# Digital Agency and Technical Integrator, Ntara, Launches New inRiver-to-Kentico Connector

With the integration between inRiver and Kentico, users will experience a faster speed to market for the delivery of product information to output channels.

CHICAGO, IL, UNITED STATES, March 14, 2018 /EINPresswire.com/ -- Ntara, a digital agency and .NET technical integrator specializing in the manufacturing and distribution industry, has developed a new connector between inRiver, the leading provider of multi-tenant SaaS-based product information management solutions, and Kentico a leading content management, e-commerce, and online marketing platform. This partnership allows seamless data integration for both B2B and B2C customers that utilize these platforms, offering a more robust connection via centrally managed product information.
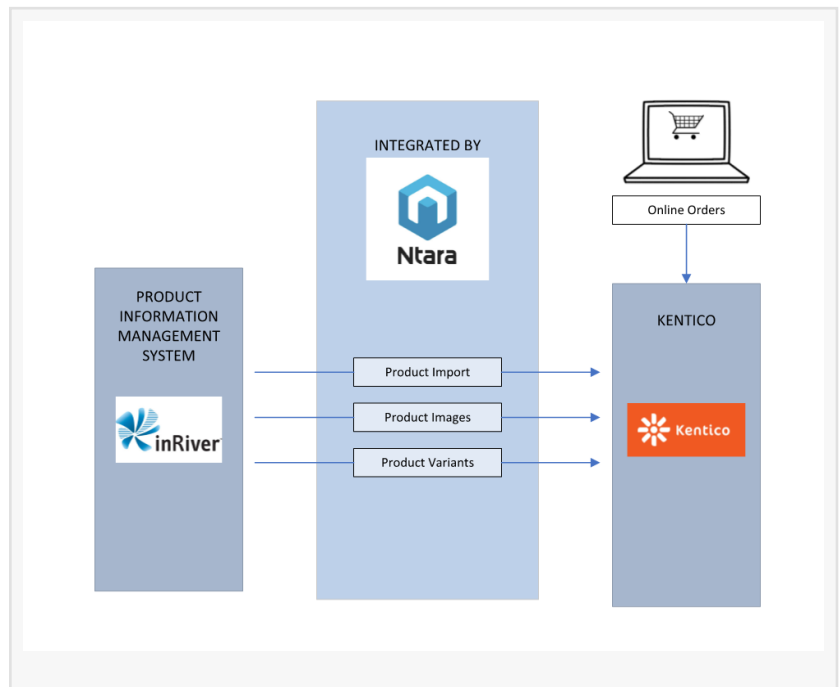
This solution serves as an accelerator tool that integrates and connects both platforms seamlessly. The tool helps users achieve a faster speed to market by enabling the enrichment of product data directly within the inRiver Product Marketing Cloud, then automatically reflecting those updates on the corresponding product description pages within Kentico's Enterprise Marketing Solution (EMS). Product variants such as size, color, and brand can now be easily and instantly translated from inRiver to Kentico brochure or e-commerce sites.

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> This accelerator is revolutionary to manufacturers who utilize the inRiver and Kentico platforms in terms of ROI and efficiency."
> *Shane McCown, VP of Engineering at Ntara*

The inRiver-to-Kentico connector can be customized to accommodate the most complicated product data architecture. Its scalability allows businesses to easily upload and onboard new products and product data, saving product teams hours of development and integration time.

"Ntara is very proud of our strong partner relationships with both inRiver and Kentico, and our team created this connector to serve a growing customer base that wants to go to market faster and more strategically," said Shane McCown, VP of Engineering at Ntara. "inRiver and Kentico provide an incredibly strong foundation of systems with which our team can develop and provide customized, extensible solutions. Our strong capabilities and expertise with these platforms have afforded our team the opportunity to create a path for integration between the two. This accelerator is revolutionary to manufacturers who utilize the inRiver and Kentico

platforms in terms of ROI and efficiency."

The connector is a natural fit for [mid-market manufacturing organizations](#) who currently use the inRiver and Kentico platforms. For organizations with complex products and pricing, it provides an opportunity to quickly and conveniently go to market.

"This integration between inRiver and the Kentico Enterprise Management System will ensure that product information is consistent across the organization—including those enterprises with a complex taxonomy and product assortment—while helping our joint customers go to market faster and with more flexibility." – Joe Golemba, VP, North America Alliances & Services at inRiver.

About Ntara

Ntara is a digital agency that specializes in website builds and integrations, e-commerce ecosystems, and data-driven strategies for companies in the manufacturing, healthcare, and technology industries. Founded in 1999, this team accelerates the sales of products and services through indirect channels by harnessing the power of strategy, design, and development to create better online experiences. Ntara is headquartered in Johnson City, Tennessee, and has offices in Asheville, Charlotte, and Atlanta. To learn more about Ntara's capabilities, visit www.ntara.com.

About inRiver

Founded in 2007, inRiver AB is the leading provider of Software-as-a-Service Product Information Management (PIM) solutions. Our powerful, award-winning, best-in-class inRiver Product Marketing Cloud solution radically simplifies the creation, handling, and distribution of perfect product information for a world-class customer experience across all touchpoints, in multiple languages. Hundreds of customer-obsessed enterprises world-wide rely on inRiver to orchestrate the creation, packaging, and distribution of their product information. The company is headquartered in Malmö, Sweden, with offices in Chicago, London, Amsterdam, and Stockholm. Visit us at www.inRiver.com.

About Kentico

Kentico's products include Kentico EMS, the all-in-one CMS, E-commerce, and Online Marketing platform, and Kentico Cloud, the comprehensive cloud-first headless CMS and digital experience platform. Kentico EMS allows you to manage contacts and campaigns, track customer journeys, provide global e-commerce functionality, and measure and analyze the results to create and manage customer experiences easily in a dynamic business environment. Kentico Cloud is the cloud-first headless CMS and digital experience platform. Users can manage structured content for multi-channel delivery, use the API-first CMS to display that content on any website or device, and track visitor interactions to personalize the digital experience. Visit us at www.kentico.com.

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