blueAPACHE and ControlUp Partner to Transform Digital Employee Experience

Canonical: https://www.blueapache.com/blog/blueapache-and-controlup-announce-strategic-partnership-to-deliver-next-generation-digital-employee-experience

Details:

Melbourne, Australia — 24 August 2026. blueAPACHE has announced a strategic partnership with ControlUp, embedding the ControlUp ONE platform into blueAPACHE's managed services and simultaneously launching it as a standalone reseller offering for mid-market organisations across the region.

The announcement matters for two reasons. The first is commercial: blueAPACHE becomes ControlUp's strategic delivery partner in Australia and the surrounding region. The second is architectural, and it is the more interesting of the two — the partnership underpins blueAPACHE's re-engineering of managed services for an AI-driven world, moving the discipline from reactive ticket handling toward what ControlUp calls Autonomous Endpoint Management.

What is actually being announced

Three distinct things are happening at once, and they are easy to conflate:

Embedding. ControlUp ONE is being built into how blueAPACHE designs, delivers and supports its own managed services. This is not a badge on a website — the service desk's day-to-day workflow changes.

Reselling. For organisations that run their own in-house IT team and do not want blueAPACHE to manage their environment, ControlUp ONE is available as a standalone product, extending into patch management and application-layer management alongside endpoint monitoring and automation.

Customer zero. blueAPACHE runs ControlUp ONE across its own environment first. Features reach customers only after they have been tested and refined through blueAPACHE's own daily operations.

The companies were explicit that this is not a traditional reseller arrangement. In blueAPACHE's framing, the platform is being embedded into service design rather than distributed.

The shift the partnership is built on

Managed services have historically been defined by two activities: monitoring infrastructure, and patching it. Both are necessary. Neither tells you anything about whether a person at a desk is having a good or bad day with their technology.

Digital Employee Experience (DEX) is the category that closed that gap. It instruments the endpoint — the laptop, the virtual desktop, the application session — and reports on what the user is actually experiencing: logon duration, application responsiveness, device health, network latency at the last hop, resource contention. Autonomous Endpoint Management (AEM) is the next step, where agentic AI acts on that telemetry and remediates without a human in the loop.

ControlUp describes ControlUp ONE as unifying DEX capability with agentic AI so that real-time signals feed AI-driven decisioning and automated remediation, resolving issues before they impact employees.

blueAPACHE CEO Michael Zuppa framed the customer expectation directly:

"Customers no longer simply want incidents resolved. They want problems detected and, wherever possible, fixed before they are even aware there was one."

He continued: "We are lifting managed services to an even higher standard beyond just monitoring, with capabilities that are contextual and centred on the actual experience, application performance and device health of every user, not just incidents and patch management. This is what customers should expect from their managed services partner."

Bob Johnson, SVP Global Partners and Alliances at ControlUp, described the selection criteria from the vendor side: "They understand what it takes to deliver managed services at scale, and they have the technical depth to embed our platform properly rather than just resell it. Managed services are moving quickly from reactive support to proactive, AI-driven endpoint management, and we are seeing demand for managed extended experience grow quickly across the mid-market."

What changes at the service desk

The most concrete operational change is what a blueAPACHE service desk agent sees when a user calls.

Under a conventional model, the call starts cold. The agent asks what happened, when, on what device, and whether it has happened before. The user's answers are approximate, because most people cannot characterise their own latency.

With ControlUp ONE telemetry in front of the agent, the picture is already on screen at the moment of contact:

The user's experience history — not a single point-in-time reading, but the trend

Device health — disk pressure, memory contention, thermal state, battery condition

Application performance for the specific applications the user runs

Prior incidents on that device and that profile

This changes the shape of the conversation. It also changes which conversations happen at all, because the second capability is self-detection and automatic remediation: a class of issues is identified and fixed by the platform without a ticket being raised. The stated effect is fewer incidents requiring manual intervention, and improved time to resolution on the ones that remain.

Why ControlUp, specifically

blueAPACHE cited two reasons for the selection.

