is ready and eager to assist.

Thank you once again for your time today. We look forward to the possibility of working together and helping you leverage the full potential of Xperience by Kentico.

Contact Us

Or send an email to: **curious@bluemodus.com**

blueModus