Company Profile

Established in 2000, 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 20 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.

2000

- Bluechip Infotech Established

2003

- Acquired BBF

1990 (Est.) locally grown IT Distribution Business

2014

- Acquired TrackIT Online
- Heading to Cloud and Solution-sell

2015

- Acquired Cyberoam Business from MPA

2018

- Officially become ManageEngine Master Distributor

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

Security

Bitdefender, eset, SOPHOS, WatchGuard, WEBROOT an opentext company

Management

auvik, LogMeIn, ITGlue, ManageEngine, ConnectWise, sinefa, gluh, liongard

Networking

Cambium Networks, CISCO, D-Link FOR BUSINESS, kemp

Unified Communications

GoToMeeting by LogMeIn, Yealink, GoToConnect Powered by Jive, Yeastar, Jabra GN, Fanvil

End User Computing

acer, hp

Peripherals

ATEN, crucial by Micron, CIPHERLAB Smarter, PNY, LG, Targus

UPS

CyberPower, EATON

Storage

CARBONITE an opentext company, Synology, QNAP

Contact

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