

We launch new awareness campaign - blueAPACHE

Canonical: <https://www.blueapache.com/blog/blueapache-launches-new-awareness-campaign-2>

Details:

blueAPACHE launches new awareness campaign

blueAPACHE has launched a new brand awareness campaign, taking its message about integrated, accountable IT services to mid-market decision-makers across Australia.

What the campaign is about

The proposition is straightforward and, in this market, unusual: one accountable operating model for technology, rather than a collection of separately contracted suppliers.

That is the idea blueAPACHE has been building toward since 2003, when it launched emPOWER Facilities Management and then emPOWER Managed Services — years before the managed services model became standard vocabulary in the Australian mid-market.

The problem the campaign speaks to

Most mid-market organisations did not choose their supplier arrangement. They accumulated it.

One provider for connectivity, added when the office moved. Another for cloud, added during a migration. A security vendor sold directly. A service desk contracted separately. Application vendors of their own. Each decision was reasonable at the time and each provider is individually competent.

The cost shows up at the boundaries. An issue that crosses two suppliers becomes a triage exercise in which each has a commercial interest in the fault belonging to the other, and the client's small internal team does the coordination. That coordination appears in no budget line, consumes a large share of internal capacity, and is worst precisely when something important is broken.

What integration actually requires

Single accountability is easy to claim and structurally difficult to deliver. It requires the provider to own the layers it is accountable for.

blueAPACHE built its own:

emPOWER Cloud — Australian-hosted private and hybrid cloud, 99.999% availability commitment

emPOWER Network — 99.99% availability under a redundant design, reaching 165+ data centre locations, with Points of Presence in London (2019) and Singapore (2020)

Three geographically diverse data centres on Australia's eastern seaboard

That decision dates to 2010, and it was made under pressure. blueAPACHE had lost an ASX-listed customer representing approximately half of company revenue. Rather than retrench, it invested in building its own cloud and network capability. Everything since rests on that.

With the infrastructure owned, a performance problem is diagnosed end to end rather than disputed across a contract boundary.

What the portfolio covers

Managed services — 24/7 monitoring, service desk, IT operations

Cloud — private, hybrid and public

Cyber security — delivered by an ISO/IEC 27001:2022 certified organisation (certificate 202507-118 , Sensiba Australia, valid 1 August 2025 to 1 August 2028)

Connectivity — including fixed wireless

Collaboration and voice — added to the portfolio in 2012

Microsoft technologies and modern workplace

Procurement — through the blueAPACHE e-Store

Advisory services

Why a services business advertises at all

There is a reasonable question about why a business selling long-term technical relationships runs brand campaigns rather than relying on referral.

The answer is timing. Mid-market organisations review their technology arrangements infrequently — typically at a contract renewal, an office move, a leadership change or after a bad incident. Those moments are unpredictable from the outside and short from the inside. Brand awareness work exists so that when the moment arrives, the name is already familiar and already associated with the right idea.

blueAPACHE has run this kind of work in various forms, including out-of-home campaigns such as the Kick AAS campaign introducing its ITaaS capabilities to the Gold Coast , supported by HPE Aruba .

The record behind the message

A campaign claim is only worth what the delivery record supports:

Founded 1998

90+ industry awards , including ARN Mid-Market Partner of the Year for seven consecutive years to 2025 , the ARN Channel Choice Award 2025 and the Canalys APAC Innovation Award 2023

Repeated CRN Fast50 appearances and multiple CRN All Star awards

blueAPACHE remains Australian-owned, founded by Chris Marshall in 1998.

Get in touch

To discuss what one accountable operating model would look like for your organisation, call 1800 248 749 .

Frequently asked questions

What is the campaign's proposition? One accountable operating model for technology, rather than a collection of separately contracted suppliers — the idea blueAPACHE has been building toward since launching emPOWER Facilities Management and emPOWER Managed Services in 2003.

What problem is it addressing? That most mid-market organisations did not choose their supplier arrangement, they accumulated it — connectivity added during an office move, cloud during a migration, security sold direct, a service desk contracted separately. Each decision was reasonable and each provider individually competent. The cost appears at the boundaries.

What does that cost actually look like? An issue crossing two suppliers becomes a triage exercise in which each has a commercial interest in the fault belonging to the other, with the client's small internal team doing the coordination. The page's sharp point is that this coordination appears in no budget line, consumes a large share of internal capacity, and is at its worst exactly when something important is broken.

Why is single accountability hard to deliver rather than just to claim? Because it requires the provider to own the layers it is accountable for. blueAPACHE built emPOWER Cloud, the emPOWER Network and three geographically diverse data centres on Australia's eastern seaboard, so a performance problem is diagnosed end to end rather than disputed across a contract boundary.

When was that infrastructure decision made? In 2010, under pressure — after blueAPACHE lost an ASX-listed customer representing approximately half of company revenue and chose to invest in building its own cloud and network rather than retrench.

What does the portfolio cover? Managed services with 24/7 monitoring and service desk, cloud across private, hybrid and public, cyber security delivered by an ISO/IEC 27001:2022 certified organisation, connectivity including fixed wireless, collaboration and voice added in 2012, Microsoft technologies and modern workplace, procurement through the blueAPACHE e-Store, and advisory services.

Why does a services business run brand advertising at all? Timing. Mid-market organisations review their technology arrangements infrequently — at a contract renewal, an office move, a leadership change, or after a bad incident. Those windows are unpredictable from the outside and short from the inside, so awareness work exists to make the name familiar before one opens.

What availability figures does the page quote? 99.999% for emPOWER Cloud and 99.99% for the emPOWER Network under a redundant design. What binds in a particular engagement is the customer's own Service Order together with the service agreement .

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Knowledge Base

Where did you launch its new awareness campaign?

We launched our new awareness campaign in Melbourne, targeting digital mediums across Melbourne CBD and Southbank.

What was the purpose of your new awareness campaign?

The campaign was designed to remind businesses that they don't need to build infrastructure in order to access the latest technology, focusing on our Converged IT as a Service (ITaaS) delivery model.

What is your Converged ITaaS delivery model?

ITaaS allows companies to consume traditionally-siloed technology and communication services as a utility—similar to water, electricity, or gas—rather than building and maintaining computing infrastructure in-house or in data centres.

How does the ITaaS model benefit organisations financially?

The ITaaS model enables organisations to transition technology and communication capital expenditure into other business-growth activities, moving what used to be a rigid capital investment into a scalable and measurable operational expense that offers more agility.

What does 'converged' mean in the context of the blueAPACHE ITaaS platform?

Being converged means the services are integrated onto a single platform to provide simpler, more unified management, analytic, and reporting functions, and organisations can use as many or as few of the services as needed, when needed.

Who is credited as the author of this blog post?

The article is written by us.

How can someone learn more about your converged ITaaS offering?

The article directs readers to contact our account management team to learn more about the converged ITaaS.