



CTS | Corporate Technology Solutions

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New Partnership Offers A New Level of Local Web Development

West Allis, WI - As e-commerce continues to become a crucial component for businesses around the world, two local companies are combining their areas of expertise to better assist their clients.

[Corporate Technology Solutions](#) (CTS), a technical web programming company, and [Apexx Group, LLC](#), an innovative business-to-business marketing and sales consulting firm, today announced that they have formed a unique partnership, which will provide businesses with a blend of creative website development combined with the expertise of technical programming solutions.

“If you ask anyone in the marketplace, there is a general consensus that there are two types of firms who design websites: the creative ‘artsy people’ in advertising agencies and marketing firms or the ‘programming geeks’ in programming companies like ours,” says Haitham Salawdeh, owner of CTS.

“And, many people feel that if you want a website that is both creative and highly functional, you will be hard pressed to find a firm to work with that can do both.”

“At CTS, we recognized this gap in the marketplace and decided that it made great business sense to seek out a creative partner who could help us to raise the level of creativity and marketing effectiveness for the websites that we produce.

“By partnering with Apexx we are now able to offer our clients a comprehensive list of marketing capabilities where in the past we were simply able to offer programming services. This is very appealing for clients interested in customer lifecycles, customized CRM systems, lead generation, SEO and social media. Likewise, Apexx is now able to offer their clients a deeper lever of programming sophistication and custom applications making the websites they create even more functional for their clients.

“The result is satisfied clients that feel they have truly received the best possible strategic, tactical, creative and technical resources to drive results. It’s a win-win situation for both companies.”

This is not the first “out of the box” concept Salawdeh has tried with CTS. In 2009, in response to the off-shoring competition in the industry, Salawdeh opened an office in his homeland of Palestine to help CTS remain competitive in the marketplace.

“The marketplace is changing literally overnight when it comes to IT needs and expectations, says Salawdeh. “Continuous improvement is required to accommodate the ever-changing needs of businesses.”

To find out about more about Apexx and CTS visit <http://www.apexxgroup.com> and <http://www.consult-cts.com>.