

Multi-million-dollar boost for WhiteSky Labs

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WhiteSky Labs CEO Steve Wilson. Source: Supplied.

Australian tech consultancy group WhiteSky Labs has landed a multimillion-dollar investment from US tech giant Salesforce, as the company looks to hire another 80 staff over the next year.

WhiteSky, which works with businesses to integrate Salesforce-owned software company MulesSoft, has grown at 100 per cent year-on-year for the past four years, and is looking to accelerate even further courtesy of investment from Salesforce Venture's \$50 million 'trailblazer' fund.

Terms of the deal were not disclosed.

CEO Steve Wilson told The Australian his company has offices in Sydney, Melbourne, Singapore and Manila, and will open a London outpost in January 2020. WhiteSky is also plotting a US expansion later in 2020.

Mr Wilson pointed to statistics from McKinsey showing 70 per cent of digital transformations fail. According to Mr Wilson, most companies know how crucial evolving with technology is but putting it into action is a different story.

"We continue to see the same mistakes being made by companies worldwide we have

been seeing since we all entered this space in the early 2000s," he said.

"Buying integration software is easy, realising the ROI on investment and gaining true competitive advantage, that is where we come in.

"This funding round will expand our reach and allow us to bring our skills and decades of experience to help more companies around the world using MuleSoft thrive in a world where the magnitude and frequency of business change continues to accelerate."

He added that industry analysts predict by 2020 there will be between 25 to 50 billion connections to the internet.

"Customers demand what they want, where they want, when they want and how they want. WhiteSky Labs are experts assisting companies leverage the power of MuleSoft's Anypoint Platform and achieve true competitive advantage."

David Swan is a tech reporter for The Australian.

With deep experience across start ups, business and tech David is uniquely positioned to cover Australia's fast growing technology ecosystem and how it's changing how we work, live and play. David writes regular features and regularly appears on TV and radio.



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