



## Power

**CyberPower®**

**EAT•N**

### Why Bluechip?

- Bluechip handles CyberPower's local warranty service/replacement.
- Smart Partner Rebate Program available.
- Bluechip is the leading CyberPower Distributor in Australia.

### Why CyberPower?

- Advanced replacement warranty with less than 1% failure rate.
- High performance - innovative and intelligent products.
- Create maximum values and profitability for customers and partners.

### Why Bluechip?

- Bluechip is the largest Eaton distributor in Australia.
- We have fast-tracked dropship order processes.

### Why Eaton?

- Market leader in virtualisation.
- Great rewards program for partners.
- Broad product range from 550 VA to 100k VA.
- Second largest UPS vendor in Australia.



## Storage / Backup

**Synology®**

**QNAP**

**CARBONITE**  
an **opentext** company

### Why Bluechip?

- We stock the full range of up-to-date Synology products with stock arrives weekly.

### Why Synology?

- Synology received the highest overall ranking in a NAS systems survey by TechTarget, outscoring HPE, NetApp, EMC, Dell, and IBM.
- Our customers include Unilever, Audi, Holiday Inn, King's College London and much more.
- Synology offers an intuitive web-based operating system and support on VMware, vSphere 5 with full AWI support and Microsoft Windows Server.

### Why Bluechip?

- Bluechip launched QNAP in Australia and has a long history with the backup solution.
- We stock the full range of QNAP products with stock arriving on a weekly basis.

### Why QNAP?

- QNAP aims to deliver comprehensive offerings of cutting edge network attached storage and network video recorder solutions.
- Specialised NVR product range.
- Particularly strong in enterprise NAS.
- Local presales technical support.

### Why Bluechip?

- Pre & Post-Sales Support.
- We manage renewals for you.

### Why Carbonite?

- A comprehensive data backup solution.
- Backup entire suite of MS office 365.
- A market leader in cyber resilience.
- Total endpoint protection and disaster recovery for any sized business.



## Network

**Cambium Networks™**

**Extreme**  
networks

**D-Link®**  
FOR BUSINESS

### Why Bluechip?

- In-house expertise – Sales & Technical.
- Can assist with site surveys, heat maps, demo gear to help you win the projects.

### Why Cambium & Xirrus?

- Free cloud hosted AP management – CnMaestro.
  - Cloud Management and guest login portals are second to none.
- Full range of indoor/Outdoor/PTP/PMP Access Points.
- Free Training resources.
  - Ability to block, rate limit or give QoS to over 1400 applications at the edge of the network.
  - Software programmable radios and High Density APs.

### Why Bluechip?

- Inhouse pre-sales expertise to assist in scoping & design.
- Removed complexities of deal registrations & pricing approvals.
- Local stock. Same day quote to sale cycle.

### Why Extreme Networks?

- Gartner Magic Quadrant leader in Networking.
- Next gen cloud driven networks.
- Visibility and Analytics that offer intelligent insights using ML and AI.

### Why Bluechip?

- We are the largest D-Link distributor for Commercial Grade products.

### Why D-link?

- D-Link have local sales, presales & post-sales support in Australia & New Zealand.
- Great rewards program for SMB and VIP partners.
- Broad product range: switching, wireless, routers/modem routers, powerline products, surveillance camera, home automation.

# Why Bluechip



### Cybersecurity



ENTRUST

SOPHOS



WatchGuard®

Bitdefender®

LastPass®  
by LogMeIn

WEBROOT  
an opentext company

CYBERARK®

eset

radware  
Every second counts



### Unified Communications

8x8

GoToConnect  
by LogMeIn

Yealink

Ti

Jabra GN

GoToMeeting  
by LogMeIn

Yeastar



### Productivity

ManageEngine

sugarcrm



### Storage / Backup

CARBONITE  
an opentext company

Synology®

QNAP

UNITRENDS  
Adapts to your needs



### PC & Peripherals

acer

Micron

CIPHER LAB  
Smarter

Targus

ATEN

LG



### MSP

ConnectWise®

ITGlue

MYKI

usecure

liongard

auvik

datto | COMMERCE



### Power

CyberPower

EAT•N



### Networking



Cambium Networks™

D-Link  
FOR BUSINESS

Extreme  
networks

kemp

tenda



## Productivity

**ManageEngine**

**sugarcrm**

### Why Bluechip?

- Factory trained pre sales staff.
- Can provide consultancy services and we have our own support concierge service.

