Kumulos Shortlisted for 2017 National Digital Awards

Dundee, Scotland September 22 2017 - Today, *Kumulos* has been shortlisted as a finalist for the *Best Use of Mobile Technology* at the 2017 Digital Entrepreneur Awards (DEAs).

Kumulos is a world class Mobile App Management Platform used by thousands of developers in more than 25 countries across five continents around the world.

The DEAs are the only national awards dedicated to championing digital entrepreneurialism and innovation across the UK and are this year split into North/South regions for the first time.

Mark Petrie, CEOof Kumulossaid: "It is a genuine honour to be nominated for this prestigious award and follow in the footsteps of some of the UK's most innovative digital and app development businesses, such as Clicky Media. We've worked tirelessly to build out the analytics, reporting and engagement capabilities of our platform and it is nice to get some recognition of our efforts from outside our growing customer base."

Kumulos beat off competition from hundreds of businesses that entered, across 16 award categories.

The awards, now in their 13th year, cover categories encompassing every component of today's online business ecosystem – from enigmatic leadership to forward-thinking development and cutting-edge creative. Categories include Social Media Campaign of the Year, Most Innovative use of Video or Animation and the coveted Digital Entrepreneur of the Year award.

Previous winners of the awards span a range of sectors, from retail giants like Sainsbury's and Mothercare to smaller, more agile digital specialists like Social Chain and Clicky Media.

Lawrence Jones, CEO of headline sponsor UKFast, said: "It's extraordinary to see the development of digital across every sector. From creative agencies to law firms and the public sector, everyone needs to evolve their offering to stay ahead of the competition. That's reflected in the sheer number and diversity of entries we've received this year.

"The DEAs are an incredible opportunity to celebrate the best in digital talent from up and down the UK. It's an amazing honour to return as the lead sponsor this year as the awards evolve to encourage involvement from every region in the country.

"This year's finalists have all shown a clear appreciation of challenges faced in business and how to solve them using digital innovation, meeting the everyday needs of their customers by evolving new solutions and approaches. That's what the DEAs are all about."

Visit https://www.digital-entrepreneur.co.uk/ for a full list of finalists or for details on how to book a table at the final ceremony.

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Who are Kumulos?

The Kumulos platform is used by thousands of app developers in more than 25 countries around the world. It is the only purpose built mobile app management platform for mobile app development companies. Companies that build mobile apps for Enterprise, SMB's and App Businesses.

Kumulos helps mobile app development companies get greater insight into how their customers mobile apps are performing, so they can help their clients drive a better outcome from their mobile apps.

The platform includes

- Client facing analytics dashboard and client reporting
- Push notification service & analytics
- App store optimization service & analytics
- App hosting and data storage
- API & sub-services Management
- App Developer Management Console

What makes Kumulos unique are the range of features it offers for mobile app businesses to easily create service packages for their clients. Services that their clients pay for on retainer.

www.kumulos.com

Kumulos offers a free, no-obligation trial at http://www.kumulos.com/sign-up