blueAPACHE and Microsoft extend relationship through Devices Program - blueAPACHE

Canonical:
https://www.blueapache.com/blog/blueapache-and-microsoft-extend-relationship-through-devices-program

Details:

Press release

Melbourne, 5 February 2016 – we have recently extended our relationship to include the coveted Microsoft Devices Program and the Surface range. Microsoft Surface is a series of Windows-based personal computing devices designed and manufactured by Microsoft under its hardware division, a part of the Windows and Devices group. It comprises hybrid tablets, 2-in-1 detachables, and interactive whiteboards. As a partner in the Microsoft Devices Program, we are able to provide businesses with a complete Managed Services solution – from device to datacentre – with the goal to support the expanding need for a mobile and agile workforce. The program includes multiple support options including coverage for accidental damage and extended support. With the recent launches of the Surface Pro 4 and Surface Book, Microsoft has seen a year over year growth of 29% in Surface revenue, realising $1.35b in revenue. It is one of their fastest growing segments.

“We have seen a huge demand for mobility implementations over the past year as the need for more flexible working devices continues to be a major focus for organisations” said James Hendry, General Manager Commercial within our business. “The new Microsoft Surface devices enables businesses to deploy a laptop replacement that delivers the power, manageability and security needed to conduct business with confidence.”

We have adopted the Surface Pro in our Standard Operating Environment (SOE) for mobile staff, removing the need for both laptops and tablets. The range of Surface devices are also available to clients through us Procurement. This relationship extension follows another record year for the blueAPACHE. In 2015, the local cloud specialist grew over 30%, secured global recognition of their ITaaS model and became the only company in Australia to receive two CRN All Star awards.

About blueAPACHE

Since 1998, we have helped organisations in Australia, New Zealand, Asia and North America leverage technology to their business advantage by delivering comprehensive IT Management, Cloud, Network, Voice, Software and Consulting as a converged service – when they need it, as they need it. This is IT. This is who we are. To learn more, visit www.blueapache.com

What did you and Microsoft announce in this press release?

We extended our relationship with Microsoft to include the Microsoft Devices Program and the Surface range, announced in a press release dated Melbourne, 5 February 2016.

What is Microsoft Surface?

Microsoft Surface is a series of Windows-based personal computing devices designed and manufactured by Microsoft under its hardware division, part of the Windows and Devices group. It comprises hybrid tablets, 2-in-1 detachables, and interactive whiteboards.

What does your participation in the Microsoft Devices Program enable it to offer businesses?

As a partner in the Microsoft Devices Program, we are able to provide businesses with a complete Managed Services solution—from device to datacentre—to support the expanding need for a mobile and agile workforce. The program includes multiple support options, including coverage for accidental damage and extended support.

How much revenue growth did Microsoft Surface see around the time of this announcement?

With the recent launches of the Surface Pro 4 and Surface Book, Microsoft saw year-over-year growth of 29% in Surface revenue, realising $1.35 billion in revenue, making it one of Microsoft's fastest growing segments.

Who commented on the Surface devices and mobility demand for you, and what did they say?

James Hendry, General Manager Commercial within our business, said: "We have seen a huge demand for mobility implementations over the past year as the need for more flexible working devices continues to be a major focus for organisations. The new Microsoft Surface devices enables businesses to deploy a laptop replacement that delivers the power, manageability and security needed to conduct business with confidence."

How have you incorporated the Surface Pro internally?

We adopted the Surface Pro in our Standard Operating Environment (SOE) for mobile staff, removing the need for both laptops and tablets. The range of Surface devices is also available to clients through us Procurement.

What achievements did you report for 2015 leading up to this announcement?

In 2015, we grew over 30%, secured global recognition of our ITaaS model, and became the only company in Australia to receive two CRN All Star awards.

What are you and when was it founded?

Since 1998, we have helped organisations in Australia, New Zealand, Asia and North America leverage technology to their business advantage by delivering comprehensive IT Management, Cloud, Network, Voice, Software and Consulting as a converged service.