Company Profile

Established in 2001, Bluechip Infotech focuses on delivering the latest IT products to a wide channel base, while maintaining a dedicated commitment to first class service. With Australian offices in Sydney, Melbourne, Brisbane, Perth and Adelaide we are committed to our service through localised support.

The key to Bluechip's success is in our strategic implementation of the latest technology, broad access of IT channels and markets driven, highly motivated sales team. Thus, by guaranteeing full comprehensive understanding of products and target markets, we're able to provide cost–effective solutions to our partners.

Bluechip Infotech has a long and successful history dealing with the SMB and Education through our channel partners. Our value is that we bring the Channel and Vendors together to provide solutions through cooperation. For consolidation and improvement, Bluechip Infotech is continuously evolving whilst maintaining hard work in the traditional distribution market. We're always looking to develop into new markets and partnerships with customers and vendors, locally and overseas to help growth and diversification.

Helping your business grow

1. People

Although our business is about providing IT services to customers, our most valuable asset is our staff. People are centric to our business, by understanding our customers' needs, we can find suitable solutions for them.

2. Partnership

Partnership is the key success-element of our business. Many of our channel partners and IT consultants depend on us to provide them with the latest IT products, staff training, and marketing to their customers. We work closely with our vendors to deliver their products and services to our broad channel of partners.

3. Passion

For the past 14 years, our passion for IT technology has kept us in the business. Starting out by supplying PC components and peripherals to IT channels, we've evolved over the years, along with our channel partners who share the same passion with us.
From components to systems and from storage to networking, we're now working on providing virtualization solutions to our channel partners.

Our Aim

- To exceed customer expectations as a truly national distributor of strategic product solutions and services
- To build long-term customer and supplier business relationships
- To provide value for money Hardware / Software / Solutions
- To make it easy for resellers and vendors to do business

Staff

Bluechip Infotech currently has 75+ qualified staff members working nationally.

Bluechip Solutions

End User Computing	Peripherals
acer hp	ATEN crucial LG Targus

UPS	Storage
CyberPower EATON	activeimage Synology QNAP

Security	Management
SOPHOS WatchGuard WEBROOT SecureAnywhere	ConnectWise continuum IT management platform glüh ManageEngine

Networking	Unified Communications
riverbed XIRRUS CISCO D-Link FOR BUSINESS	BVoice Alcatel·Lucent Enterprise Yealink

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