

The left side of the page features a vertical illustration. At the top, a cloud contains icons for a server rack and three desktop monitors. Below this, another cloud contains a server rack, a laptop, and a globe. A third cloud shows a server rack and a desktop monitor. These clouds are connected by vertical lines to a stylized city skyline at the bottom, which includes several skyscrapers. The background is a gradient of blue and white geometric shapes.

We deliver nationally... and beyond expectations.

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.

Why Partner with Bluechip?

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.

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.

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 products
- To build long-term customer and supplier business relationships
- To provide value for money of products, customer service and support
- To make it easier for resellers to do business with us

Staff

Bluechip Infotech currently has 70+ qualified staff members working nationally.

Key Vendors

Hardware and Systems Vendors

acer

Notebook, Projector,
LCD, Server, Storage, PC

Apacer®

Memory

AVer™

Tablet Sync, Charge Cart

BenQ

Projector / LCD

crucial

DRAM, SSD

CyberPower®

UPS

D-Link®

Networking Solutions

EAT•N

UPS, Racks

hp

Desktop, Notebook/Tablet,
LCD, Workstation, Thin Client

ioSafe

Fireproof and waterproof NAS

LG

LCD, Optical Drive

Microsoft®

Software

QNAP

NAS, Surveillance

SEAGATE

Hard Drive, Business NAS

Synology®

NAS, Surveillance

Targus®

Notebook Accessories

WD

Hard Drive

WEBROOT®

AntiVirus

Software, Cloud and Virtualization Vendors

accelerate

Enterprise Infrastructure
Solutions

Alcatel·Lucent

Build a LAN that exceeds
expectations

ATEN

KVM Switch Solutions

ATLANTIS

Storage Optimisation

ctera

Cloud Storage, Enabled

Cyberoam®

Network Security (UTM)

eG

application performance
monitoring solutions

Liquidware Labs™

desktop virtualization

ManageEngine

IT management

netwrix

Change Auditing of
IT Infrastructure

nexenta®

Software Defined Storage

NEXTDC

Data-Centre-as-a-Service

RapidFireTools

IT Assessment tool

teradici.

PCoIP Solutions

UNITRENDS

Data Backup and
Disaster Recovery

XIPRUS

High Performance Wi-Fi

2015 COMPANY PROFILE

bluechip
infotech

Bluechip Infotech Office Locations

To support our customers and their needs Bluechip has offices nationally and warehouses holding stock ensuring efficient delivery of all orders in 4 states



Sydney Office

97 Derby Street,
Silverwater NSW 2128
Tel: +61 2 8745 8400
Fax: +61 2 8745 8499



Melbourne Office

4 Nicole Close,
Bayswater VIC 3153
Tel: +61 3 8720 9800
Fax: +61 3 8720 9899



Brisbane Office

Unit 6, 24 Finsbury Street,
Newmarket QLD 4051
Tel: +61 7 3421 8400
Fax: +61 7 3421 8499



Perth Office

5A Carbon Court,
Osbourne Park WA 6017
Tel: +61 8 9492 8500
Fax: +61 8 9492 8599



Adelaide Office

Level 3, 169 Fullarton Road,
Dulwich SA 5065
Tel: 1300 72 74 74
Fax: 1300 78 48 48

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