

Why Bluechip



Cybersecurity

SOPHOS

splunk>

ManageEngine

THREATLOCKER

onelogin
by ONE IDENTITY

ANOMALI

Bitdefender

comforte

ENTRUST

eSet

LastPass

MENLO
SECURITY

miniOrange

NORD
SECURITY

opentext™ Cybersecurity

Progress®

radware
Every second counts

ThreatDown
Powered by Malwarebytes

ZIMPERIUM



Productivity

ManageEngine

sugarcrm

Exclaimer

vimeo

ninjaOne

GoTo



MSP Tools

AUGMENTT

Auvik

liongard

usecure

CONNECTWISE

nodeware®
Built by i21 CyberLab

CYBERARK®

SENDMARC



Unified Communications

Jabra GN

Yealink

8x8

commBOX

Gigaset

GoTo

zoom

ribbon

Yeastar

neat.



PC & Peripherals

acer

ATEN

micron.

micron.
crucial

Targus

hp

dahua
TECHNOLOGY



Power

CyberPower

EATON

ADVANTECH

SIEMENS



Mobility

Getac

CIPHER LAB
Smarter

42GEARS®



Networking

Extreme
networks

Cambium Networks™

Allied Telesis™

Tenda

IP-COM
World Wide Wireless

tp-link

KEYSIGHT

PacketLight
NETWORKS



Storage / Backup

QNAP

Synology®

BCD™

UNITRENDS
A Seagate company

opentext™ Cybersecurity



Video Solutions

AVIGILON™

AVIGILON ALTA

AVIGILON UNITY

tyco | Illustra

tyco | Exacq

tyco | American Dynamics

COMVISION®

VIGI
by tp-link

Verkada



Alarms and Intercoms

alula
Professional Smart Security

CAME + BPT

pdk

tyco | CEM Systems

tyco | Kantech

tyco | Software House



IoT

B+B SMARTWORX
Powered by ADVANTECH

libelium

EDIMAX

Last revised 21 February 2025



Unified Communications

Yealink

Why Bluechip?

- We stock the full range of Yealink IP Telephony, Microsoft Teams solutions and Headsets.
- Yealink's Preferred Master Distributor in Australia.
- Yealink certified pre and post sales technical support.
- Deal Reg and competitive dealer pricing.

Why Yealink?

- A global leader in unified communication solutions.
- Large range of IP phones from basic to premium.
- Microsoft Teams and Zoom certified solutions.
- Android Media phones with built-in Wi-Fi.
- High quality products at competitive pricing.

zoom

Why Bluechip?

- Master Agent and Wholesale distributor of all Zoom solutions, giving you the flexibility to suit your business
- Distributor of Zoom compatible hardware – one stop shop for all your UC needs.
- Turnkey solution for UCaaS and CCaaS ecosystems.

Why Zoom?

- Zoom brings communication, employee engagement, spaces, and productivity together on a single platform with AI capabilities woven throughout.
- Zoom AI Companion included at no additional cost for eligible paid plans.
- A single platform integrated seamlessly for a unified experience.
- Easy to set up, use, and manage — It just works.

commBOX

Why Bluechip?

- Experience Centres located in Sydney, Melbourne and Brisbane for Partners and their Customers.
- Dedicated team of Bluechip UC Channel Managers and Presales support.

Why CommBox?

- Wide range of Premium interactive touchscreens, commercial displays, and digital signage.
- Tailored to suit the needs of education, corporate, retail markets and defence.
- Est. 1976 Australian owned and operated.
- Screens come with 5 Year onsite warranty with local support and training.



Why Bluechip?

- With direct Jabra support and access to competitive pricing and deal registration, we can deliver on the complete value of Jabra business grade audio solutions.
- Our team can arrange demo units and have the Jabra team meet with your end user customers to assist in closing out those important deals.

Why Jabra?

- With over 150 years in Sound engineers and audio quality development Jabra (a GN Group company) has been at the forefront of sound innovation.
- Their business grade headsets holds 34.3 % of the total enterprise market share in Australia.
- Well developed, loyal customer base that only choose Jabra when refreshing headset, audio or video fleets.
- Unique security certifications that provide access to government verticals and security conscious verticals.



Why Bluechip?

