

PRESS RELEASE

WhiteSky Labs Attracts Investment from Salesforce Ventures to Boost Global Expansion

Plans accelerated international expansion efforts across Europe, Asia and North America

Sydney, Australia, November 7, 2019: Specialist MuleSoft integration consultancy WhiteSky Labs today announces it has received an investment from Salesforce Ventures to expand its global reach, accelerating growth across Europe, Asia Pacific and North America.

Founded in Australia in 2009, WhiteSky Labs is focused on MuleSoft and ensuring customers realise ROI on their investments through successful implementations. WhiteSky Labs ensures companies bridge the gap between strategy and IT by embedding effective organisational processes, structures and methods.

WhiteSky Labs is today one of the largest independent, dedicated MuleSoft consultancy in the world. MuleSoft, a Salesforce company, enables digital transformation via API-led connectivity.

Having grown to over 140 employees across Australia and Asia Pacific, WhiteSky Labs works with more than 40 current MuleSoft customers including; Energy Australia, Mynt, Blackmores, Qantas, Zurich and 7-Eleven. Commenting on the investment round, WhiteSky Lab's CEO Steve Wilson explained these funds will enable continuing development of intellectual property to accelerate and de-risk customer outcomes and unlock competitive advantage, in addition to global expansion.

“WhiteSky Labs is a team of career specialists in enterprise integration. In the digital economy an organisation's expertise, operational experience and maturity in architecting, delivering and leveraging MuleSoft is fundamental to its long-term success. 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,” Steve Wilson, WhiteSky Labs CEO said.

“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.”

Earlier this year, Salesforce Ventures, Salesforce's global corporate investment arm, launched its USD\$50million Australia Trailblazer Fund to invest in local innovation and inspire Australian entrepreneurs to create next generation technology that drives customer success across industries.

“We’re proud to back an innovation partner for our customers, with a solid reputation for delivering digital transformation and impressive growth aspirations. We look forward to continuing to work with WhiteSky Labs as it delivers customer success on the Mulesoft Platform in Australia and globally.” said Rob Keith, Head of Australia, Salesforce Ventures.

MuleSoft APAC Vice President, Rob Thorne says he’s thrilled the team will be available to transform more businesses around the world. “Businesses partnering with WhiteSky Labs have access to experts to guide them through the entire Mulesoft platform lifecycle.”

“As trusted advisors, WhiteSky Labs has an impressive track record of helping customers to digitally transform, establish new revenue models and accelerate time to value in delivery.”

About WhiteSky Labs

WhiteSky Labs is the largest dedicated MuleSoft consultancy in the world. With over 140 specialist staff working from offices in Sydney, Melbourne, Singapore and Manila with additional regional presence in Hong Kong, Thailand and Indonesia. Lead by a management team who have worked together and have over 20 years global experience focused solely in the enterprise space, WhiteSky has been repeatedly recognised for its best practice operations including the 2019 MuleSoft APAC Practice Development Partner of the Year, 2018 MuleSoft APAC Solution Delivery Partner of the Year, 2017 MuleSoft APAC Services Delivery Partner of the Year, Best Performing SaaS Solution Providers 2018, APAC CIO Outlook Most Promising Cloud Solution Providers and The Silicon Review: 30 Fastest Growing Companies in Asia 2017. For more information, please visit www.whiteskylabs.com

About Salesforce Ventures

Salesforce Ventures—Salesforce’s corporate investment group—invests in the next generation of enterprise technology to help companies connect with their customers in entirely new ways. Portfolio companies receive funding as well as access to the world’s largest cloud ecosystem and the guidance of Salesforce’s innovators and executives. With Salesforce Ventures, portfolio companies can also leverage Salesforce’s expertise in corporate philanthropy by joining Pledge 1% to make giving back part of their business model. Salesforce has invested in more than 150 enterprise cloud startups since 2009. For more information, please visit www.salesforce.com/ventures.

Media contact

Alex Beashel
+61 466 308 667
ab@alexbeashel.com

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