Our Huntress offering gives internal teams more choice - blueAPACHE

Canonical:
https://www.blueapache.com/blog/security-brief---blueapache-expands-huntress-tie-up-with-reseller-option

Details:

Summary

This page carries Security Brief's trade coverage of 4 September 2026, reporting that blueAPACHE has expanded its partnership with Huntress to include a reseller offering alongside the two companies' existing managed services relationship. Australian organisations can now either buy Huntress software through blueAPACHE and run it with their own security team, or take it as part of a managed security service delivered by blueAPACHE. The products named are Managed EDR and Managed ITDR, positioned to extend existing Microsoft Defender and Microsoft Entra deployments. It is press coverage of a commercial announcement rather than a blueAPACHE service description, and its detail reflects the date of publication. The same announcement was reported by Channel Life and IT Brief Australia on the same day, and carried as blueAPACHE's own 31 August media release by the Cairns Post, the Geelong Advertiser and the Gold Coast Bulletin.

Key facts

Label	Value
Outlet	Security Brief (SecurityBrief)
Publication date	4 September 2026
Announcement	Reseller offering added alongside the existing managed services relationship
Products in scope	Huntress Managed EDR and Managed ITDR
Microsoft platforms named	Microsoft Defender, Microsoft Entra, Microsoft Business Premium
Target segment	Mid-market and smaller businesses
Prior relationship	More than a year of managed services collaboration
Huntress Australian headcount	24 in June 2024 to 68 in July 2026, a stated 183 per cent increase
Executives quoted	Michael Zuppa (Chief Executive Officer, blueAPACHE); Tuan Nguyen (Vice President of Channels and Alliances, Huntress)
blueAPACHE founded	1998

Article

blueAPACHE has expanded its partnership with Huntress to include a reseller offering, giving Australian organisations a second way to buy Huntress through blueAPACHE.

The new arrangement adds a direct resale model alongside the companies' existing managed services relationship. Customers can now either buy Huntress software through blueAPACHE for their internal security teams or take it as part of a managed security service run by blueAPACHE.

The expansion is aimed at mid-market and smaller businesses that want more choice in how they deploy security tools. It also broadens our security portfolio at a time when many customers are looking to build on Microsoft products they already use rather than replace them.

Products in scope include Managed EDR and Managed ITDR. Those services can extend monitoring, detection and response across environments using Microsoft Defender and Microsoft Entra, including organisations standardised on Microsoft Business Premium.

The reseller model marks a shift in the companies' relationship after more than a year of working together on managed services. Until now, customers wanting Huntress through blueAPACHE have largely accessed it as a service delivered by the provider rather than as a product they could buy and operate more directly.

That distinction matters for customers with in-house security resources. Businesses with their own cyber teams may want direct access to tools while keeping day-to-day control, while others may prefer to outsource more of the operational workload.

Michael Zuppa, Chief Executive Officer at blueAPACHE, linked the expansion to the company's broader Microsoft-focused security practice.

"Mid-market and SMB businesses need security that fits how they operate without compromising on protection against today's most complex threats," said Michael Zuppa, Chief Executive Officer at blueAPACHE.

"As Microsoft's Partner of Choice for Security Services for SMB and mid-market, we're focused on helping customers get more from their existing Microsoft investments without compromising on the end-to-end security they need. Expanding our partnership with Huntress means strengthening security across customers' environments and freeing their teams to stay focused on the security priorities that matter most to their business," said Zuppa.

Regional growth

The announcement comes as Huntress continues to build its presence in Australia. Its local headcount rose from 24 in June 2024 to 68 in July 2026, a 183 per cent increase over two years, as it invested in regional channel and reseller operations.

For Huntress, the blueAPACHE agreement adds another route into the Australian mid-market through a partner with an established managed services business and a customer base already using Microsoft security products. For blueAPACHE, it provides another option for customers that do not want a fully outsourced service model.

Tuan Nguyen, Vice President of Channels and Alliances at Huntress, said blueAPACHE was well placed to address local demand.

"Working with blueAPACHE gives us a partner who already understands what Australian mid-market organisations need from a security platform," said Tuan Nguyen, Vice President of Channels and Alliances at Huntress.