- Full-service team to support customers with Bill of Materials, Renewals and Support.
- In-house marketing team available for MDF campaigns.

Why Ribbon?

- Global provider of IP Optical Networking and Secure VoIP Communications to service providers, enterprises, and critical infrastructure.
- #1 Market leader in Session Border Controllers globally
- On Prem or Cloud native secure, carrier-grade and automated services.
- 100% Channel focused with generous Partner program benefits.

neat.

Why Bluechip?

- Value-added Neat distributor with a fully trained national Pre-sales team
- Neat Experience Centres in Sydney, Melbourne, Brisbane & Perth and 3 fully stocked warehouses across Australia ensuring quick and efficient delivery

Why Neat?

- Simplistic design removes complexity creating more reliable, easier to use and effortless to manage solutions.
- A complete portfolio covering small, medium and large meeting rooms, multiple immersive touch screen mobile Boards and personal devices that can also be used in hot desking or lobby environments.
- Advanced video hardware solutions support both Zoom & Teams providing users a high quality native experience.
- Artificial Intelligence (AI) is a game-changer in the video conferencing domain, and Neat is at the cutting edge leading innovation.
- Award winning design - a dozen Red Dot Awards and counting



Storage / Backup

Synology

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 iSCSI support and Microsoft Windows Server.

QNAP

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.



SOPHOS

Why Bluechip?

- Technical pre-sales and dedicated Sophos staff.
- Sophos Distributor of the Year 2018 to 2023.
- MSP focused Distributor.

Why Sophos?

- Global Leader in End-to-End IT Security.
- Gartner Leader in both Endpoint Protection and UTM.
- Synchronised Security – Advanced network telemetry allowing extensive visibility of the network.
- Offers a full, cloud managed network stack.
One vendor – One Console.
- MSP and Termed licensing is available.

splunk>

Why Bluechip?

- Splunk Distributor for 15+ Years and an Authorised Learning Partner (ALP) in APAC.
- Dedicated Splunk Staff and strong experienced technical presales team.
- Hosted Demo environments and Partners training vouchers available.

Why Splunk?

- Gartner leader for Security Information and Event Management (SIEM) and observability solutions.
- Unified Data Platform that empowers your SecOps, ITops and engineering teams to achieve their goals and collaborate.
- Splunk accepts any type of machine data and can use the same data for various use-cases.
- Offered as on-prem or Cloud licenses, with flexible pricing options including ingest and workload pricing.

THREATLOCKER

Why Bluechip?

- Strong in-house accounting, marketing and product management support
- Inhouse pre-sales expertise

Why ThreatLocker?

- ThreatLocker employs a zero-trust approach, which means it doesn't trust any application or process by default. This helps in preventing the misuse of trusted and untrusted software
- Provides scalable enterprise-grade allowlisting, Ringfencing™, and network control solutions without significant management overhead. This makes it easier to manage and deploy compared to traditional solutions.
- Helps organizations achieve compliance with NIST, HIPAA, CIS, PCI, and other regulations

miniOrange

Why Bluechip?

- Exclusive distributor for Australia & NZ.
- Presales and architecture support.
- Bespoke solutions for your customers' identity roadmap.

Why miniOrange?

- Focused in Identity and Access management covering a wide variety of use cases.
- On-premises, SaaS and hybrid deployments with local datacentre.
- Flexible pricing with no minimum seat count
- Highly customizable taking each customer's use case into consideration.
- Plugins for legacy apps, systems, databases & API integrations.
- 'MFA over everything' product capability.
- 'Scale as you go' licensing model fits project ramp-up.

MENLO SECURITY

Why Bluechip?

- Bluechip is the strategic distributor of Menlo's portfolio to the Australian market.
- Strong in-house accounting, marketing, product management and technical support.

Why Menlo?

Secure: With a Zero Trust isolation technology layer that shields workers from HEAT attacks, your entire workforce is protected online.

Seamless: Results in zero limitations and interruptions for your workforce. Web browsing, email, sharing files, and private apps.

Simplified: The burnout associated with managing a multitude of endpoints, zero-day patches, and alert storms are gone.

Bitdefender

Why Bluechip?

- Exclusive distribution in ANZ.
- Highly trained & certified Bluechip presales and support.

Why Bitdefender?

