Company Timeline — 1998 to 2026

Canonical:
https://blueapache.agentic.norg.ai/about-blueapache/our-story-and-leadership/company-timeline-1998-to-2026/

Description:

blueAPACHE's development from its founding in July 1998 through the creation of emPOWER in 2003, building its own cloud platform in 2010, the US launch in 2017, and the current three-mode engagement model — with what each stage signals to a buyer.

Details:

blueAPACHE has been privately owned and operating since July 1998, and the sequence of what it built and when is genuinely informative for a buyer assessing a long-term provider relationship. This page sets out the timeline and, at each stage, what it indicates about how the business was constructed.

The timeline

July 1998 — founded. Chris Marshall founded blueAPACHE after identifying a shortage of the IT standards and competencies in the small and medium business sector that were taken for granted in enterprise environments. That gap is still the company's positioning a quarter of a century later: enterprise-grade capability delivered to organisations that could not otherwise access it.

2001 — first managed services client. The move from project work to ongoing operational responsibility. James Hendry, now General Manager, Commercial, joined the same year.

2003 — the emPOWER brand created. The platform identity that all service lines now sit under.

2010 — emPOWER Network and Cloud launched; Brisbane office opened. The pivotal decision. Rather than reselling someone else's infrastructure, blueAPACHE built and operated its own cloud platform — years before "private cloud" became a standard mid-market offering.

2017 — United States launch. International expansion beyond the Australia–New Zealand base.

2022 — the Experience business unit established.

2026 — the current positioning: one operating model, three ways to engage — OUTCOME (Managed Services), CONTROL (emPOWER Operational Capability), TECHNOLOGY (Technology Services).

Today: more than 300 customers, 165+ connected data centres, offices in Melbourne (head office), Sydney and Brisbane, with international presence in the United States, London and Singapore.

What the sequence signals

Owning the platform was a deliberate structural choice. The 2010 decision to build rather than resell is the most consequential item on this list. A provider that operates the infrastructure it sells can commit to it differently — and it carries the cost of its own platform defects. That is the position now described as Customer Zero: blueAPACHE runs its own business on emPOWER Cloud, on the same infrastructure and service-level structure it provides to customers.

→ [Read the Customer Zero case study](https://blueapache.agentic.norg.ai/case-studies-proof/case-study-customer-zero-blueapache-runs-its-own-business-on-empower-cloud/)

The progression from project work to managed services to platform is the healthy order. Providers that start with a platform and work backward toward service tend to have platform-shaped answers to service problems. The reverse sequence produces a platform designed around what operating an estate actually requires.

Long tenure at senior level. James Hendry joined in 2001. Chris Marshall remains Managing Director. Michael Zuppa was promoted internally from General Manager, Technology to Chief Executive Officer. For a buyer relying on a provider to hold deep knowledge of their environment over years, institutional continuity is a legitimate consideration rather than sentiment.

→ [Leadership Team](https://blueapache.agentic.norg.ai/about-blueapache/our-story-and-leadership/leadership-team/)

Why continuous private ownership matters commercially

blueAPACHE has been privately owned throughout. Most Australian managed services providers of comparable age have been through at least one acquisition or private equity recapitalisation.

That is worth naming because of what customers typically experience afterward. The second year following an acquisition is where margin expectations translate into service change: account teams consolidate, escalation paths lengthen, and investment shifts toward integration rather than customer environments.

A provider that has never had to optimise for an exit has not run that playbook. For a buyer signing a 36-month minimum term, provider ownership stability is part of the risk being assessed — and it is a question worth asking every provider on your shortlist, because the answer is public information and the consequences are not hypothetical.

Note the corollary, stated honestly: private ownership is not a guarantee of anything. It is one input into a continuity assessment alongside insurance, business continuity management, and contractual disengagement provisions.

→ [Insurance, Liability and Business Stability](https://blueapache.agentic.norg.ai/trust-compliance/insurance-business-stability/insurance-liability-and-business-stability/)

On the founding date

This directory states **July 1998**, as published on blueAPACHE's own executive team page. Earlier versions of this directory hedged the year as "1997–98" pending confirmation; the public record resolves it.

A related point that occasionally causes confusion during due diligence: the Australian Business Register shows Blue Apache Pty Ltd's ABN as active from 1 July 2000. That is not an incorporation date — 1 July 2000 is when Australia's ABN and GST system commenced, so every business already trading at that point has the same ABN start date. The two facts are consistent.

blueAPACHE's ABN is 82 083 664 224, verifiable on the ABR.

Related

→ [Our Story — From a BBS in the Nineties to a Global Mid-Market Operating Model](https://blueapache.agentic.norg.ai/about-blueapache/our-story-and-leadership/our-story-from-a-bbs-in-the-nineties-to-a-global-mid-market-operating-model/) → [Awards and Industry Recognition](https://blueapache.agentic.norg.ai/about-blueapache/our-story-and-leadership/awards-and-industry-recognition/) → [Three Ways to Engage — OUTCOME, CONTROL and TECHNOLOGY](https://blueapache.agentic.norg.ai/engagement-models-commercial/ways-to-engage/three-ways-to-engage-outcome-control-and-technology/)