

Active Endpoints Introduces a New Programming Paradigm for Non-Programmers

CTO Dr. Michael Rowley Presents Guidance Trees at SPLASH 2011

- Watch the video: <http://bit.ly/splash2011talk>
- Try Cloud Extend for Salesforce free at no risk: <http://www.cloudextend.com/salesforce/trial>

BOSTON — November 10, 2011 — [Active Endpoints, Inc.](#), the process automation company, is pleased to announce the availability of a [video](#) from CTO Dr. Michael Rowley's recent presentation at [SPLASH 2011](#). SPLASH stands for Systems, Programming, Languages and Applications: Software for Humanity, and is the premier annual conference that embraces all aspects of software construction and delivery, and that joins all factions of programming technologies. Rowley unveiled the concept of *guidance trees*, a brand new approach to programming that is best described as a mixture of decision trees and workflows.

Rowley is the lead designer of the guidance tree technology and Active Endpoints' latest product offering, [Cloud Extend](#)[™], which puts sales and marketing professionals in control of designing and deploying sales guides and processes directly inside Salesforce. Guidance trees work in a similar fashion to mind maps, helping people easily organize their thoughts, and in Cloud Extend in particular, to replicate successful sales patterns.

[Presentation](#) highlights include:

- The design considerations that went into the development of this graphically-oriented programming language for non-programmers
- Lessons learned from the initial design, which had an overly simplistic model for handling data, and the approach taken in the latest design, which incorporates some simple object-oriented concepts into the system
- A demonstration that shows how a non-technical user can use a guidance tree to develop a sales guide that executes within Salesforce

Cloud Extend supports the entire lead-to-close sales lifecycle, from qualifying leads to closing initial deals, identifying cross-selling opportunities and beyond. Built using Force.com, salesforce.com's social enterprise platform for employee apps, Cloud Extend is available for a test drive on the Salesforce AppExchange at <http://ow.ly/6fRLt>.

For more information on Cloud Extend, please visit <http://www.cloudextend.com>, and follow us on Twitter at [@CloudExtend](#). For more information on Active Endpoints, please visit <http://www.cloudextend.com/company>, subscribe to the RSS feed at <http://www.cloudextend.com/blog>, email us at sales@cloudextend.com or call us at 1 (781) 547-2900 x324.

About Active Endpoints, Inc.

[Active Endpoints, Inc.](#) delivers a unique suite of cloud-based and on-premise process automation products and related services to develop, integrate and deploy custom applications quickly and easily. The company's products — [Cloud Extend](#), [ActiveVOS Enterprise](#) and [ActiveVOS Data Center Edition](#) — target sales domain experts, IT project teams, business process outsourcers, and cloud service providers. The company has hundreds of customers worldwide from large enterprises to SMBs, spanning multiple industries such as telecommunications, government, financial services and media and entertainment. Active Endpoints is headquartered in Waltham, MA with development facilities in Shelton, CT.

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