- Bitdefender Labs discovers 400 new threats each minute and validates 30 billion threat queries daily.
- 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.

ThreatDown

Powered by Malwarebytes

Why Bluechip?

- Established market reputation and presence in APAC.
- Extensive ecosystem of channel partners.
- Strengthening our overall value position in the endpoint security landscape.

Why ThreatDown?

- 100% Channel Sales model.
- Lucrative Channel Programme margins, with attractive channel promotions to drive pipeline.
- Award-winning solutions, recognised by analysts (MRG Effitas, Peer Insights) and loved by customers (G2 Crowd).
- Independently recognised for 100% of malware blocked, 100% of ransomware threats prevented and 100% accuracy.
- Purpose built with simplicity for resource-constrained IT teams.

LastPass

Why LastPass?

- **Password Storage:** Securely stores your passwords in an encrypted vault, so you don't have to remember them all.
- **Auto-Fill:** Automatically fill in your login credentials on websites and apps, saving you time.
- **Password Generator:** Generates strong, unique passwords for your accounts, helping to prevent hacking.
- **Multi-Device Sync:** Your passwords and information sync across all your devices, ensuring access wherever you are.
- **Secure Sharing:** Securely share passwords and notes with trusted contacts.
- **Two-Factor Authentication:** Additional security layers with two-factor authentication options.
- **Security Dashboard:** Monitor and improve your password strength and security with a security dashboard.
- **Dark Web Monitoring:** Monitor the dark web for potential breaches involving your personal information.

Essential 8

SOPHOS



splunk>



ManageEngine



Bitdefender










CYBERARK



ENTRUST








Identity Security

-  **CyberArk IDaaS** Identity Security as a Service (SSO, Adaptive MFA, LCM)
-  **CyberArk PAM** Privileged Credential Security & Access Management
-  **Entrust IDaaS** Identity Security as a Service
-  **Entrust HSM** Key Security
-  **Entrust SSL** Identity/Code Signing
-  **ManageEngine AD360** Integrated identity and access management solution
-  **ManageEngine PAM360** Privileged identity management solution



Security Monitoring & SOC services

-  **Splunk ES** Security Incident & Event Management (SIEM)
-  **Splunk SOAR** Security Orchestration, Automation & Response
-  **CyberArk PAM** Privilege Activity monitoring, Privilege Threat analysis
-  **Entrust SSL** SSL Certificate Monitoring
-  **Keysight** Security testing, attack simulation
-  **ManageEngine Log360** Security Incident & Event Management (SIEM)
-  **ManageEngine PAM360** Privileged Credentials Monitoring
-  **Bitdefender MDR** 24x7 security monitoring, advanced attack prevention, detection and remediation, plus targeted and risk-based threat hunting by a certified team of security experts.
-  **ThreatDown** Endpoint Security
-  **Sophos** 24/7 threat monitoring, rapid response, threat elimination, forensic investigation, incident remediation, and proactive threat intelligence for comprehensive protection against cyber threats.
-  **OpenText** MDR services
-  **ESET** Endpoint Detection & Response (EDR) Security



Cloud Migration & Security

-  **Splunk** Cloud Infrastructure & App Observability
-  **CyberArk CEM** Cloud Credentials & Entitlements Management
-  **CyberArk PAM** Privileged Access Management of Cloud infrastructure & assets
-  **Entrust HSM** Cloud/Container Security
-  **Entrust Hytrust** Virtual Machine Encryption, Cloud Security
-  **OpenText** Migrate and Availability



IT Operations & Visibility

-  **Splunk** End to end IT Service & Infrastructure Monitoring
-  **Progress MOVEit** Enterprise File Transfer, Workflow Automation
-  **Keysight** Network Taps and Packet Brokers for improved network visibility
-  **ManageEngine Desktop Central** Endpoint Security Management

Essential 8



Zero trust

- > **Splunk ES** SIEM with continuous monitoring & risk scoring
- > **Splunk UBA** User Behaviour Analytics
- CyberArk PAM** Privileged Access Security
- CyberArk Access** Workforce & Customer Identity Security
- CyberArk EPM** Endpoint Least Privilege, Application control
- Keysight** Support your entire security lifecycle from Network Visibility to Continuous Validation
- ManageEngine Log360** Comprehensive SIEM solution along with threat intelligence, Forensic Analysis & Reporting
- Sophos** Secure remote access, granular policy controls, multi-factor authentication, endpoint visibility, and threat intelligence integration.
- Menlo Security** has taken a 'Zero-Trust' approach to web security and has built a platform that aims to eliminate 100% of web and email threats. Menlo Security has developed a platform that isolates all users' web browsing on a remote server.



