

Parkland Selects Third Wave Digital's Mobi CMS as Its Website Content Management Platform

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EINPresswire.com/ -- Third Wave Digital

is proud to announce that Parkland,

the leading fuel distributor in the

Americas, has selected Mobi CMS,

Third Wave Digital's newly launched

content management system, as the CMS platform for its website.



Parkland is a leading international fuel distributor, marketer, and convenience retailer with operations across 26 countries. Its extensive operations span retail fuel and convenience, commercial services, and fuel supply, creating the need for a digital platform capable of supporting a large and evolving organization.

Mobi CMS was selected to provide Parkland with a modern, flexible, and user-friendly platform for managing its website content. Designed to simplify everyday website management, Mobi gives content teams greater control while providing the scalability and flexibility needed to support changing digital needs.

The platform combines streamlined content management with built-in AI capabilities that assist users with writing and refining content, SEO, AEO, and GEO optimization, image generation with alt text, and technical guidance throughout the CMS. Mobi CMS also provides flexible page-building tools, advanced user permissions, content preview and versioning, and an integrated suite of tools for managing website content from one platform.

"Having an organization of Parkland's scale select Mobi CMS is an exciting milestone for our team," said Myron Bennet, VP of Product Development at Third Wave Digital. "Mobi was developed to make managing complex websites easier without sacrificing the flexibility organizations need as they grow. We're excited to partner with Parkland and provide their team with a platform designed to support their digital needs now and into the future."

Developed from nearly three decades of Third Wave Digital's experience designing, developing, hosting, and supporting websites, Mobi CMS represents the next generation of the agency's

proprietary content management technology. The platform was built with a focus on usability, performance, security, scalability, and giving organizations the tools to manage their digital presence more efficiently.

The selection of Mobi CMS by Parkland represents an important step in the continued growth of the platform and reinforces Third Wave Digital's commitment to developing technology that makes website management simpler, smarter, and more adaptable.

For 30 years, Third Wave Digital has helped organizations communicate, engage audiences and grow through digital marketing, advertising and website development. Headquartered in Macon, Georgia, Third Wave Digital serves clients across the United States with services including website design and development, managed hosting and technical support, digital marketing, video production, and 2D/3D animation. For more information, call 1-888-578-7865 or visit www.thirdwavedigital.com.

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