

Active Endpoints Presents on Expert Panel Addressing “Leveraging the Cloud in the Development Environment”

CTO Dr. Michael Rowley Shares Insights at MassTLC’s Software Development Summit

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

BOSTON, MA — December 21, 2011 — [Active Endpoints, Inc.](#), the process automation company, is pleased to announce the availability of a recording from a panel entitled “Leveraging the Cloud in the Development Environment.” The panel was part of the “Rapid Development & Deployment: Stories from the Trenches to Help Build it Better, Faster” software development summit hosted by the [Mass Technology Leadership Council](#).

In this lively discussion led by leading expert in SaaS and cloud computing, Michael Skok, Partner, [North Bridge Venture Partners](#), and member of Active Endpoints’ Board of Directors, Active Endpoints CTO Dr. Michael Rowley joined Andrew Phillips, PMC Member, jclouds and Stefan Piesche, CTO, Constant Contact, to focus on how cloud computing is changing the development landscape for start-ups, large and mid-size enterprises.

Panel highlights included:

- How to leverage the cloud platform for application development;
- Cloud application delivery trends;
- Challenges and opportunities of/for supporting cloud applications; and
- How the cloud enables success and its effect on new application solutions.

Michael Rowley is the lead designer of the guidance tree technology and Active Endpoints’ latest product offering, [Cloud Extend](#)TM, 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.

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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