DevSecOps

- > **Splunk** Observability & Application Performance Monitoring (APM)
- CyberArk** Securing Application secrets and CI/CD credentials
- Entrust HSM** Secure code execution
- Progress DataDirect** Cloud/Database connectors, Restful APIs, Data Transformation
- Progress Chef** Optimising open source



Digital Transformation

- > **Splunk** IT Service & Security Intelligence
- CyberArk** Securing Workforce, Customer Identity & Access
- Progress MOVEit Automation** Workflow Automation



Essential Eight

- Application Control**
- Patch applications**
- Configure MS Office macro settings**
- User application hardening**
- Restrict administrative privileges**
- Patch operating systems**
- Multi-factor authentication**
- Daily backups**



Network



Why Bluechip?

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

Why Cambium Networks?

- 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?

- In-house presales resources to assist with design and scoping.
- Technical Training provided to Partners.
- Healthy stock levels of mainstream models.
- Competitively priced.

Why Allied Telesis?

- Japanese based Enterprise Networking Vendor.
- R&D based in Wellington, NZ.
- Extensive range of core & edge switching, security & wireless solutions.
- Options to have hardware assembled in Singapore.
- Strong local Sales and Presales team.



Video Solutions

Electronic Security & Infrastructure



Why TP-Link?

- Global leader in Wi-Fi devices, now offers surveillance technology with VIGI cameras and NVRs.
- Advanced security features are both reliable and affordable.
- The Omada platform provides seamless connections across various industries.
- One-stop-shop for enterprise security, including remote management capabilities.



A Motorola Solutions Company

Why Avigilon Alta?

- Fully De-Centralised Security Architecture
- Take Full power of the Cloud without losing any benefits.
- Let the edge and the cloud do all the work without the need for servers at site.
- Subscription license model.

Why Bluechip?

- We have an extensive range of supporting Cloud technology.
- We have outstanding technical expertise to help with your deployment.
- We have an advanced experienced security team to help with your needs.



Power



Why Bluechip?

- Bluechip handles CyberPower's local warranty service/replacement.
- Smart Partner Rebate Program available.
- Distributor of the year from 2020 to 2022.

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.
- Eaton Distributor of the Year 2020 and 2021.

Why Eaton?

- World-leading provider for UPS and power management software.
- Award-winning channel partner program.
- Industry leading three-year warranty with advanced replacement option and free tech phone support.
- Ongoing offers and yearly, all-inclusive adventure with Eaton Experience.



Why Bluechip?

- In-house presales resources to do training & customer POCs.
- Sole distributor of CipherLab.
- Health stock levels across the range.

Why CipherLab?

- Taiwan-based Rugged Mobile Terminal & Barcode Scanning Manufacturer.
- Manufactured in-house, maintaining strong stock availability.
- Competes against Honeywell & Zebra at a better price point.
- Uses Zebra OEM engines to guarantee identical/better scanning performance at a better price.
- Strong in Warehousing, Logistics, Transport & Retail Verticals.



Mobility



Productivity



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?

- Exclusive distributor for Australia.
- Demo and product support.
- Resell GTM & pipeline building support for our partners.

Why NinjaOne?

- Focused SaaS vendor in the endpoint & patch management space with local datacentre.
- Simple licensing structure with add-ons to suit additional use cases.
- Fast to deploy, easy to learn, easy to use.
- Free & unlimited – onboarding, training, support.
- Monitor, support, patch, and control your endpoints regardless of operating system from smartphones to servers.
- Improve zero-days and problem patch management with granular control backed by CVE/CVSS alerts and scores.



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



Why Bluechip?

- Exclusive distributor for Australia & NZ.
- Presales and demo support.
- Sales and revenue generation support for our MSP & resell partners.

Why Sendmarc?

