

## NEWS RELEASE



### Kemp expands Australian reach by signing Bluechip

SYDNEY, Feb. 03, 2019 – [Kemp](#), the company whose load balancers help businesses in Australia and around the world deliver a better application experience, or AX, is making an aggressive push across Australia, signing Bluechip Infotech as a new distributor.

Kemp APAC regional director *Tony Sandberg* believes Bluechip will provide a strong complement in Australia to accelerate awareness and sales of the Kemp load balancer and AX portfolio.

“As more businesses across Australia embrace hyperscale cloud platforms, we needed a partner that clearly understands the application experience challenges and opportunities customers are faced with, as well as the important role the load balancer plays in that equation,” said Sandberg.

[Load balancers](#) are deployed as software, hardware or as cloud instances to optimize the performance of servers delivering important content to employees, external workers/contractors or to the public. These Kemp products act as a “traffic cop” to deliver requests to the best network servers as quickly and efficiently as possible, continually checking performance and security of the workload.

“The addition of Kemp to our Bluechip Infotech portfolio will strengthen our overall offering in the Enterprise space and reinforce both our position and ability to service Australian SMB, MSP and Enterprise partners” adds Johnson Hsiung, managing director, Bluechip Infotech.

Sandberg is confident that Bluechip, as a value-added distributor with a wide network of partners and vendors, will benefit Kemp customers as a single solution provider that can cater to the specific needs of the region.

Sandberg added, “Bluechip will strengthen our diverse network of enterprise and service provider partners across the country, especially among managed service providers. This will help us increase the adoption of our flexible consumption models provide customer unmatched value for this type of technology.”

The Bluechip partnership will provide Kemp customers a choice of working with a global distributor with a wide range of products including Kemp, or a value added distributor with a focus on technical enablement.

Bluechip IT has offices in Melbourne, Sydney, Brisbane, Adelaide, and Perth, including a strong 25-plus sales force, including a dedicated enterprise technical team and a large in-house inside sales and marketing team.

“Kemp customers will also benefit from Bluechip’s team of qualified engineers, a large support team, and a close partnership with both vendors and resellers,” said Sandberg.

Kemp recently ended its distribution partnership with Sapply for the Australian market.

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