

We launch Experience Division to Focus on Global Growth - blueAPACHE

Canonical: <https://www.blueapache.com/blog/blueapache-launches-experience-division>

Details:

James Bubbers To Head New Business Unit to Turbocharge Customer and Employee Experience

Melbourne, November 2, 2022: We today announced the launch of a new experience business unit to support the company scale for global growth and continue to drive customer success. The new business unit will be led by James Bubbers as General Manager Experience and will bring together the employee and customer delivery teams to enhance both the internal and external experience. Bubbers originally joined us four years ago as General Manager of Operations and will now oversee our key customer facing teams, including service delivery and end user help desk services, talent acquisition and people operations. The new division will empower every employee to drive a positive impact on both the employee and customer experience as well as encourage innovation and engagement.

"Through the creation of our experience business unit, blueAPACHE is putting both employee experience and customer experience at the heart of what we do whilst staying true to our DNA of technical excellence," says Chris Marshall, Founder and Managing Director, blueAPACHE.

In the 12 months to June 2022, we achieved over 20 per cent revenue growth, and broke through the \$60 million revenue mark. Supporting this global growth, headcount surpassed 250 in FY22 and with strong momentum this will continue to grow throughout this new financial year.

"When I joined blueAPACHE four years ago we were focusing on providing scalable operations for customers," says James Bubbers, General Manager Experience. "Today, now that we are continuing to grow globally, with a globally dispersed team, how we maintain and nurture our culture is front of mind for the new experience business unit. We need to ensure that our people are supported and feel connected, regardless of their location, to sustain our people driven competitive advantage. I'm relishing the opportunity to ensure our teams are empowered to deliver great outcome-based services centred around a strategy that customer experience and innovation is a responsibility shared across the blueAPACHE business."

Earlier this year, we were honoured in winning CyberArk Global MSP of the Year, Rapid 7 APAC's Fastest Growth Partner of the Year, Fortinet Growth Partner of the Year and the HPE Service Provider of the Year. The company also extended its cloud migration partnership for three more years with Brotherhood of St Laurence and is driving growth for IT as a service by delivering on project service and infrastructure procurement.

"The new experience business unit is an evolution of our organisation as a fast-growing business which will help us to scale and gear blueAPACHE to successfully deliver on the promise to our customers, working together to drive strategic transformations that support their organisational objectives through the provision of IT services excellence," says Marshall.

About blueAPACHE

Since 1998, we have been helping organisations access technology to their business advantage. We achieve this by providing IT management, IT strategy, and converged IT services to clients across Australia, UK, Asia, and North America. We are renowned for helping organisations grow by removing

the IT capital investment required to fund expansion. By delivering IT-as-a-Service, we have revolutionised the way organisations access technology and communications with affordable solutions that provide true scalability, elasticity, and agility. Our team of industry specialists work together to provide outstanding solutions to complex technology problems. In addition to taking ownership of clients' IT challenges, they leverage technology to improve business performance, align strategy, and drive their business objectives. With technical expertise, experience, and infrastructure, we are the ideal technology partner for organisations looking for a professional IT services partner that will enable them free up capital expenditure and focus on their core business – knowing that their IT is aligned to their needs, tailored for their objectives, and underpinned by a team of industry experts.

What is the blueAPACHE Experience Division and when was it launched?

Our Experience Division is a new business unit launched by managed services provider blueAPACHE, announced on November 2, 2022 in Melbourne, to support our global growth and continue driving customer success.

Who leads your new Experience Division?

James Bubbers leads the Experience Division as General Manager Experience. He originally joined us four years earlier as General Manager of Operations and now oversees key customer-facing teams, including service delivery, end user help desk services, talent acquisition, and people operations.

What is the purpose of your Experience Division?

The Experience Division brings together the employee and customer delivery teams to enhance both internal and external experience. It aims to empower every employee to drive a positive impact on employee and customer experience while encouraging innovation and engagement, reflecting the recognition that employee satisfaction directly influences customer satisfaction.

What did Chris Marshall say about the creation of the Experience Division?

Chris Marshall, Founder and Managing Director within our business, said: "Through the creation of our experience business unit, blueAPACHE is putting both employee experience and customer experience at the heart of what we do whilst staying true to our DNA of technical excellence."

What did James Bubbers say about maintaining company culture amid global growth?

James Bubbers said that as we continue to grow globally with a globally dispersed team, maintaining and nurturing culture is front of mind for the new experience business unit, adding that people need to feel supported and connected regardless of location to sustain our people-driven competitive advantage.

What financial and growth results had you achieved around the time of this announcement?

In the 12 months to June 2022, we achieved over 20 per cent revenue growth and broke through the \$60 million revenue mark. Headcount surpassed 250 in FY22, with continued growth expected into the new financial year.

What awards and partnerships had you achieved prior to launching the Experience Division?

Earlier in 2022, we won CyberArk Global MSP of the Year, Rapid7 APAC's Fastest Growth Partner of the Year, Fortinet Growth Partner of the Year, and HPE Service Provider of the Year. The company also extended its cloud migration partnership for three more years with Brotherhood of St Laurence and was driving growth for IT as a service through project services and infrastructure procurement.

How long have you been operating and what services does it provide?

We have been operating since 1998, helping organisations access technology to their business advantage by providing IT management, IT strategy, and converged IT services to clients across Australia, UK, Asia, and North America.

How do you describe its IT-as-a-Service approach?

We are renowned for helping organisations grow by removing the IT capital investment required to fund expansion. By delivering IT-as-a-Service, it has revolutionised how organisations access technology and communications with affordable solutions providing scalability, elasticity, and agility.