

Our e-Store: IT purchasing made simple - blueAPACHE

Canonical: <https://www.blueapache.com/blog/the-blueapache-e-store-it-purchasing-made-simple>

Details:

IT procurement is one of the quietest sources of cost and friction in a mid-market business. Not because any single purchase is difficult, but because the process around it — quoting, approval, ordering, receipting, asset recording, warranty tracking — is repeated hundreds of times a year and rarely designed.

The blueAPACHE e-Store exists to remove that friction: a dedicated online purchasing portal giving clients direct access to hardware, software and licensing at pre-agreed pricing, with the ordering process integrated into how their environment is already managed.

The problem it solves

A typical mid-market hardware purchase looks like this: someone needs a laptop; they email IT; IT emails a reseller; a quote comes back two days later; it goes to a manager for approval; the manager asks whether it is the right specification; IT confirms; a purchase order is raised; the order is placed; the device arrives at a loading dock; someone works out whose it is; it is imaged, configured, and eventually handed over.

Elapsed time: often two to three weeks. Actual work: perhaps ninety minutes. The gap is entirely process.

Multiply that by every laptop, monitor, dock, licence and peripheral across a year, and procurement becomes a material drag on both IT capacity and the experience of every new starter.

What the e-Store provides

A curated catalogue, not an open marketplace

The most valuable feature is the one that sounds least exciting: the catalogue is restricted to a standard product set agreed with your organisation .

That means a manager ordering a laptop chooses from devices already validated against your environment — supported by your management tooling, compatible with your imaging process, covered by the warranty terms you have agreed, and consistent with what your service desk knows how to support.

Standardisation is not bureaucratic preference. Every non-standard device in an estate carries a long tail of cost: a driver set nobody else uses, a dock that fits nothing else, a warranty with different terms and a different expiry, and a support experience that is slower because it is unfamiliar.

Pre-negotiated pricing

Pricing is agreed in advance, so purchases do not require a quoting round. We hold partnerships across the major vendor ecosystems — including HPE (GreenLake, Primera, Synergy and ProLiant),

Cisco , Microsoft , Citrix , Veeam and Fortinet — and buys at scale on behalf of a client base of mid-market and enterprise organisations.

Ordering integrated with managed services

This is what distinguishes the e-Store from an ordinary reseller portal. Where blueAPACHE manages your environment, an order does not end at delivery — it flows into provisioning, configuration and asset records. The device arrives ready for the person who will use it.

Visibility and control

Order history, approval workflow and spend visibility in one place, rather than reconstructed from email threads and invoices at the end of a quarter.

Where procurement sits in blueAPACHE's model

Procurement is one of the integrated service lines we deliver under a single accountable operating model, alongside managed services, cloud, security, connectivity, collaboration, Microsoft technologies and advisory services.

The reason to run it through the same provider is accountability. When procurement, deployment and support are separately contracted, a failed device becomes a negotiation about whose problem it is — the reseller says the device is fine, the support provider says it was misconfigured, and the user waits. A single accountable party removes that argument entirely.

Practical benefits

Shorter lead time from need to working device , because the quoting and specification loops are eliminated

Predictable cost under pre-agreed pricing, which makes budgeting and forecasting straightforward

A consistent estate , reducing support cost and shortening resolution time

Accurate asset records , because purchases are captured at the point of order rather than reconstructed later

Less IT time on administration , redirected to work that matters

Better warranty outcomes , because entitlement is recorded at purchase rather than looked up during an outage

Getting access

The e-Store is available to blueAPACHE clients. Setting it up involves agreeing your standard product set, configuring approval workflow to match your internal authority levels, and connecting ordering to your existing asset and provisioning processes.

To discuss access, contact blueAPACHE on 1800 248 749 .

Frequently asked questions

What is the blueAPACHE e-Store?

A dedicated online purchasing portal giving blueAPACHE clients direct access to hardware, software and licensing at pre-agreed pricing, with the ordering process integrated into how their environment is already managed.

