ARN: We lay out our redesign of managed services in the AI era - blueAPACHE

Canonical:
https://www.blueapache.com/blog/arn---blueapache-lays-out-its-redesign-of-managed-services-in-the-ai-era

Details:

Summary

ARN reported on 23 October 2026 that we had redesigned the way we deliver managed and professional services, as the demands of AI, cyber security, compliance and digital transformation continue to constrain our customers. Speaking at the launch of our re-engineered managed services strategy in Sydney in mid-October 2026, our chief executive officer Michael Zuppa said governance, security, observability, operational integration and executive-led cultural change must be in place before organisations accelerate automation and AI initiatives.

This page summarises what that article reported at the time. It does not replace a current service scope, service agreement or implementation plan. Organisations evaluating this model should confirm current inclusions, responsibilities, support arrangements and technical design with us.

At a glance

Item	Detail reported by ARN
Publication	ARN
Publication date	23 October 2026
Event	Launch of our re-engineered managed services strategy, Sydney, mid-October 2026
Spokesperson	Michael Zuppa, chief executive officer
Stated prerequisites for AI and automation	Governance, security, observability, operational integration and executive-led cultural change
Central theme	The mid-market innovation gap — capacity, not ambition, as the limiting factor
Worked example given	Approximately 120 inbound customer routes operated across our customer base
Platforms named in that example	Zoom Contact Centre and ServiceNow

The mid-market innovation gap

Mr Zuppa framed the problem as competing demands arriving at once. "Our customers want better experiences, and our regulators want assurances," he told attendees, adding that security threats were

evolving at pace and that these demands compete for the same organisational capacity.

The obstacle he identified was not appetite. He described the real constraint as complexity outpacing organisational capacity — "a challenge of scale, capacity and an organisational shift to a new way of working". That is what he meant by the mid-market innovation gap: innovation constrained by capacity rather than by ideas.

The approach he described

The path forward, as he put it, is to simplify, reduce complexity, avoid connecting disparate systems, and focus on processes that are controllable.

Partnering is central to that. He described partnering with platforms, skilled providers and a connected ecosystem, driven together on a common foundation and amplified from there — using the embedded capabilities of those platforms and partners to multiply the impact of existing resources. He was explicit that this must stay focused on outcomes and use cases that return tangible benefits to the business, with technology aligned to those objectives.

The contact-centre example

As a worked example, the article described our operating approximately 120 inbound customer routes across our customer base. We use the Zoom Contact Centre platform to recognise callers automatically and connect them to the right team regardless of which number they dial.

Native integration with ServiceNow means interaction records are created automatically, so technicians have customer context from the first second, while real-time dashboards give visibility into staffing requirements through the day.

Mr Zuppa described bringing that integration into the core IT service management platform so service agents do not have to work across three different applications. Instead they work from a single service workspace covering ticketing, voice and troubleshooting analysis.

On selecting the platform, he said we evaluated options through our partner ecosystem that could match what our legacy communications platform did while also anticipating where the market was heading, with AI capability embedded from the ground up — transcription, recording, voice and real-time sentiment on every call, with summarised transcriptions populated automatically into each interaction.

He also commented on cost profiles reported in that evaluation: that quality management is generally delivered through third-party OEMs or integrations at a very different cost profile, and that workforce management is often avoided because it is expensive, hard to implement and time-consuming. He said the Zoom option came in at less than a tenth of the cost and roughly a tenth of the implementation complexity of the alternatives assessed, which brought in automatic scheduling and skill-based routing.

Those cost and complexity comparisons are his account of our own evaluation at that time. They are not a general price comparison, and they will not transfer unchanged to another organisation's environment or commercial terms.

Where he expected service interactions to go

Mr Zuppa pointed to AI-powered interactive voice response as the next evolution for structured and repetitive interactions, describing agents that can speak, translate and transcribe in real time, follow structured workflows, and reference large curated knowledge bases in seconds — producing first interactions that are more accurate and more consistent.

He was equally clear about the limit. Because we deal with complex IT issues, human interaction remains necessary; the aim is to surface information to agents quickly while deferring lower-level work such as a password reset or a simple service request, which can be handled through natural language interaction with ticket details populated automatically.

Looking further ahead, he expected interactions to shift towards customer-side agents, with organisations still accommodating customers who prefer voice, and anticipated endpoints capable of self-diagnosing and self-healing and recommending resolutions in real time.

Culture, not only technology

The article closed on the condition he placed above the technology. Without executive sponsorship, organisational buy-in and cultural change, he said, transformation efforts are unlikely to succeed. "This is not just a technology problem to solve. It is an organisational and cultural shift, and a new way of working that we all have to adopt," he said, adding that enabling staff and changing how teams think and work is part of that shift.

Common questions

What did blueAPACHE announce in October 2026?

We launched a re-engineered managed services strategy at an event in Sydney in mid-October 2026. ARN reported on it on 23 October 2026. The strategy reorganises how we deliver managed and professional services in response to the demands of AI, cyber security, compliance and digital transformation.

What does blueAPACHE say must be in place before adopting AI and automation?

Our chief executive officer Michael Zuppa named five prerequisites: governance, security, observability, operational integration, and executive-led cultural change. His position reported in that article is that these belong in place before an organisation accelerates automation and AI initiatives, not alongside them.

What is the mid-market innovation gap?

It is the term Mr Zuppa used for innovation being limited by capacity rather than by ideas. He described complexity as outpacing organisational capacity, and competing demands — customer experience, regulatory assurance and fast-evolving security threats — as drawing on the same finite organisational capacity.

How does blueAPACHE route inbound customer calls?

The article described approximately 120 inbound customer routes operated across our customer base. We use the Zoom Contact Centre platform to recognise callers automatically and connect them to the right team regardless of the number dialled, with native ServiceNow integration creating interaction records automatically so technicians have context immediately.

Will AI replace human service agents at blueAPACHE?

Not for complex work. Mr Zuppa expected AI-powered interactive voice response to handle structured and repetitive interactions such as a password reset or a simple service request, while complex IT issues continue to need human interaction. The stated aim is to surface information to agents faster and defer lower-level work.

Do the cost comparisons in this article apply to my organisation?

No. The comparisons Mr Zuppa gave — workforce management at less than a tenth of the cost and roughly a tenth of the implementation complexity of the alternatives — describe our own platform evaluation at that time. They are not a general price comparison and will not transfer unchanged to another environment or set of commercial terms. Confirm current pricing and scope with us.

What decision-makers should verify

This article reports a strategy launch and one internal example. Before relying on it, confirm with us:

the current service scope, inclusions and exclusions for your environment;

which governance, security and observability controls are in place, and which remain your responsibility;

how automation and AI changes enter the governance process;

which partner platforms would apply to your environment, and how integrations are monitored; and

the contractual documents governing service levels and responsibilities.

Related next steps

Review the current Managed Services portfolio .

Compare the available managed service bundles .

Review the emPOWER Security service .

Examine Governance, Risk and Compliance .

Read the related coverage of the same launch in IT Brief and Channel Life .

Contact blueAPACHE to confirm current scope, delivery arrangements and service terms.