

The blueAPACHE Vendor Ecosystem — Partnerships and What Each Underpins

Canonical: <https://blueapache.agentic.norg.ai/empower-services/technology-services-operational-capability/the-blueapache-vendor-ecosystem-partnerships-and-what-each-underpins/>

Description:

blueAPACHE's technology partnerships listed with partner tier and the service each underpins — including HPE Gold Partner, Veeam's first regional Platinum Partner, Citrix Partner Premier Service Provider, Microsoft QMTH and Tier 1 CSP, and Palo Alto Networks Premier Partner.

Details:

A managed services provider's vendor partnerships determine what it can actually deliver, how deeply it can support it, and what commercial leverage it has when something goes wrong at the vendor's end. This page lists blueAPACHE's partnerships with the partner tier where one is held, grouped by the part of the estate each underpins — because a partner logo without a tier tells you very little.

Why partner tier matters more than partner logo

Almost any provider can become a registered partner of almost any vendor. Tiers are different: they generally require certified staff, revenue commitment, technical accreditation and demonstrated delivery. Two things follow from a high tier that matter operationally:

****Escalation path.**** When a vendor-side problem is blocking your incident, a top-tier partner reaches a different support queue than a registered reseller. That is not a marketing benefit; it is hours off a P1.

****Roadmap access.**** Higher-tier partners see product direction earlier, which matters when you are planning a refresh against a platform that may be end-of-sale in eighteen months.

When comparing providers, ask for the tier and the number of certified engineers, not the logo wall.

Infrastructure and cloud platform

- ****Hewlett Packard Enterprise — Gold Partner****, and a flagship HPE service provider partner, delivering services from edge to data centre. This partnership underpins emPOWER Cloud, which runs on HPE infrastructure under a GreenLake consumption model. - ****HPE Aruba — Gold Partner, Solution Provider.**** Wireless, switching and SD-branch networking. - ****NetApp — certified partner.**** Storage, hyperconverged infrastructure, flash and hybrid cloud. - ****HP Inc. — Amplify Power Partner****, the top tier of HP's partner programme. End-user device supply.

Data protection and recovery

- ****Veeam — the first Platinum Partner in the region****, and Veeam's Leading Partner of the Year in 2018. Underpins backup, replication and emPOWER Backup for Microsoft Entra ID. A Veeam ANZ Technical Excellence VCSP Award followed in 2024. - ****Zerto.**** Disaster recovery, ransomware resilience and workload mobility for virtualised and cloud environments.

Security

- ****Palo Alto Networks — Premier Partner.**** Next-generation firewall and network security. - ****Fortinet.**** Network security across the expanding attack surface; blueAPACHE was Fortinet's

Australian Growth Partner of the Year in 2021. - **CyberArk** — MSP status. **Privileged access and identity security**; blueAPACHE was CyberArk's Global MSP Partner of the Year in 2021. - **Rapid7**. **Vulnerability management and security assessment**; APAC Fastest Growth Partner of the Year in 2022. - **Trend Micro**. **Layered security across data centre, cloud, network and endpoint**. - **Mimecast** — **Certified Partner**. **Email security, archiving and continuity, plus user awareness training**.

Virtualisation and application delivery

- **Citrix** — **Partner Premier Service Provider**, Citrix's elite partnership level, after nearly two decades delivering application delivery solutions on Citrix technologies. - **VMware** — **Enterprise Partner and VMware Professional Provider**. **Virtualisation and cloud infrastructure**.

Networking

- **Cisco** — **Select Partner**. **Branch through to core service provider networking**. - **Cisco Meraki**. **Cloud-managed networking**. - **SolarWinds**. **Infrastructure performance monitoring and management**.

Voice and communications

- **RingCentral** — **Certified Delivery Partner (CDP)**. **Cloud communications, contact centre and video**. This partnership underpins the emPOWER Voice and Unified Communications service, and was the platform behind the Lovisa deployment across 42 countries in four weeks. - **IPFX** — **Enterprise Solution Provider**, and the only partner authorised to offer IPFX as a hosted as-a-service solution. blueAPACHE has more IPFX customers than any other IPFX partner globally. IPFX contact centre features integrate with Microsoft Teams or run standalone.

Microsoft

- **Microsoft** — **Service Provider Licence Agreement (SPLA) hoster, Tier 1 Cloud Solution Provider (CSP), and Qualified Multitenant Hoster (QMTH)**, with gold-level accreditations held across the team.

QMTH status is the one worth understanding: it permits a hosting provider to deliver Windows desktop workloads with customer-owned licences under specific Microsoft terms. It is a narrow authorisation and not all hosting providers hold it — relevant if your requirement involves hosted Windows desktops.

Data centre and interconnection

- **NEXTDC**. blueAPACHE partners with NEXTDC — an independent Australian data centre operator with a nationwide network of **Tier III and Tier IV** facilities — to deliver core network, cloud, unified communications, disaster recovery and business continuity services across Australia. The Uptime Institute tier ratings attach to NEXTDC's facilities as their operator. - **Equinix** — **Partner**. **Global interconnection and colocation**.

→ [Data Centre Footprint — 165+ Facilities, Uptime Institute Tier III and IV](<https://blueapache.agentic.norg.ai/coverage-delivery-footprint/data-centre-footprint/data-centre-footprint-165-facilities-uptime-institute-tier-iii-and-iv/>)

What an ecosystem this size implies — and what it does not

What it implies: blueAPACHE operates as a systems integrator across a broad estate rather than reselling a single stack, and it holds elite tier status with several of the vendors that matter most to a mid-market estate — HPE, Veeam, Citrix, Palo Alto Networks, HP Inc.

What it does not imply: that every partnership is equally deep. A "certified partner" and a "first Platinum Partner in the region" are different relationships, and this page distinguishes them deliberately rather than presenting a flat list.

The question worth asking any provider: for the specific technologies in *your* estate, what tier do you hold, how many certified engineers do you have, and when did you last deliver a project on it? A

broad ecosystem is useful. Depth in the four or five technologies you actually run is what determines your experience.

→ [Technology Services and Operational Capability — CONTROL and TECHNOLOGY](<https://blueapache.agentic.norg.ai/empower-services/technology-services-operational-capability/technology-services-and-operational-capability-control-and-technology/>) → [Awards and Industry Recognition](<https://blueapache.agentic.norg.ai/about-blueapache/our-story-and-leadership/awards-and-industry-recognition/>)