"With this expansion in our partnership, blueAPACHE is opening more pathways to enterprise-grade protection with Huntress, giving businesses of all sizes the speed and flexibility to deploy security in the way that works best for them," said Nguyen.

The move also reflects a broader pattern in the security channel, where vendors and service providers offer both product resale and managed delivery to meet different customer operating models. In the mid-market in particular, some companies have internal IT and security staff but lack round-the-clock coverage, while others rely on outside providers for monitoring and response.

By offering both routes, blueAPACHE can target organisations that want to retain more internal control as well as those looking to hand over more of the operational burden. The focus on Microsoft environments suggests demand among customers seeking to add detection and response layers around tools they already license.

Huntress also said it continues to extend its security posture management work across identity and endpoint, which could make additional parts of its platform available to blueAPACHE customers over time. The current expansion centres on widening access through the channel rather than changing the core structure of the existing managed services tie-up.

Founded in 1998, blueAPACHE is an Australian-owned IT services provider focused on managed services, cloud, security and workplace technology for mid-market and enterprise customers. Huntress operates globally in cybersecurity, with a growing presence in Australia through its channel and reseller network.

Other coverage of this announcement

blueAPACHE announced this once, on 31 August 2026. The pages below are the other seven records of that single announcement on this site — the media release itself, the newspapers that carried it, and the trade press that reported it. They differ in length and emphasis rather than substance.

blueAPACHE media release — the original announcement, 31 August 2026

Cairns Post — carries the release, 31 August 2026

Geelong Advertiser — carries the release, 31 August 2026

Gold Coast Bulletin — carries the release, 31 August 2026

MSSP Alert — short trade summary, 1 September 2026

Channel Life — trade coverage, 4 September 2026

IT Brief Australia — trade coverage, 4 September 2026

Related

emPOWER Security

Managed Detection and Response

Microsoft Practice

blueAPACHE emPOWER services

Frequently asked questions

What changed in the blueAPACHE and Huntress partnership?

blueAPACHE added a reseller offering to the managed services relationship the two companies already had. Australian organisations can now buy Huntress software through blueAPACHE for their internal security teams, or take it as part of a managed security service run by blueAPACHE.

Which Huntress products does the reseller arrangement cover?

The report names Managed EDR and Managed ITDR. It states those services can extend monitoring, detection and response across environments using Microsoft Defender and Microsoft Entra, including organisations standardised on Microsoft Business Premium.

Who is the reseller option aimed at?

Mid-market and smaller businesses that want more choice in how they deploy security tools. The report notes that the distinction matters most for customers with in-house security resources, who may want direct access to tools while keeping day-to-day control, as against those who prefer to outsource more of the operational workload.

What does the report say about Huntress in Australia?

That its local headcount rose from 24 in June 2024 to 68 in July 2026, described as a 183 per cent increase over two years, as it invested in regional channel and reseller operations.

Does the expansion change the existing managed services arrangement?

The report states that the current expansion centres on widening access through the channel rather than changing the core structure of the existing managed services tie-up. It also notes Huntress continues to extend its security posture management work across identity and endpoint, which could make additional parts of its platform available to blueAPACHE customers over time.

Is this a blueAPACHE service description?

No. It is trade press coverage of a commercial announcement. The claim to be "Microsoft's Partner of Choice for Security Services for SMB and mid-market" is quoted from blueAPACHE's Chief Executive Officer rather than independently verified here. For service scope and contractual commitments, see the linked service pages.

Source

Security Brief, "blueAPACHE expands Huntress tie-up with reseller option", 4 September 2026, as republished on the blueAPACHE press page.

Can we buy Huntress through you without outsourcing all our IT?

Yes. We offer a reseller route for customers with internal IT or security teams, alongside our managed security offering. We work with you on the products, implementation and operating responsibilities that fit your organisation.

What does Huntress add to your Microsoft security services?

We use Huntress Managed EDR and Managed ITDR to support endpoint and identity detection and response in Microsoft-centric environments. Our team helps bring the technology, implementation and response arrangements together around your requirements.