Codeless Platforms Builds on North American Channel and Customer Success with New US Office

New Florida operation will strengthen partner relationships, expand local support, and accelerate Codeless Platforms' next phase of growth across North America



Paul Spencer - Sales & Marketing Director at Codeless Platforms

POOLE, UNITED KINGDOM, September 15, 2026 /EINPresswire.com/ -- Codeless Platforms, a leading provider of iPaaS and business process automation software, has announced the opening of a new office in Florida, establishing a direct operational presence in the United States. The expansion represents the next phase in Codeless Platforms' long-standing commitment to the North American market, where its BPA Platform has been successfully sold, implemented, and supported for more than two decades.

Building on a strong customer base and partner ecosystem already established across the region, the new US office will enable Codeless Platforms to work more closely with its network of value-added resellers, technology partners, and customers.

The US operation will provide locally-based pre-sales, technical support, and partner management resources, supported by the company's wider international product development, consultancy, and customer success teams.

Existing US team members with extensive knowledge of BPA Platform, its customers, and its partner community will become part of Codeless Platforms' direct North American operation. Their experience will provide continuity for partners and customers while combining local

market expertise with direct access to the company's global resources.

Additionally, Codeless Platforms will also launch a US recruitment program as part of the expansion, with new positions planned across partner account management, pre-sales, and technical support. The investment will create a larger, locally-based team capable of supporting the company's growing North American partner network.



Nicole Laurier - Director of Partnerships (North America) at Codeless Platforms

For Codeless Platforms' existing VAR partners, the new operation will create a direct relationship with the company. As a result, they will benefit from closer access to the company's product, technical, sales and marketing teams, alongside enhanced commercial terms designed to support growth and increase the value of their BPA Platform practices.

The new operating model will also enable Codeless Platforms to collaborate more directly with partners on business development, customer opportunities, solution design, training, accreditation, and the creation of industry-specific integration and automation solutions.

> We see substantial opportunities to grow alongside our partners, develop new solutions, and help more North American organizations integrate their core systems and automate their business processes."
>
> *Nicole Laurier, Director of Partnerships (North America)*

Paul Spencer, Sales & Marketing Director at Codeless Platforms, said: "Codeless Platforms has had a successful and well-established presence in North America for more than 20 years. Opening our own US office is therefore not the beginning of our journey in the region; it is the next important phase in it."

"We already have a strong foundation of customers, experienced people, and highly capable VAR partners. Establishing a direct presence allows us to invest more extensively in that ecosystem and provide our partners with greater technical, commercial, and sales support."

"Our objective is to help partners grow profitable automation and integration practices, while

giving customers access to more local resources and a closer relationship with the organization responsible for developing BPA Platform."



Codeless Platforms logo

"The new office will also support Codeless Platforms' wider international growth strategy and its continued investment in BPA Platform, including new integration, business process automation, and artificial intelligence capabilities."

Nicole Laurier, Director of Partnerships (North America) at Codeless Platforms, added: "Our North American partner community has played an important role in establishing BPA Platform in the region. This investment is designed to build on that success."

"Partners will retain the local knowledge and continuity they value, while gaining a direct connection to Codeless Platforms and significantly greater access to our technical expertise, product roadmap, and commercial resources."

"We see substantial opportunities to grow alongside our partners, develop new solutions, and help more North American organizations integrate their core systems and automate their business processes."

Further information about the new office, available employment opportunities, and the company's expanded US partner program will be announced over the coming months.

About Codeless Platforms
Codeless Platforms is the developer of BPA Platform, the ERP-first iPaaS for business process automation. Since 1999, Codeless Platforms has enabled organizations to connect systems and automate business processes, continually evolving its technology to meet changing business needs. More than 4,500 businesses worldwide and a global network of over 450 partners trust BPA Platform to integrate ERP, CRM, and business applications, automate workflows, and extend the value of their ERP investment.

Stuart Tarrant
Codeless Platforms
email us here
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