

2010

Company Profile

# Bluechip Infotech Company Profile



**New wave of distribution**

**bluechip**  
infotech

*New Wave of Distribution*

2010

## Company Profile

### ***Welcome to Bluechip Infotech***

---

Bluechip Infotech, established in 1997, focuses on delivering the latest IT products to a wide channel base, while maintaining a dedicated commitment to first class service.

With Australian state offices in Sydney, Melbourne, Brisbane and Perth we are able to back our commitment to service through localised support bases.

The key to Bluechip Infotech's success lies in our strong Vendor relationships, many of which involve joint equity interest, ensuring a high level of commitment, cooperation and market relations. Thus we guarantee full comprehensive understanding of products and target markets, allowing us to provide cost effective solutions to our partners.

Bluechip Infotech has a long and successful history dealing with small and medium value-added resellers in SMB, education and retail markets. Our territory coverage includes markets in PNG, Fiji and some pacific islands.

We continue to improve our efficiency in distribution and services by improving our e-commerce tools, regular review of our internal process. Our staff is our biggest asset and we are committed to provide proper training to allow our staff to grow with us.

**bluechip**  
infotech

*New Wave of Distribution*

**Company Profile****Core Competency**

The distribution of an extensive range of computer components and peripherals, notebooks and PCs.

**Mission Statement**

To build a strong National Distribution and a one stop IT and AV components and peripherals Company, committed to customer satisfaction and the supply of quality branded products and services

**Our Aim**

- To exceed customer expectations of us as a truly national distributor of strategic products.
- To build long term customer and supplier business relationships.
- To provide value for money products, customer service and support.
- To make it easier for resellers to do business with us.

**Market Differentiator**

Our objective is to offer our resellers all the tools necessary to enhance and develop their business via the online facilities we have carefully developed over the years, with key emphasis on information flow. Our e-commerce site is a vehicle to:

- Advertise, position and promote the products that we distribute
- Link to our vendors' websites
- Allow access to full image and product details library
- Supply online details of:
  - Order status
  - Invoice history
  - Tracking deliveries and Account history
- Provide electronic applications and RMAs
- Ensure 24 hour online ordering via Secured Link
- Email notifications of purchase orders
- Provide a downloaded customised price list in Excel or XML formats
- Provide an XML data link to all our products for automated product lists
- Offer an ongoing incentive program

**Our Commitment**

Our commitment to the IT Channel and its partners ensures you receive quality products at competitive pricing from leading manufacturers.

**Company Profile****Key Vendor Partners**

Bluechip Infotech's key partners include Acer, AOpen, Apacer, ASUS, AverMedia, BenQ, CyberPower, D-Link, Eaton Powerware, Edimax, Fujitsu, InFocus, LG, Logitech, NU, Pioneer, QNAP, Sony and Targus.

**Achievements**

- 2004/05/06/07 - Acer Distributor of the year
- 2004/05/06 - Apacer best partner award
- 2005/06 - LG Notebook distributor of the year
- 2005/06/08 - LG LCD distributor of the year

**Staff**

Bluechip Infotech currently has 82 qualified staff members working nationally.

---

**Bluechip Infotech Website**

The Bluechip Infotech website [www.bluechipit.com.au](http://www.bluechipit.com.au) are valuable sales and informational tools designed to offer our resellers a functional online service that is both fast and easy to navigate.

Our website is updated regularly to ensure our information is current. Additionally, new and exciting features are continually being developed to enhance the site. Our objective is to offer our resellers all the tools necessary to enhance and develop their business as well as provide a vehicle to:

- Advertise, position and promote the products we distribute
- Directly link to our vendors' sites
- Provide online details of: order status, invoice history, tracking deliveries and account history.
- Provide electronic application for RMAs
- Ensure 24-hour online ordering via secure link
- Emailed notifications of the purchase orders
- Provide a downloadable customised price list
- Give rewards for loyalty manufacturers.

To support our customers and their needs better Bluechip has offices with warehouses set up nationally. All warehouses hold stock ensuring efficient delivery of all orders.



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  
21 Smallwood St  
Underwood, QLD 4119  
Tel: +61 7 3421 8400  
Fax: +61 7 3421 8499



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



Adelaide Office  
1D Oldsmobile Tce  
Dudley Park, SA 5008  
Tel: +61 8 8345 9700  
Fax: +61 8 8345 9799