

Rubicon Red Joins the MuleSoft Partner Program

Rubicon Red to Provide Anypoint Platform to Support Connecting Applications and Data in the Cloud and On-Premises

BRISBANE – 4 July, 2019 – Rubicon Red today announced its partnership with MuleSoft to provide consulting services for MuleSoft's Anypoint Platform™. Anypoint Platform unlocks the power of API-led connectivity, enabling organizations to connect apps, data and devices more rapidly and efficiently.

MuleSoft provides the leading platform for building application networks. Rubicon Red's implementation expertise and industry knowledge, coupled with MuleSoft's technology, gives clients the support and tools they need to harness the rapidly growing number of apps and data sources. With Anypoint Platform, organizations can unlock new revenue channels, improve customer experiences and drive innovation.

With the accelerating pace of disruption, companies need to continuously innovate and improve the customer experience to meet consumer expectations and stay ahead of their competition. Key to achieving this, is a connected digital value chain seamlessly integrating an organisation's applications and data, with their suppliers and their partners. Rubicon Red specialises in automating the digital value chain - connecting apps/data/devices and orchestrating business processes, fundamental to delivering effortless digital experiences.

With their unique digital operating model and deep integration expertise, coupled with Anypoint Platform, Rubicon Red is ideally positioned to help customers design and implement their API strategies and connect their apps, data and devices to automate their digital value chains and enhance customer experiences.

"With the rapid rate of change in the market, organisations are constantly faced with new competitors, new business models and new technologies. We have been working on an operating model to address this digital disruption that organisations are currently facing that comprises three key components; Product-Centric, DevOps, and Cloud-Native. When all three are integrated through the digital value chain, the connected enterprise can really start to flourish. Anypoint Platform is a key enabler for us, as we help our customers become seamlessly connected and thrive in this new market," said Matt Wright, Rubicon Red, CEO. "We are excited to join MuleSoft's partner network and look forward to helping our customers continuously innovate using Anypoint Platform to connect their digital value chains."

"With the explosion of disparate technologies today, connecting them all quickly and efficiently is the key to gaining a competitive edge. Through its partnership with MuleSoft, Rubicon Red is enabling its customers to create a dynamic application network to achieve their goals and accelerate their pace of business," said Brent Hayward, senior vice president of global channels and alliances, MuleSoft. "We're pleased to welcome Rubicon Red into MuleSoft's partner ecosystem and look forward to working together to deliver significant business impact to our mutual customers."

As a MuleSoft Partner, Rubicon Red helps clients address on-premises, cloud and hybrid integration use cases with scale and ease of use.

About Anypoint Platform

MuleSoft's Anypoint Platform™ is a leading application network platform. It allows organizations to create composite applications that connect apps, data, and devices through API-led connectivity to form a flexible application network. Anypoint Platform is a unified, single solution for iPaaS and full lifecycle API management, both on-premises and in the cloud.

About Rubicon Red

Rubicon Red believe digital technology provides the catalyst to reimagine what's possible and continuously innovate to transform businesses. Our mission is to help our customers 'cross the Rubicon' by transforming the way digital solutions are delivered, to achieve rapid results through continuous innovation in a low risk and cost-effective way. For more information, visit www.rubiconred.com

MuleSoft is a registered trademark of MuleSoft, Inc., a Salesforce company. All other marks are those of respective owners.

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