

## Bluechip Infotech to sell glüh sales platform for IT service providers

*Distribution Agreement Opens Up New Australian MSP Markets for IT Service Provider*

**Sydney – 4<sup>th</sup> July 2018** - Glüh has partnered with Bluechip Infotech to sell its fast-growing platform for IT service providers. Glüh – [www.gluh.co](http://www.gluh.co) – which launched last year is quickly growing to be the sales platform of choice for managed service providers (MSPs) and value-added resellers (VARs), enabling them to sell a full IT product range to small and medium sized businesses (SMBs) and enterprise businesses. Revenue increases by simplifying quoting, sales and procurement - without being a distraction to the core services business.

“Bluechip Infotech is a well-respected wholesaler to many MSPs and therefore well suited to sell glüh SaaS,” glüh co-founder **Lorenzo Coppa** said. “Glüh will undoubtedly increase trade between Bluechip and MSPs.”

“Glüh SaaS is one of the best in the market, and we’re delighted to bring their solutions to businesses in Australia,” said **Johnson Hsiung**, Managing Director, Bluechip Infotech.

Glüh is an integrated sales and quoting, automated procurement and B2B eCommerce SaaS platform for IT services providers of any size. It integrates with ConnectWise, Autotask and Xero and has an API for other systems.

Mr Coppa said glüh “overcomes the resistance factors that make it difficult for MSPs to sell IT products”.

“Many MSPs and VARs businesses have been transformed since glüh’s launch last year, some increasing total revenue by 60% in 12 months.”

Mr Coppa said online sales generally were expected to reach \$400 billion in Australia this year.

“With online shopping now mainstream, businesses are increasingly expecting to buy IT products online – and they want to buy from their own IT service provider.

“Amazon has been a game-changer, encouraging online spending, just as eBay did. But Amazon is an impersonal marketplace. Glüh, in our opinion, is better. It delivers a more specialised IT product range based on locally supported product by MSPs that people already know and trust.

“Glüh takes less than an hour set up and integrate to existing systems. The inventory is always up-to-date according to the IT service provider’s own supply rules. The ITSP – or its customers – can browse their recommended products, compare products, price and features with the click of a mouse.

“A few more mouse-clicks and glüh will take the order or create a quote, automatically feeding it into ConnectWise, Autotask or Xero, and initiate the procurement process.”

“A templated proposal or quote can be created in 30 seconds. Even service technicians can find the right product and sell/procure in a couple of minutes on a mobile device at the client site,” Mr. Coppa said.

“It is no secret that MSPs have been wary about selling hardware; quoting can be time consuming; suppliers are constantly updating what’s on offer; items are in and out of stock and it is hard for MSPs to be price competitive. Glüh overcomes all these problems.

Mr. Coppa said glüh will help MSPs “future proof” their businesses by enabling greater client engagement and keeping potential competitors out.

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"This really is an end-to-end system that allows MSPs to effortlessly add a whole new dimension to the services they already offer clients.

"It is not over-selling it to say that this will completely revolutionise the way Australians IT service providers do business."

"Working with a large number of ITSPs, I consistently hear how Bluechip's personalised service is preferred to other wholesalers. We're proud to partner with Bluechip to accelerate our reach to the Australian marketplace," Mr Coppa said.

"glüh has been a game changer for the existing MSPs that are using it and we're glad to be bringing this game changer to our customer base," said Bluechip Infotech's Mr Hsiung. "Our MSP partners are continually seeking out solutions that not only help them complete day-to-day tasks quicker, but that enable their businesses to grow into more profitable, efficient operations. Glüh has both the track record and the data to show its platform can meet those needs, and we're looking forward to expanding its market presence in the region."

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### ### About glüh

Glüh is a sales and quoting, automated procurement and B2B eCommerce SaaS platform for ITSPs. It integrates with ConnectWise, Autotask and Xero and has an API to integrate with other systems. It is especially effective in delivering the full range of IT products that business clients are already purchasing without being a distraction to the core business of a ITSP.

Visit [www.gluh.co](http://www.gluh.co) or call 1800 00GLUH to find out more about glüh and organise a free, fully configured trial.

### ### About Bluechip Infotech

Bluechip Infotech, established in 2001, focuses on delivering the latest IT products to a wide channel base while maintaining a dedicated commitment to first class service. With offices in Sydney, Melbourne, Brisbane, Perth and Adelaide, Bluechip Infotech is able to back its commitment to service through localised support.

The key to Bluechip's success is in strategic implementation of the latest technology, broad access of IT channels and markets driven, highly motivated sales team. Thus, they guarantee full comprehensive understanding of products and target markets allowing them to provide cost effective solutions to partners. The value is that they bring the Channel and Vendors together to provide solutions through cooperation. BlueChip Infotech is a continually evolving company that continues to work hard in its traditional distribution market to consolidate and improve its position, but one that is looking to develop new market and partnerships with customers and Vendors, locally and overseas to help growth and diversification.

For more information, please visit [www.bluechipit.com.au](http://www.bluechipit.com.au) or call 1300 72 74 74.

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