# We expand our Brisbane team and increase investment in Queensland - blueAPACHE

Canonical: https://www.blueapache.com/blog/blueapache-expands-brisbane-team-increases-investment-in-queensland-to-meet-demand

## Details:

2016

### *Press release*

Award-winning IT as a Service (ITaaS) provider, we have significantly expanded our operations in Brisbane's Fortitude Valley, responding to strong demand from a thriving local business market. Following significant growth in Queensland, we have transferred long-term Victorian executive, Andrew Bird, to lead the Brisbane operations as their new Territory Manager.

"Andrew is firmly entrenched in our management team, so we have essentially moved one of our star performers to Queensland. This demonstrates the level of potential that we see in the region." explained Chris Marshall, founder and CEO of us. "The local economy has bounced back very well from the downturn in mining and resources, and smart businesses are investing in their future through technology."

The Queensland push has also resulted in new hires for the Brisbane account management and service centre teams, plus significant expansion to local datacentre infrastructure. We offer traditional technology – network, cloud, telephony, managed services and support, disaster recovery and security – but delivers it as a simple, converged service. Providing business-critical technology as a service means clients can benefit from the latest technology offerings without committing valuable capital to costly infrastructure, and be supported by a national team of engineers and industry specialists. Long-standing Queensland customers include KWB Group, owners of the Kitchen Connection and Wallspan brands. KWB Group experienced the business continuity benefits of an outsourced ITaaS environment first-hand when the Queensland floods struck in 2011. The company was able to close their at-risk retail outlets, and by requesting that blueAPACHE re-route key technology and communications services to another store, were able to maintain business operations and mitigate potential downtime. The scalability of ITaaS allows KWB Group to expand much more easily than was previously possible, reducing limitations and simplifying new store openings. Effectively, 'switching on' a new retail outlet takes one phone call to us. "We can plug everything in and have it work straight away. There is so much less complexity than before," said Chris Palin, CFO of KWB Group. Andrew Bird said of his new deployment: "we have been experiencing significant national growth since well before I joined the business eight years ago, and I'm thrilled to be a part of the continued expansion.

"Queensland has unique requirements – particularly in areas such as disaster recovery – and I am looking forward to showing organisations how they can reduce their technology investment, realise a genuine return on investment, and improve their business continuity profile with the new ITaaS model."

The Queensland state government cites a competitive tax environment, a growing, diverse economy and solid population growth as leading factors behind an increase in business investment. Marshall continued: "this expansion underlines our belief in the positive growth of Queensland. We now have additional resources on hand to take care of our existing customers, as well as expand the services we offer to new customers among the many Queensland companies who are on a similar growth

trajectory.” This expansion follows another record year for the blueAPACHE. In 2015, the local cloud specialist grew over 30%, secured global recognition of their ITaaS model and was showcased by HP around the world for their Australian Cloud platform.

## *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 announce in this press release?*

We announced that it had significantly expanded our operations in Brisbane's Fortitude Valley, responding to strong demand from a thriving local Queensland business market, including new hires for account management and service centre teams and expanded local datacentre infrastructure.

## *Who was appointed to lead your Brisbane operations, and what was his role?*

Andrew Bird, a long-term Victorian executive within our business, was transferred to Brisbane to lead operations as the new Territory Manager.

## *What did you CEO Chris Marshall say about the move of Andrew Bird to Queensland?*

Chris Marshall, founder and CEO within our business, said, "Andrew is firmly entrenched in our management team, so we have essentially moved one of our star performers to Queensland. This demonstrates the level of potential that we see in the region," adding that the local economy had bounced back well from the mining and resources downturn and smart businesses were investing in their future through technology.

## *What services do you provide under its ITaaS model?*

We offer traditional technology—network, cloud, telephony, managed services and support, disaster recovery and security—delivered as a simple, converged service, allowing clients to benefit from the latest technology without committing capital to costly infrastructure, supported by a national team of engineers and industry specialists.

## *How did you help KWB Group during the 2011 Queensland floods?*

When the Queensland floods struck in 2011, KWB Group (owners of the Kitchen Connection and Wallspan brands) was able to close at-risk retail outlets and, by requesting that we re-route key technology and communications services to another store, maintained business operations and mitigated potential downtime.

## *What did KWB Group's CFO say about the scalability of your ITaaS model?*

Chris Palin, CFO of KWB Group, said the scalability of ITaaS made expanding much easier, noting, "We can plug everything in and have it work straight away. There is so much less complexity than before," referring to opening new retail outlets with essentially one phone call to us.

### *What did Andrew Bird say about his new role leading Queensland operations?*

Andrew Bird said we had been experiencing significant national growth since well before he joined the business eight years earlier, and he was thrilled to be part of the continued expansion, noting Queensland has unique requirements—particularly around disaster recovery—and expressing enthusiasm for showing organisations how to reduce technology investment, realise genuine ROI, and improve business continuity with the ITaaS model.

### *What factors did the Queensland state government cite as driving business investment in the state?*

The Queensland state government cited a competitive tax environment, a growing, diverse economy and solid population growth as leading factors behind an increase in business investment.

### *How did you perform in the year prior to this Queensland expansion?*

The expansion followed another record year for us: in 2015, we grew over 30%, secured global recognition of our ITaaS model, and was showcased by HP around the world for our Australian Cloud platform.

### *What is your company background as described in the release?*

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 and as clients need it.