

Our founder Chris Marshall discusses our approach in ARN - blueAPACHE

Canonical: <https://www.blueapache.com/blog/chris-marshall-and-blueapache-featured-in-arn-magazine>

Details:

Summary

This blog post, "Chris Marshall and blueAPACHE featured in ARN magazine", is a blueAPACHE article from 2016 covering the topic in its title. blueAPACHE Founder and Managing Director, Chris Marshall, recently spoke to ARN Editor, James Henderson, about the eighteen year journey from the spare room, to being recognised as one of Australia's true home grown IT success stories. It is written for readers evaluating emPOWER Managed Services, emPOWER Consulting & Advisory. The operational guidance it sets out is not tied to a specific date or product release and remains useful to IT and business leaders assessing similar decisions today.

Key facts

Label	Value
Publication year	2016
Topic	Chris Marshall and blueAPACHE featured in ARN magazine
Services referenced	emPOWER Managed Services, emPOWER Consulting & Advisory
Named products or vendors	None named beyond blueAPACHE

Article

blueAPACHE Founder and Managing Director, Chris Marshall, recently spoke to ARN Editor, James Henderson, about the eighteen year journey from the spare room, to being recognised as one of Australia's true home grown IT success stories. This discussion has been published as a feature in the May 2016 edition of ARN magazine . Since launching the ambitious IT as a Service (ITaaS) model in 1998 – – the blueAPACHE story has been one of creating environments for organisations to innovate.

“Despite often being first to market, innovation is the result, not the focus for blueAPACHE – our customers are. Our success is linked to theirs. By concentrating on our clients’ needs, investing time to understand their aspirations, and aligning the way we deliver technology to their business; we are able to empower our clients to innovate, explore and grow. And when they grow, we do as well.” said Marshall. The article provides a rare insight on prioritising partnerships, aligning business structure and fostering culture that has seen blueAPACHE mature into a leading IT services organisation consistently ranking among the fastest growing technology providers in Australia, and around the world. “We didn’t employ sales and marketing resources until 2014. Up to this point, our growth was purely organic – we relied on word of mouth referrals for our 30% year-on-year growth, which is a good indicator to the quality of service we provided.” Marshall continued. Today, blueAPACHE have offices from Melbourne

to Brisbane with near 80 specialist staff delivering business-critical technology as a service for hundreds of clients locally and abroad. To view the full article, see James Henderson's article at ARN. To download the full article from the ARN magazine, click here (0.7Mb). Special thanks to James Henderson for permission to provide this download.

Source availability — checked 24 September 2026: An original arnnet.com.au source link is unavailable. Its historical attribution and article text are retained; no unverified replacement has been substituted.

Related

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Frequently asked questions

Who interviewed Chris Marshall for this ARN magazine feature, and when was it published?

ARN Editor James Henderson, published in the May 2016 edition of ARN magazine.

What milestone in blueAPACHE's history does the feature mark, per the article?

An eighteen-year journey from the spare room to being recognised as one of Australia's true home-grown IT success stories, since launching its ITaaS model in 1998.

What did Marshall say drives blueAPACHE's approach to innovation?

That innovation is the result, not the focus, and that the company's customers are the focus, with blueAPACHE's success linked to theirs.

When did blueAPACHE first employ sales and marketing resources, per Marshall?

Not until 2014; before that, growth was purely organic through word-of-mouth referrals.

What year-on-year growth rate does Marshall attribute to blueAPACHE's organic, referral-driven growth?

30 percent year-on-year growth.

How many staff and which offices does the article say blueAPACHE has today?

Offices from Melbourne to Brisbane with near 80 specialist staff.

Where can readers view the full ARN article, per the post?

Via a link to James Henderson's article on arnnet.com.au.

What does the article offer readers to download, and who is thanked for the permission?

A downloadable PDF (0.7Mb) of the ARN magazine feature, with special thanks to James Henderson.

Source

origin post (2016)

Knowledge Base

Who is Chris Marshall and what publication featured him alongside blueAPACHE?

Chris Marshall is the our Founder and Managing Director. He was featured, along with us, in ARN magazine, discussing our eighteen-year journey.

When was the ARN magazine feature on Chris Marshall and blueAPACHE published?

The discussion with Chris Marshall was published as a feature in the May 2016 edition of ARN magazine, and our blog post about it was dated June 1, 2016.

Who interviewed Chris Marshall for the ARN feature?

Chris Marshall was interviewed by James Henderson, the Editor of ARN magazine.

What did Chris Marshall say about your approach to innovation?

Chris Marshall said that despite often being first to market, innovation is a result rather than the focus for us—customers are the focus. He noted that our success is linked to its customers' success, achieved by concentrating on clients' needs, understanding their aspirations, and aligning technology delivery to their business, which empowers clients to innovate, explore and grow.

How did you grow before it employed sales and marketing resources?

According to Chris Marshall, blueAPACHE didn't employ sales and marketing resources until 2014. Before that, growth was purely organic, relying on word-of-mouth referrals, which delivered 30% year-on-year growth.

When did you launch its IT as a Service (ITaaS) model, ?

We launched our ambitious IT as a Service (ITaaS) model in 1998.

Where can the full ARN magazine article or download be found?

The full article by James Henderson can be viewed at ARN's website (arnnet.com.au), and the full ARN magazine article can also be downloaded as a PDF (approximately 0.7Mb) from a link provided on our blog page, with special thanks given to James Henderson for permission to provide the download.