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## Middleware360 Solutions Sponsors CIO Executive Summit

*Business Automation Partner Shares Path to Uniting Business & Technology*

VANCOUVER, British Columbia – At a time when ‘continuous delivery’ is a buzzword among stretched IT teams but not among executives on the hunt for ways to seize opportunities and stretch dollars, Middleware360 Solutions is looking forward to talking business automation at the upcoming Evanta CIO Executive Summit.

“What we’ve found is that organizations that invest in continuous delivery are in a better position to capitalize on business opportunities as they arise,” says Derek Marley, CEO of Middleware360 Solutions, a Vancouver-based firm that delivers business automation, integration solutions and custom application development.

“We’re really looking forward to talking with CIO’s and other business leaders and sharing the experiences we’ve had and the benefits we’ve seen with continuous delivery,” says Marley.

At the CIO Executive Summit, an invitation-only event being held in Calgary, AB, Dec. 9, Middleware360 is sponsoring the talk by David Oh, CIO & VP, Innovation, Alberta Gaming and Liquor Commission. His talk—Double or Nothing: Raising the Stakes on Innovation—will demonstrate how the classic ‘business development’ and ‘technology’ delineation no longer exists, and in its place, a new model where technology isn’t just the vehicle to drive business innovation, it is business.

Middleware360 recently worked with a major Canadian sport and apparel retailer that wanted to improve the speed, stability and management of its app deployments. Middleware360, with a conscious knowledge of the retailer’s operations, developed a custom software delivery pipeline implemented with a continuous delivery strategy to automate and streamline the software build-test-release life cycle.

“Really, the more that’s automated, the faster an organization can get new features into production, take advantage of opportunities and get a leg up on the competition. When business sees an opportunity, IT isn’t going to be a roadblock,” says Adam Edwards, CTO, Middleware360. “We’re at a point in our economy when organizations are under pressure to deliver quality, stable software faster to stay ahead of competitors, but they just don’t have the resources or the time.”

Continuous delivery also requires a culture shift to adopt seemingly counterintuitive approaches such as releasing during busy season to catch bugs faster and become more proficient at releases.

“Ultimately, organizations shouldn’t be nervous about their releases. They should be excited, and that’s what continuous delivery allows,” says Marley.

#### About Middleware360 Solutions, Inc.

Middleware360 Solutions is a dynamic full service partner focused on business automation & integration solutions, custom application development, and IT managed support that delivers accelerated results for cross-industry organizations. Middleware360 offers flexible services encompassing solutions & architecture, project delivery, and application & integration managed support. Based in Vancouver, British Columbia, we work with organizations across Canada to achieve greater business efficiency. Learn more at [www.middleware360.com/continuousdelivery](http://www.middleware360.com/continuousdelivery)

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For more information, please contact:

Michelle Cesario  
Director, Brand Management  
1-844-236-0360 ext. 3  
[info@middleware360.com](mailto:info@middleware360.com)  
[www.middleware360.com](http://www.middleware360.com)