



The Big Idea Advertising announces partnership with Kentico Software

Kentico is all-in-one CMS platform offers out-of-the-box functionality and incredible levels of customizability for rapid website development.

DUBAI, UNITED ARAB EMIRATES, July 11, 2016 /EINPresswire.com/ -- The Big Idea Advertising (TBI), today announced that it has entered a partnership with [Kentico Software](http://www.kentico.com) (<http://www.kentico.com>), the Web Content and Customer Experience Management provider, to provide customers with all-in-one solution for Online Marketing platform.

TBI's Technology division – Accelerate provides solutions for collaboration, customer engagement and business process management. They focus on emerging technologies across web, mobile and cloud platforms to offer custom application development, enterprise solutions and mobile application development services. As a part of their strategic vision, TBI chose to partner with Kentico Software due to the scalability and ease of use that it offers to the end customer.

“Providing consistent content and experience across multiple channels has become a critical success factor for a digital strategy in today’s digital ecosystem” said Abhinav Kottalgi, VP Technology, TBI. “By using Kentico, we will be able to provide our clients with a versatile Web Content Management and customer experience platform that will enable them to develop cutting edge customer experiences.

"It's important to choose the solution that's right for your web project, but success also depends on the skills and expertise of the company that delivers your website," said Dana Tousova, Channel Marketing Manager at Kentico.

Through this partnership, we are confident that the end users of our product will get top-level professional services like stability, usability & the phenomenal expansive options.

About The Big Idea Advertising (TBI)

Founded in 1999, TBI (www.tbi.ae), a member of “Transworld Advertising Agency Network”, focuses on providing Communication, Advertising, Digital and Technology Solutions. Over the years, TBI has developed expertise in above the line, below the line marketing solutions, digital marketing, social media, as well as, developing solutions on web, client-server and mobile strategy and technologies.

TBI Accelerate (www.accelerate.ae) is a software development & IT consulting company. Accelerate implements innovative technology solutions that enable their clients to achieve business objectives while deriving the maximum value from their technology investments.

About Kentico

Kentico is an all-in-one [CMS](#), E-commerce, and Online Marketing platform that drives business results for companies of all sizes, both on-premise or in the cloud. It gives customers and partners powerful, comprehensive tools and customer-centric solutions to create stunning websites and manage customer experiences easily in a dynamic business environment. The Kentico Web Content

Management Solution's rich selection of out-of-the-box web parts, easy customizations, and open API, quickly gets websites up and running. When combined with the full set of integrated solutions, including Online Marketing, E-commerce, and Intranet and Collaboration, Kentico fully optimizes the digital customer experience across multiple channels.

About Kentico Software

Founded in 2004, Kentico is a Microsoft Gold Certified Partner headquartered in the Czech Republic with offices in the US, UK, Netherlands, and Australia. Kentico has 1,000 digital agency partners and powers more than 25,000 websites across 100 countries. Customers include Gibson, Twinings, Ingram Micro, Mazda, Kingspan, Hunter Fan, Starbucks, and Allergan.

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