

Rubicon Red Sponsors Gartner Application Architecture, Development & Integration Summit 2019

BRISBANE – 11 July, 2019 – Rubicon Red are delighted to sponsor the Gartner Application Architecture, Development and Integration (AADI) Summit, Sydney, 29-30th July.

The Gartner AADI Summit is the premier applications event on the Australian circuit for application leaders who define, design and deploy modern applications. It provides an opportunity to explore how to drive digital transformation and leverage emerging/advancing technologies such as chatbots, artificial intelligence, robotic process automation, blockchain and internet of things for business impact and take your applications strategy to the next level.

The Summit will provide an opportunity to enhance your understanding of how to create an agile and sophisticated IT capability that supports innovation, aligns with digital business goals and delivers a new competitive advantage. Key to achieving this, is an applications strategy that delivers an integrated digital value chain, seamlessly connecting your applications and data, with your suppliers and partners to deliver an effortless end-to-end customer experience. Rubicon Red specialises in automating the digital value chain - connecting apps/data/devices and automating business processes.

Rubicon Red is proud to be part of the Workato Pavilion at the Gartner AADI Summit. Workato, a leader in 2019 Gartner Magic Quadrant Enterprise Integration Platform, is an Intelligent Automation platform that enables both business and IT to integrate their apps and automate their workloads. For Rubicon Red, a boutique provider of custom cloud applications, Workato is a key enabler as we help our customers become seamlessly connected, using automation and artificial intelligence to thrive in this evolving market. The platform supports lean, agile delivery of integrations, coupled with enterprise quality and security, and provides strong support for hybrid and legacy integrations – this is important, as many of our customers are transitioning from on-premises to the cloud.

"With the rapid rate of change in the market, organisations are constantly faced with new competitors, new business models and new technologies. The Gartner AADI Summit provides an ideal opportunity for application leaders to explore how to accelerate their application priorities leveraging Cloud, DevOps, APIs, microservices and emerging technologies. We are looking forward to meeting with business leaders at the Gartner AADI Summit to discuss their application priorities and how we can help accelerate them," said Matt Wright, Rubicon Red, CEO.

"Our mission is to enable businesses to digitally transform through pervasive integration and automation," said Markus Zirn, VP of Business Development at Workato. "Our partners, such as Rubicon Red, are a huge part of bringing this mission into reality. We're excited to meet innovative business leaders at the Workato Pavilion during the Gartner AADI Summit."

The Gartner AADI Summit boasts a fantastic line up of guest speakers including Cameron Adams, Co-founder and Chief Product Officer, Canva; Gaia Grant, Lecturer & Doctoral Researcher (PhD) in Creative Thinking and Innovation, University of Sydney Business School; David Campbell, General Manager, Engineering and Architecture, ASX; Damian Giuffre Chief Digital Officer, IP Australia. Gartner experts include Bill Swanton, VP Distinguished Analyst; Denise Ganly, Sr Director Analyst; Adrian Leow, Sr Director Analyst; Matthew Hotle, Distinguished VP Analyst.

Rubicon Red will be exhibiting in the Workato Pavilion, stop by and meet our team to discuss your application priorities and how we can help you accelerate them.

About Workato

Workato is the operating system for today's fast-moving business. Recognized as a leader, it is the only intelligent automation platform that enables both business and IT to integrate their apps and automate even the most mission-critical workflows without compromising security and governance. Workato is trusted by over 4000 of the world's top brands and fastest growing innovators.

About Rubicon Red

Rubicon Red believe digital technology provides the catalyst to reimagine what's possible and continuously innovate to transform businesses. We are a boutique provider of custom cloud applications and specialise in enterprise connectivity and intelligent automation, fundamental to achieving effortless digital experiences. 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

Contact Info

Juliana Button

Rubicon Red

+61.410.585.839

juliana.button@rubiconred.com

Additional Information

Join us on Linked In

Follow us on Twitter

<http://www.rubiconred.com>

Contacts

Juliana Button

+61410585839

[mailto: juliana.button@rubiconred.com](mailto:juliana.button@rubiconred.com)