### Why ManageEngine?

- 90+ individual solutions that can be integrated to have one pane of glass solution.
- Award winning ServiceDesk.
- Award winning Active Directory tools.
- Extensive customer base, 3 out of 5 fortune 500 companies use a ManageEngine product.

### Why Bluechip?

- Sole distribution partner of SugarCRM full suite of core products in Australia.
- Consultancy support for both pre-sales and post-sales engagement.

### Why SugarCRM?

- SugarCRM is the customer experience platform provider that makes all the hard things easier, for marketing, sales and service.
- Award-winning and leading CRM provider from Software Reviews, Nucleus Research, G2's Mid-Market Grid Report.
- Dedicated vendor support, comprehensive sales training to equip sellers for revenue and growth.

**b bluechip**

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# Cybersecurity

**SOPHOS**

## Why Bluechip?

- Technical pre-sales and dedicated Sophos staff.
- Sophos Distributor of the Year 2019 and 2020.
- MSP focused Distributor.

## Why Sophos?

- Global Leader in End-to-End IT Security.
- Gartner Leader in both Endpoint Protection and UTM (Unified Threat Management).
- Synchronised Security - Connects endpoint protection with firewall protection to discover attack source in SECONDS!
- 24 x 7 Support - with Tech support based in Australia.
- MSP and Termed licensing is available



**ENTRUST**

## Why Bluechip?

- Exceptional reputation in delivering value to the cybersecurity marketplace.
- Great ecosystem of MSP and resellers with extensive coverage.
- Strong in-house team with deep cyber security skills.

## Why Entrust?

- Entrust's single unified IAM portfolio delivers a number of unique differentiators that help tackle the challenges faced by businesses and their users in today's ever evolving remote work environment.
- Global Leader recognised by KuppingerCole Consumer Authentication (2019) and Enterprise Authentication (2020).
- Leader in the passwordless space for over 7+ years.
- IAM for both cloud and on-premise scenarios.



# Unified Communications

**8x8**

## Why Bluechip?

- Master Agent and Distributor of all 8x8 solutions, giving you the flexibility to suit your business.
- Distributor of 8x8 compatible hardware – one stop shop for your UC needs.

## Why 8x8?

- 9-time leader in the Gartner UCaaS Magic Quadrant.
- Single reliable cloud communications platform for your voice, video, messaging and Contact Centre requirements.
- Flexible licencing option that suits your organisation.
- One System of Intelligence, CPaaS Communications API's, and a Global Footprint.

**LogMeIn**

**GoTo**

## Why Bluechip?

- Bluechip is the FIRST Australian distribution partner for all LogMeIn SaaS products.
- We can assist with scoping and ensuring the right licensing solutions for the right environment.

## Why LogMeIn?

- Global leading SaaS products in Collaboration and Communication, Identity and Access Management and Customer Engagement Solutions.
- Local Australian sales, IT and service team to support local partners.
- Solutions that can quickly and easily deployed across PC, Mac, iPhone and Android environments.

**Bitdefender**

## Why Bluechip?

- Exclusive distribution in ANZ.
- Highly trained & certified Bluechip presales and support team members.
- Grow business together with our partners in cybersecurity.

## Why Bitdefender?

- Bitdefender protects millions of consumer, business, and government environments.
- Bitdefender Labs discovers 400 new threats each minute and validates 30 billion threat queries daily.
- Technology is licensed by more than 150 of the world's most recognised technology brands.
- Industry's most proven effective endpoint protection, detection and response solution by all major, agnostic 3rd party testing providers – AV Comparatives, AV Test, PC Mag, Forrester.
- Flexible partner model: Monthly, sell through subscriptions or both as hybrid partner.