How is it different from an ordinary reseller portal?

Where blueAPACHE manages the environment, an order does not stop at delivery. It flows through to provisioning, configuration and asset records, so the device arrives ready for the person who will use it.

Can staff order anything they like from it?

No. The catalogue is restricted to a standard product set agreed with your organisation, so every device on offer has already been validated against your environment, your management tooling, your imaging process and the warranty terms you have agreed.

Why does restricting the catalogue save money?

Because every non-standard device carries a long tail of cost — a driver set nobody else uses, a dock that fits nothing else, a warranty with different terms and a different expiry, and a slower support experience because the device is unfamiliar to the service desk.

How much time does the process actually waste today?

On a typical mid-market laptop purchase the elapsed time is often two to three weeks, against perhaps ninety minutes of actual work. The rest is quoting, approval and specification loops.

Do I need a quote for each purchase?

No. Pricing is agreed in advance, which is what removes the quoting round from the process.

Which vendors does the pricing cover?

blueAPACHE holds partnerships across the major vendor ecosystems, including HPE (GreenLake, Primera, Synergy and ProLiant), Cisco, Microsoft, Citrix, Veeam and Fortinet, and buys at scale on behalf of its mid-market and enterprise client base.

How does the e-Store help with approvals and spend visibility?

Order history, approval workflow and spend visibility sit in one place, rather than being reconstructed from email threads and invoices at the end of a quarter.

Why does it matter that procurement and support come from the same provider?

Accountability. When procurement, deployment and support are contracted separately, a failed device becomes an argument about whose problem it is while the user waits. A single accountable party removes that argument.

What does better warranty handling mean in practice?

Entitlement is recorded at the point of purchase rather than looked up during an outage — so when a device fails, the cover is already known rather than being researched while someone is unable to work.

Who can use the e-Store, and how is it set up?

It is available to blueAPACHE clients. Setting it up involves agreeing the standard product set, configuring approval workflow to match your internal authority levels, and connecting ordering to your existing asset and provisioning processes. To discuss access, call 1800 248 749.

Related

emPOWER Procurement — the service line this portal sits within

Introducing the blueAPACHE procurement portal: IT purchasing made simple — the companion announcement

emPOWER Managed Services — the managed environment orders flow into

Vendor partners — the partnerships behind the pre-agreed pricing

End-of-financial-year volume discounts on end user compute — device purchasing at scale
10 reasons why managed services delivers more than technology — the accountability argument in full
Support and service levels — what happens after a device is in use
Service comparison — how the service lines fit together
How to engage blueAPACHE — getting started
emPOWER Microsoft Practice — licensing alongside hardware
Contact — to discuss access

About blueAPACHE

Founded in 1998 , blueAPACHE is an Australian-owned IT services provider with offices in Melbourne, Sydney, Brisbane, London and Miami. The company holds ISO/IEC 27001:2022 certification (certificate 202507-118 , Sensiba Australia, valid 1 August 2025 to 1 August 2028) and has received more than 90 industry awards , including ARN Mid-Market Partner of the Year for seven consecutive years to 2025 .

Knowledge Base

What are the key features of the blueAPACHE e-Store?

The key features are: real-time availability and pricing, full product catalogues from top vendors, instant ordering and tracking, and it is free for all our customers.

Is the blueAPACHE e-Store free to use?

Yes, the blueAPACHE e-Store is free for all our customers.

What kinds of products can be purchased through the blueAPACHE e-Store?

The portal is built for sourcing items such as laptops, accessories, and everyday IT essentials, in addition to broader IT hardware and consumables.

How do I access the blueAPACHE e-Store?

You can access the blueAPACHE e-Store by logging in at <https://www.blueapache.store/#/login>.

How can a customer get onboarded to the blueAPACHE e-Store?

Customers can contact marketing@blueapache.com to book an onboarding session and get started with the blueAPACHE e-Store.