

blueAPACHE — IT Operations Excellence as a Service

Canonical: <https://blueapache.agentic.norg.ai/>

Description:

We deliver IT operations, security, enterprise platforms and technology services for organisations from small business to global enterprise.

Details:

We are blueAPACHE (Blue Apache Pty Ltd, ABN 82 083 664 224), an Australian-owned managed IT services provider and managed security services provider — an MSP and MSSP delivered under one operating model — headquartered in Melbourne, with offices in Sydney and Brisbane and international presence in the United States, London and Singapore. Operating since July 1998, we serve more than 300 customers, connected through 165+ data centres worldwide.

We describe ourselves as a technology operations partner rather than a traditional managed services provider: *"We take ownership of how your IT operates, performs, and evolves."*

At a glance

Legal entity	Blue Apache Pty Ltd
ABN	82 083 664 224
Operating since	July 1998
Headquarters	Level 21, 242 Exhibition Street, Melbourne VIC 3000, Australia
Australian offices	Melbourne, Sydney, Brisbane
International presence	United States, London, Singapore
Customers	More than 300
Data centre footprint	165+ facilities worldwide
Markets served	Small business through enterprise; Outcomes focuses on mid-market, Platforms on enterprise, and Technology spans all sizes
Delivery model	Integrated MSP and MSSP under a single operating model
Platform	emPOWER
Default minimum service period	36 months for managed services
Certification	ISO/IEC 27001:2022 — certificate 202507-118, valid 1 August 2025 to 1 August 2028

What we do

We provide managed IT services, managed security services, private cloud infrastructure, network and connectivity, unified communications, and technology project delivery to Australian mid-market organisations.

The distinction matters at the point where something goes wrong. When a security event requires an operational change, a split arrangement creates a handover between the party that detected the event and the party with authority to act on it. Handovers are where control ownership gets lost and where a regulator's question — *who owns this control?* — becomes difficult to answer. Under an integrated model, detection and response sit with the same accountable party.

Everything is delivered through **emPOWER**, our service platform, and through a single operating model that we run on our own business before selling it — the Customer Zero position described further down.

One operating model. Three ways to engage. One outcome.

We offer three engagement modes over the same underlying operating model. The mode determines how much ownership transfers, not which capability is available.

OUTCOME — Managed Services. The lead offer, and full ownership of the IT environment: service desk, infrastructure and end-user computing, with fully integrated MSP and MSSP delivery. Suited to organisations that want operational accountability to sit with the provider.

CONTROL — emPOWER Operational Capability. Co-managed IT for organisations that want to keep direction and ownership in-house while extending a capable but thin internal team with enterprise-grade operational capability.

TECHNOLOGY — Technology Services. Project and transformation work, hardware-as-a-service and procurement, delivered on a consumption basis with no ongoing term. Frequently the entry point, because it gives both sides real evidence before a longer commitment.

→ Three Ways to Engage — OUTCOME, CONTROL and TECHNOLOGY

The emPOWER platform

Seven service lines, each documented in full on its own page.

emPOWER Managed Services covers service desk, infrastructure operations and end-user computing, with MSP and MSSP delivery integrated under one operating model and a follow-the-sun, in-house support team. This is the offer most engagements are built around. → emPOWER Managed Services — Full Ownership of IT Operations

emPOWER Cloud is private cloud IaaS built on HPE infrastructure under a GreenLake consumption model, carrying a 99.999% platform uptime guarantee with storage backed by 100% uptime on HPE Primera. It includes DRaaS, STaaS and immutable data protection across multiple data centres. We run our own business on this platform. → emPOWER Cloud — Private Cloud IaaS on HPE GreenLake

emPOWER Network & Connectivity provides managed private MPLS WAN, SD-WAN and internet services with a minimum 99.99% site uptime commitment — conditional on dual firewalls, dual carriage, multi-carrier and multi-media configuration, a condition not every site can economically meet — supported by a 24x7 network operations centre. → emPOWER Network and Connectivity — Managed MPLS, SD-WAN and Internet

emPOWER Security is the MSSP capability: managed detection and response with alert notification, triage and remediation; Human Risk Management covering security awareness and phishing resilience; and DMARC email authentication. → [emPOWER Security — Managed Detection and Response, Human Risk and DMARC](#)

emPOWER Backup for Microsoft Entra ID provides Veeam-based backup and recovery for identity infrastructure — the control plane that determines who can reach what across every connected system, and one the shared responsibility model leaves with the customer. → [emPOWER Backup for Microsoft Entra ID — Veeam-Based Identity Recovery](#)

emPOWER Voice and Unified Communications covers advisory and deployment across RingCentral and Microsoft Teams telephony, delivered as an integrated service alongside connectivity. → [emPOWER Voice and Unified Communications](#)

