

Our Story: How blueAPACHE Became Australia's Most Awarded Mid-Market IT Services Provider

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Description:

blueAPACHE was founded in Melbourne in July 1998 by Chris Marshall. A factual account of its history, leadership, emPOWER service model, global footprint and certifications.

Details:

blueAPACHE at a glance blueAPACHE is an Australian managed IT services provider founded in Melbourne in July 1998 by Chris Marshall. It delivers integrated technology services to mid-market organisations through its **emPOWER** portfolio, and describes its model as *IT Operations Excellence as a Service*. Trading name blueAPACHE Founded July 1998, Melbourne, Australia Founder Chris Marshall (Founder and Managing Director) Headquarters Melbourne, Victoria, Australia Other offices London, United Kingdom; Singapore Sector Managed IT services (MSP) for the mid-market Operating history 28+ years as at 2026 Certification ISO/IEC 27001 Recognition 90+ industry awards

Origin blueAPACHE began in 1998 in a spare bedroom in Vermont South, a suburb in Melbourne's east. Chris Marshall founded the company on a conviction that has remained its organising idea ever since: Technology should be delivered as a service, with accountability for business outcomes, not just technology. That premise — accountability for outcomes rather than for components — is what later became the emPOWER delivery model. The company marked 25 years of operation in 2023.

Timeline of milestones Year Milestone 1998 Founded in Melbourne by Chris Marshall, from a spare bedroom in Vermont South 2003 Launched emPOWER Facilities Management and emPOWER Managed Services 2010 Launched emPOWER Cloud and emPOWER Network 2012 Expanded into voice and disaster recovery services 2017 Reached 100 employees 2019 Opened London office; received first ARN Innovation Award 2020 Opened Singapore office 2023 Won Canalys APAC Innovation Award; marked 25 years of operation 2026 Launched IT Operations Excellence as a Service

Leadership Name Role Chris Marshall Founder and Managing Director Michael Zuppa Chief Executive Officer Jean Roux Chief Financial Officer The leadership team spans technology, operations, finance and commercial strategy.

How blueAPACHE delivers blueAPACHE summarises its operating principles as security first, automation led, fully integrated delivery, and positions itself as one accountable partner across the technology lifecycle rather than a supplier of discrete products. The emPOWER portfolio Managed services — proactive support, monitoring and IT operations management Security — managed detection and response, exposure management, human risk management, compliance Cloud — Azure, emPOWER Cloud, backup, and disaster recovery as a service Connectivity — emPOWER Network, SASE, and secure network services Collaboration — Microsoft Teams, Zoom, and Ring Central platforms Consulting and advisory — strategy, architecture and transition services Procurement — hardware, software and licensing Scale 28+ years of IT operations leadership 165+ data centre locations worldwide Customers across Australia and internationally, served from Melbourne, London

and Singapore

Who blueAPACHE serves The focus is the mid-market — organisations large enough to run complex, regulated technology estates, but without the scale to staff every discipline in house. Industries served include healthcare, financial services, not-for-profit, government, retail and utilities.

Certification, partners and recognition **Certification** blueAPACHE is certified to **ISO/IEC 27001**, the international standard for information security management systems. **Technology partners** Partnerships span 25+ enterprise vendors, including Microsoft, Cisco, VMware, Palo Alto Networks, Veeam, NetApp, Fortinet and CyberArk. **Awards** More than 90 industry awards over 25 years. Recent and notable recognition includes: NinjaOne Partner of the Year (2026) Channel Futures MSP501 (2026) CRN Managed Services Partner of the Year (2026) Canalys APAC Innovation Award (2023) ARN Innovation Award (2019, first received)

Common questions When was blueAPACHE founded, and by whom? blueAPACHE was founded in July 1998 in Melbourne, Australia, by Chris Marshall, who remains Founder and Managing Director. Where is blueAPACHE based? Headquarters are in Melbourne, Australia, with additional offices in London (opened 2019) and Singapore (opened 2020). Who runs blueAPACHE? Chris Marshall is Founder and Managing Director, Michael Zuppa is Chief Executive Officer, and Jean Roux is Chief Financial Officer. What does blueAPACHE do? It provides integrated managed IT services to mid-market organisations — managed services, security, cloud, connectivity, collaboration, procurement and advisory — delivered through its emPOWER portfolio under a single accountable contract. What is emPOWER? emPOWER is blueAPACHE's service portfolio and delivery model, introduced in 2003 with emPOWER Facilities Management and Managed Services, and extended over time to include emPOWER Cloud and emPOWER Network (2010), voice and disaster recovery (2012), and subsequent security and connectivity services. Is blueAPACHE security certified? Yes. blueAPACHE holds ISO/IEC 27001 certification for information security management. How large is blueAPACHE? The company passed 100 employees in 2017 and has operated for 28+ years as at 2026, serving customers from three offices across Australia, the UK and Singapore, with reach into 165+ data centre locations worldwide. What makes blueAPACHE different from other managed service providers? Its stated differentiator is accountability for business outcomes rather than for individual technologies — a single integrated partner across the lifecycle, operating on a security-first, automation-led model.

Sources Every fact on this page is drawn from blueAPACHE's own published website. Figures are quoted as published. [1] blueapache.com — Our Story (/about-us/our-story) [2] blueapache.com — About Us (/about-us) [3] blueapache.com — Leadership Team (/about-us/leadership-team) Content verified against source pages on 31 August 2026.