

Active Endpoints Named Finalist in Mass Technology Leadership Council Leadership Awards for Innovative Technology of the Year, Cloud Computing

Annual Awards Recognize Cloud Extend, a Do-It-Yourself Enterprise App Customization Tool Designed for Business Users

BOSTON — July 31, 2012 — [Active Endpoints, Inc.](#), the process automation company, today announced that it has been selected as a finalist in [Mass Technology Leadership Council's](#) (MassTLC) 15th Annual Leadership Awards in the category of Innovative Technology of the Year: Cloud Computing. The MassTLC Awards program spotlights the companies, people, and technologies that exemplify the best and the brightest in the Massachusetts technology community.

As a finalist in the cloud computing category, Active Endpoints is being recognized for its product [Cloud Extend](#), which empowers users to create their own wizards to streamline and simplify sales and customer support tasks in the industry's leading cloud CRM application. This recognition follows Active Endpoints' [recent announcement of the availability of Cloud Extend Mobile](#), which fundamentally changes the way business people use smartphones to perform daily work with enterprise cloud applications by enabling voice-to-text and touchscreen input with end-user customization for iPhone and Android smartphone users. View a video demo of Cloud Extend Mobile at <http://ow.ly/cmHdv>.

“We're honored to be recognized by MassTLC as a Leadership Awards finalist amongst some of the most notable companies on the Massachusetts tech scene,” said Mark Taber, CEO, Active Endpoints. “Building on last week's announcement of Cloud Extend Mobile, this nomination is further validation of how Active Endpoints exemplifies cloud innovation and continues to push the envelope to make it even easier for users to fully realize the power of cloud-based enterprise apps.”

This year MassTLC introduced a new judging model for the awards program that included 55 executives, investors, analysts, media and thought leaders who participated in the finalist selection process. The pool of finalists will be further narrowed over the coming weeks and the winners will be announced on Thursday, September 13, at the MassTLC Leadership Awards Gala at the Boston Renaissance Waterfront Hotel in Boston. The full list of finalists can be found [here](#).

“This was a record year for the number of nominations received, making the selection process extremely competitive,” said Tom Hoppercroft, President and CEO of Mass Technology Leadership Council. “It's incredible to see all that is going on in the technology sector. The new award categories by cluster area opened up the door to shine a light on even more innovative solutions than in past years. It's an exciting time in tech.”

Availability

Users of Cloud Extend can start using Cloud Extend Mobile today at no additional charge. Cloud Extend is certified and available on salesforce.com's AppExchange:

<http://appexchange.salesforce.com/listingDetail?listingId=a0N30000003JgFnEAK>. Plans to support other enterprise applications are under development.

For more information on Cloud Extend, please visit www.cloudextend.com and follow us on Twitter at [@CloudExtend](https://twitter.com/CloudExtend). For more information on Active Endpoints, please visit www.cloudextend.com/company, subscribe to the RSS feed at <http://www.cloudextend.com/blog> or call us at 1 781-547- 2900, ext. 324.

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 Service Provider Edition — target 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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Tags: Cloud Extend, Salesforce, AppExchange, Active Endpoints, CRM, ActiveVOS, mobile, iPhone, Android, smartphone, voice-to-text, touchscreen, DIY, customization, Software-as-a-Service, SaaS, MassTLC, Mass Technology Leadership Council, cloud

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