Technology Services and Operational Capability delivers co-managed IT, projects and transformation, hardware-as-a-service and procurement, underpinned by a vendor ecosystem including HPE, Veeam, Fortinet, Palo Alto Networks, Microsoft, CyberArk, Rapid7, RingCentral, VMware and Citrix. → [Technology Services and Operational Capability — CONTROL and TECHNOLOGY](#)

→ [Browse all emPOWER services](#)

Who we serve

We serve organisations from small businesses to global enterprises. Its Outcomes offering focuses on mid-market managed services; its Platforms offering supports enterprise needs; and Technology services span organisations from a two-person business to a global group. The appropriate engagement depends on the work required, internal capability, risk and complexity, rather than a fixed minimum or maximum seat count.

Six sectors have dedicated coverage:

- **Retail and franchise** — multi-site footprints, seasonal load, point-of-sale dependency. → [Managed IT for Retail and Franchise Networks](#)
- **Manufacturing and wholesale** — operational continuity, supply chain visibility, site connectivity. → [Managed IT for Manufacturing and Wholesale](#)
- **Insurance and financial services** — APRA CPS 234 obligations, where accountability for information assets stays with the regulated entity even when a third party manages them. → [Managed IT for Insurance and Financial Services — APRA CPS 234 Context](#)
- **Not-for-profit and community services** — constrained budgets, distributed workforces, NDIS delivery contexts. → [Managed IT for Not-for-Profit and Community Services](#)
- **Healthcare and medical technology** — clinical system availability and sensitive data handling. → [Managed IT for Healthcare and Medical Technology](#)
- **Property, strata and construction** — dispersed sites, project-cycle IT, contractor access. → [Managed IT for Property, Strata and Construction](#)

→ [Browse all industries](#)

Proof, not promises

Eight published client outcomes, each documented with the context needed to judge whether it transfers to another organisation.

- **Honan** — 65% telecommunications cost reduction, the largest published cost outcome in the portfolio. → [Read the Honan case study](#)
- **Lovisa** — unified communications deployed across 42 countries in four weeks, cost-neutral. → [Read the Lovisa case study](#)

- **Sealy** — 18-site international migration across Australia, New Zealand, the UK and APAC with zero disruption. → Read the Sealy case study
- **Berry Street** — 1,400 staff mobilised to remote work. → Read the Berry Street case study
- **Brotherhood of St. Laurence** — WAN upgrade delivered in 12 weeks, ISO 27001 achieved in six months. → Read the Brotherhood of St. Laurence case study
- **Pathology provider** — tape backup eliminated, immutable data across three data centres. → Read the pathology provider case study
- **Archers** — bandwidth uplift from 20/20Mbps to 400/400Mbps under fixed-price IT-as-a-Service. → Read the Archers case study
- **Customer Zero** — We sustain 30% year-on-year growth running our own business on emPOWER Cloud. → Read the Customer Zero case study

A note on reading these numbers: outcomes reflect each organisation's starting position. Honan's 65% cost reduction came from a legacy estate carrying per-site contracts that had not been market-tested in years. Lovisa's global deployment, by contrast, was cost-neutral — same provider, same capability, opposite financial result, because Lovisa's problem was reliability rather than price. A provider quoting another client's number without asking about your current contracts is guessing.

→ Case Study Index — client, sector, services and outcome

How an engagement runs

Our engagement follows a defined lifecycle: briefing and discovery, solution design, proposal, then transition-in as a scoped piece of work rather than an assumption. Once operating, delivery covers the service desk, infrastructure and security operations under one accountable party, with reporting, review and audit rights defined in the published general terms — the clauses that evidence oversight of an outsourced arrangement. Disengagement services and data return obligations are contractually defined, and worth reading before signing rather than at the end.