- Leading DMARC management platform.
- Secure your customers' domain against email impersonation, phishing, and spoofing with automated, and powerful DMARC, DKIM, and SPF control.
- Enables you to manage any number of domains and protect them from abuse and from receiving fake emails.
- Free tools and assistance in building a profitable DMARC MSP business.
- Multi-tenanted & co-branded platform with DMARC training, certification & enablement.



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.



Why usecure?

- Automated cyber awareness platform for MSPs.
- Phishing simulations to measure and reduce your risk.
- Rapid deployment with 100% cloud-based setup and O365 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.



Why Liongard?

- Provides MSPs with unified visibility across the stack, empowering them to standardise processes, secure systems, and scale.
- Ensures your documentation is always accurate and reliable.
- Audit Systems and get to the data you care about faster with fully customisable actionable alerts to let you track systems, users, and changes proactively.
- Built-in reports to gain insights to improve security and compliance.
- Unlock the Power of Automation and Rapidly Secure and Scale.



Why Augmentt?

- Augmentt enables MSPs to deliver cloud application security and SaaS management services. With tools for proactive prevention against cyberattacks, deeper understanding of SaaS usage and multi-tenant SaaS management become a champion of cloud IT.
- Discover lets you automatically categorize SaaS by job function and risk, then instantly classify apps according to their security, financial or productivity level of risk.
- Engage enables efficient administration and easy SaaS provisioning/de-provisioning.
- Secure gives clear insights into MFA rollout and compliance to industry-standard security policies for M365. Providing customer-facing reports to pitch security services to prospects.

Electronic Security and Infrastructure (ESI)



Video
Solutions

AVIGILON™

AVIGILON^{ALTA}

AVIGILON^{UNITY}

COMVISION®

VIGI
by tp-link

tyco | American Dynamics

tyco | Illustra

tyco | Exacq

Verkada



Access
Control

tyco | Software House

opdk™

AVIGILON^{ALTA}

tyco | Kantech

tyco | CEM Systems



Alarms and
Intercoms

alula™
Professional Smart Security

CAME + BPT



Storage, Servers
and Workstations

QNAP

acer

ATEN

Synology®

BCD™



Networking
Brands

Extreme
networks

Cambium Networks™

Allied Telesis™

IP-COM
World Wide Wireless

Tenda

tp-link



Industrial
Networking

ADVANTECH

SIEMENS



UPS and Power

EATON

CyberPower



IoT

B+B SMARTWORX
Powered by ADVANTECH

libelium

EDIMAX



Monitors

acer

commBOX

hp

Bluechip Value Added Services



Events

Virtual or face-to-face events that deliver condensed and effective value propositions as well as market segment and target persona information for vendor solutions.



Product and Technical Training

Designed exclusively for partner pre-sales and engineering teams, our training sessions are designed to accelerate Partner success by enabling, assisting and mobilising their technical teams.



Kickstarts

For selective vendors Kickstart services are designed to kick start a customer's journey with a technology and can include installation, configuration and skills transfer. Kickstart packages can be easily added to quotes and ensure customer expectations are met by delivering structured outcomes.



Health Checks

Delivered by our Technical Experts on the Partners behalf and to their customers, Health Checks ensure that solutions are optimally deployed and meeting customer expectations. Health Checks also explore and identify additional customer requirements.



Professional Services

Achieving successful customer outcomes often requires a high standard of professional services throughout the entire engagement - from proof of concept to scope of works to deployment and beyond. Our Professional Services help ensure Partners deliver these outcomes consistently to their Customers.



Design Assistance

Our Product Management and Engineering teams can assist not only with your video designs but also with networking, integration and management and analytics.



Demonstration and Enablement

We carry out Partner training sessions and end-user demonstrations to help you close more business.



Quoting

We always aim to exceed our 4-hour quote turnaround on everything, including the most complicated designs.



Quick Credit

Credit applications processed within 2 business days of receipt of the required information.



Quick Delivery

Stocked goods ship same day, provided orders are placed before 3.30 pm. Non-stock items generally ship 7-10 days following receipt of order and availability.



Overseas Freight Options

We offer both sea and air freight options to best suit your budgets and project time-lines.



Our Bidfin partnership enables partners to close deals that include combinations of software, hardware, cloud and professional services with customers with budget constraints or looking for OPEX outlay rather than CAPEX.