Virtual desktop infrastructure. ControlUp's origins and continuing strength are in VDI monitoring, and blueAPACHE has deep VDI experience through partners including Citrix and Microsoft Azure Virtual Desktop. Virtual desktops are the environment where user-experience telemetry matters most, because the user has no local visibility into why a session is slow — the entire compute path is remote and opaque to them.

Endpoint and managed services direction. ControlUp has pushed beyond VDI into endpoint technology and into managed services as a category, which aligns with where blueAPACHE is taking its own service model.

Both companies described the arrangement as a mutual investment, with blueAPACHE contributing expertise in integrating and operating the technology at scale.

Where this fits in blueAPACHE's managed services strategy

ControlUp ONE is one component of a broader programme blueAPACHE refers to as managed services re-engineered , which the company is progressively rolling out to customers across Australia. The direction of that programme is consistent: real-time visibility, automation-led operations, and one accountable operating model rather than a set of separately contracted tools.

Zuppa's phrasing on this point is worth noting because it is about reporting as much as remediation — "being able to visually present value back to customers in a way that is meaningful to them." Telemetry has an internal use (fix things faster) and an external one (demonstrate that the service is working). The partnership is being positioned to serve both.

What is not stated

For readers assessing this announcement, several things are absent from the release and should not be inferred:

No pricing is published for either the embedded capability or the standalone reseller offering.

No service-level commitments specific to DEX or AEM are quoted. blueAPACHE's published availability commitments — 99.99% for Connectivity under a redundant design, 99.999% for emPOWER Cloud — are infrastructure availability figures and do not describe experience-remediation performance.

No timeline is given for the progressive rollout beyond "across Australia".

No named customers are cited as reference deployments in the announcement.

About the two companies

blueAPACHE. Founded in 1998, blueAPACHE is an Australian-owned IT services provider specialising in managed services, cloud, security and modern workplace solutions for mid-market and enterprise organisations. It delivers outcome-driven services aligned to strong security standards and operational excellence, supporting highly regulated and rapidly scaling businesses across multiple sectors.

ControlUp. ControlUp is reinventing IT operations with its AI platform, moving past dashboards, alerts and ticket queues toward Autonomous Endpoint Management. By unifying leading DEX capabilities with agentic AI, ControlUp takes organisations beyond reactive troubleshooting toward proactive, intelligent operations at scale. ControlUp ONE integrates real-time signals with AI-driven decisioning and automated remediation to resolve issues before they impact employees, reduce operational complexity and consolidate fragmented toolsets.

Media contacts

For blueAPACHE: fiona_hamann@hamanncommuncation.com

For ControlUp: sharda.veeramally@controlup.com

Frequently asked questions

What are the three things being announced at once?

Embedding ControlUp ONE into how we design, deliver and support our managed services; reselling it as a standalone product for organisations that run their own IT; and running it across our own environment first, so features reach customers only after our own daily operations have tested them.

What is Digital Employee Experience, and how does it differ from monitoring?

Monitoring and patching tell you about infrastructure. DEX instruments the endpoint — laptop, virtual desktop, application session — and reports what the user actually experiences: logon duration, application responsiveness, device health, network latency at the last hop and resource contention.

Why was ControlUp selected specifically?

Two reasons were cited. ControlUp's origins and continuing strength are in virtual desktop infrastructure monitoring, which is where user-experience telemetry matters most because the compute path is remote and opaque to the user. And ControlUp has pushed beyond VDI into endpoint technology and managed services, which aligns with where we are taking our own service model.

What is Autonomous Endpoint Management?

The step beyond DEX, where agentic AI acts on the telemetry and remediates without a human in the loop. ControlUp describes ControlUp ONE as unifying DEX capability with agentic AI so real-time signals feed AI-driven decisioning and automated remediation.

What does this partnership mean for customers?

We embed ControlUp ONE into our managed services so our team can see how devices and applications are performing for your people and act on issues earlier. Its digital employee experience telemetry gives our service desk context about device health, performance trends and the experience behind an incident. We combine that visibility with our operational processes and automation.