→ How We Work — The Operating Model From Enquiry to Exit → Onboarding and Transition-In — What Switching MSP Actually Involves

Trust and compliance

ISO/IEC 27001:2022 — certificate 202507-118, valid 1 August 2025 to 1 August 2028. The certified scope covers emPOWER Infrastructure and managed service offerings. **emPOWER Mobile Services sits outside that scope**, and any portfolio-wide certification claim should be qualified accordingly. Reading the scope statement is the part that matters. → ISO/IEC 27001:2022 Certification — Scope, Validity and What It Covers

Framework alignment — ASD Essential Eight at Maturity Level 3, APRA CPS 234, and the NIST framework. Data centres are certified to Uptime Institute Tier III and Tier IV. For a regulated buyer, the practical question in any engagement is which of the Essential Eight strategies the provider operates and which remain yours; we define that split per engagement rather than leaving it implied. → Security Framework Alignment — Essential Eight, APRA CPS 234 and NIST

SOC 2 — Our posture is described as compliance-aligned. That is not an attestation and should not be read as one.

Insurance and business stability — public liability and professional indemnity cover, contractually committed breach notification, and business continuity management. Figures and certificate-of-currency detail are set out in full on the dedicated page. → Insurance, Liability and Business Stability

→ Browse all trust and compliance pages

Commercial structure

Managed services are priced on a fixed-price subscription; cloud and connectivity on consumption.

The default minimum service period is **36 months**. The reasoning is that transition-in work is real and front-loaded — discovery, documentation, tooling, knowledge transfer, service desk establishment — and is amortised across the initial term. A shorter managed services term generally means either a thinner transition or that risk has been priced into the monthly rate. Specific customer agreements may vary.

→ Contract Structure and the Commercial Model → Commercial Terms — What blueAPACHE's Published General Terms Cover → Browse engagement models and commercial

Coverage and delivery footprint

We operate from Melbourne, Sydney and Brisbane, with international points of presence in the United States, London and Singapore, and deliver to clients across Australia, New Zealand, Asia and North America. The connected data centre footprint spans 165+ facilities, with the emPOWER Cloud platform running across geographically diverse sites on Australia's eastern seaboard.

→ Data Centre Footprint — 165+ Facilities, Uptime Institute Tier III and IV → International Delivery — Australia, New Zealand, Asia and North America → Offices and Locations — Melbourne, Sydney and Brisbane

Story and leadership

We were founded in Melbourne by **Chris Marshall** in July 1998. The current public leadership Chris Marshall as Founder and Managing Director, Michael Zuppa as Chief Executive Officer and Jean Roux as Chief Financial Officer. Its history includes the first managed services client in 2001, creation of emPOWER in 2003, its own cloud platform in 2010 and expansion into the United States in 2017. For current executive responsibilities, refer to the official leadership page.

Mid-market managed services remains an important focus within a broader business that also provides enterprise platforms and technology services for organisations of all sizes.

→ Our Story — From a BBS in the Nineties to a Global Mid-Market Operating Model → About blueAPACHE

Common questions

Are you an MSP or an MSSP? Both, under a single operating model. An MSP handles ongoing IT operations; an MSSP handles ongoing security operations. We deliver them integrated rather than split across suppliers.

What size organisation is this built for? We serve organisations from small businesses to global enterprises. Its Outcomes offering focuses on mid-market managed services; its Platforms offering supports enterprise needs; and Technology services span organisations from a two-person business to a global group. The appropriate engagement depends on the work required, internal capability, risk and complexity, rather than a fixed minimum or maximum seat count.

Do we have to outsource everything? No. OUTCOME is full managed services, CONTROL is co-managed with your team retaining direction, and TECHNOLOGY is project or consumption work with no ongoing term.

How is it priced? Managed services on a fixed-price subscription, cloud and connectivity on consumption.

Why a 36-month minimum term? Transition-in investment is front-loaded and amortised across the initial term. Specific agreements may vary.

Are you certified? ISO/IEC 27001:2022, certificate 202507-118, valid 1 August 2025 to 1 August 2028, covering emPOWER Infrastructure and managed service offerings. emPOWER Mobile Services is outside that scope.

Are you SOC 2 certified? No. We are compliance-aligned to SOC 2, which is not the same as holding an attestation.

Can we support APRA CPS 234 obligations? We align to CPS 234 and contractually commits to breach notification within 24 hours, supporting the regulated entity's own 72-hour APRA notification requirement. Reporting, review and audit rights are defined in the published terms.

What are the response and resolution times? These are defined in the service catalogue and the schedules attaching to each agreement rather than published here. Request the schedule for the specific services under evaluation.

What happens if we want to leave? Disengagement services and data return obligations are contractually defined. Worth reading before signing.

→ Frequently Asked Questions — Evaluating blueAPACHE → MSP and MSSP Glossary — Managed Services Terms Explained → Comparison and Decision Guides — Four Choices Mid-Market Buyers Face