**WatchGuard**

## Why Bluechip?

- We provide leading brands of security solutions to the market.
- Our experience team will deliver a fast response time and competitive pricing to meet all your requirements.

## Why WatchGuard?

- Enterprise grade security packaged and priced for small to medium sized organisations as well as distributed enterprise.
- Industry leading performance with all services enabled for effective protection against ransomware and other cyber security threats.
- Best in the industry, patented wireless security for automated prevention, detection and threat resolution.
- Powerful Multifactor Authentication that cost-effectively works towards doubling your security.
- Zero cost upfront subscription services.

**WEBROOT**  
an opentext company

## Why Bluechip?

- Pre & post-sales support.
- We manage your annuities: renewals for your clients.

## Why Webroot?

- Voted security vendor of 2015.
- 100% cloud based anti-virus (no signature).
- Extremely strong pro-rata MSP model.
- Full system scan in under 2 minutes.
- End point and DNS protection designed from the ground up for MSPs.

**Jabra** GN

## Why Bluechip?

- Fast response and market competitive pricing.
- In-house expertise - customise right solution for you.

## Why Jabra?

- World leading audio vendor.
- Full range of Headsets and Speakerphones.
- Premium quality products.

**Yealink**

## Why Bluechip?

- We provide Yea link's Redirection and Provisioning Service (RPS).
- We stock the full range of Yealink's IP Telephony.

## Why Yealink?

- The global leader in unified communication solutions.
- Large range of IP phones from basic to premium.
- Skype for Business Certified Models.
- Android Media phones with built in Wi-Fi.
- High quality products at competitive pricing.

**Yeastar**

## Why Bluechip?

- Direct support from Yeastar.
- Experienced internal team will deliver a fast response and market competitive pricing.
- We carry the full product range.
- Best pricing in the market.

## Why Yeastar?

- A leading IP PBX vendor.
- Award-winning PBX System for SME.
- Comprehensive solutions for various verticals and scenarios.
- Trusted by channel partners worldwide.



# MSP Tools – Productivity, Documentation, Automation, Network & Security

**ConnectWise**

## Why ConnectWise?

- **ConnectWise Manage** – Business Management Solution that provides a 360 degree view of an organisation.
- **ConnectWise Automate** – Automate all aspects of IT Service Delivery.
- **ConnectWise Control** – Self hosted remote support, access and remote meeting application.
- **ConnectWise Sell** – Generate professional quotes and proposals.

**ITGlue**

## Why IT Glue?

- Award Winning Cloud-based IT documentation solution that caters to MSPs.
- Features include checklists, relationship mapping, runbooks, document automation, asset tracking and more.
- Enterprise-Grade Security with features like SOC 2 compliance, secure password vault, access control.

**liongard**

## Why liongard?

- Fully customisable Actionable Alerts to let you track systems, users and changes proactively.
- Unlock the Power of Automation and Rapidly Secure and Scale.
- Automate documentation across your IT management software stack and highlight what changes were made across all systems and customers.
- Built-in reports to gain insights to improve security and compliance.

**auvik**

## Why Auvik?

- Real-time network mapping & inventory.
- Gain true network visibility and control.
- Automated config backup & restore on network devices.
- Deep network traffic insights.
- Boost productivity and efficiency with Auvik integrations & API's.

**MYKI**

## Why MYKI?

- Password Management & 2FA for MSPs. MYKI for MSP portal allows you to manage your clients, licenses and your own team from within a single application.
- Securely store and manage internal and customers' passwords offline, away from the cloud.
- Setup advanced access control rules, enforce two-factor authentication and maintain a secure infrastructure.

**usecure**

## Why usecure?

- Automated cyber awareness platform for MSPs.
- Phishing simulations to measure and reduce your risk.
- Rapid deployment with 100% cloud-based setup and 0365 integration, setup is seamless.
- Flexible monthly billing – just pay for your monthly usage, no termed commitment required.
- Exclusive MSP portal to manage clients, control billing, activate free trials and more.