

WEM APAC, the Asia-Pacific No-Code Leader All Set to Transform Businesses in Global Markets



Melbourne, Victoria Jan 27, 2022 ([Issuewire.com](https://www.issuewire.com)) - Headquartered in Melbourne, Australia, [WEM APAC](https://www.wemapac.com) is the No-Code enterprise application development and hyper-automation solution service provider. The company recently announced two new additions to its product portfolio: its Marketplace and an extraordinary CMS platform, redSling. The WEM APAC Marketplace is a one-stop-shop solution for all enterprise applications built on the company's No-Code platform, cutting down pre-sale effort for its partners as well as its clients. The redSling platform is a complete No-Code-based website builder as well as a marketing platform for enterprises looking to get their websites up and running, with minimal developmental efforts, using simple drag and drop features. WEM APAC has also announced new additions to its leadership team to supplement its escalating business.

WEM APAC is recognized as Asia Pacific's leading No-Code Enterprise Application Development Platform, on benchmarking features, functionality, and price structure. Talking about the emerging concept of 'No-Code', Chenobu Thong, Managing Director of WEM APAC says, "Enterprises expect Digital Transformation to deliver four results - better customer engagement, more empowered employees, better operational efficiency, and quicker time to market. All this demands new thinking, and intuitive applications which align with organizational processes. This is where No-Code platforms like WEM come into the picture."

To facilitate digital transformation and enhance the business velocity of enterprises, WEM APAC has developed a strong and market-leading offerings portfolio. The company also offers a Robotic Process Automation (RPA) solution called akaBot through its partnership with FPT Software, and the newest addition to the portfolio is redSling, a digital marketing enabled and SEO friendly, No-Code based Content Management System (CMS) which aspires to transform the website development process enabling everyone to build a website using simple drag and drop features and built-in digital marketing capabilities.

WEM APAC's offerings enable digital transformation through automation, innovation, and modernization of legacy systems. The company also recently launched its online [Marketplace](#), which enables customers and clients to directly request a quote for the enterprise applications developed on WEM's No-Code platform. The Marketplace contains ready-to-use solutions for over 12 different industries covering several business processes for each industry.

WEM APAC has been serving all countries of the Asia Pacific region through various partnerships with IT companies. With new enhancements in its portfolio and leadership team, WEM APAC has now started serving the European and the North American Continent as well. The company is also the Asia Pacific headquarter for WEM. It has built a strong partner ecosystem with global system integrators like DXC Technologies, FPT Software, IBM, Infosys, Tech Mahindra as well as multiple mid-tier and smaller system integrators, and development houses. Over the years, it has developed and delivered [solutions for several industries](#).

Chenobu Thong, Managing Director at WEM APAC, commenting upon the recent changes in the company's leadership team says, "Our people are our greatest asset. We have a very competent and experienced leadership team. I am delighted that they have stepped up as we scale. We are equally excited to bring in new talent to the leadership team as we accelerate our momentum to grow the company. We are expanding our portfolio. We are also expanding our presence through partnerships in additional geographies." With over three decades of experience in the industry, Chenobu has successfully grown IaaS, PaaS, and SaaS businesses across the regions. He is a pioneer in the field of Cloud Services.

The changing market scenarios and growing need for digitization of businesses have contributed immensely to the growth of WEM APAC over the years. And this growth not only has compelled its leaders to step up, but it has led to new additions to its leadership team. Prabahar Srinivasan has been appointed as Chief Financial Officer for WEM APAC and Elizabeth Thong has been appointed as the Managing Director for Australia and New Zealand region.

Harshwardhan Dafre, who is currently the Managing Director of the company's Indian subsidiary, has now assumed the additional responsibility of Geo Leader for the region of India and the Middle East.

David Dong-Jin Lee has been promoted to Vice President - Channel & Alliance and has also assumed the responsibility of Geo Leader for the regions of South Korea and Japan. Pallab Talukdar has been promoted to Vice President - Partner Ecosystem, India & Middle East. Binduswetha Abhishek has been promoted to Director, Marketing & Operations.

Over the years WEM APAC has enabled enterprises across multiple industries to modernize their applications and automate business processes. With the new and enhanced offerings portfolio, expanded presence over new global geographies, and an elaborate leadership team, WEM APAC is all set to accelerate its momentum, facilitate digital transformations, and help enterprises increase their business velocity.

To book a demo for the No-Code platform, visit: www.wemapac.com

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Media Contact

Binduswetha A

hello@wemapac.com

9767635442

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