

The BlueReef Roadmap



*"Shoot for the moon.
Even if you miss, you'll land among the stars."*

—Les Brown





WE BELIEVE

Big goals for a company are important to drive teams to be better, and to push the boundaries of what is possible.





WE BELIEVE

Our business is developing the future today, and the BlueReef Technology Roadmap is the course we choose to define who we will be by:

December 2025

It's how we will contribute to the business & technology communities of tomorrow.



The Roadmap Resolutions

These are the corner stones of
our vision of the future of
BlueReef Technology in
December 2025.

1.

We are managing the IT & communications
platform for businesses in all states &
territories throughout Australia.

The Roadmap Resolutions

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BlueReef Technology in
December 2025.

2.

We have over 20,000 end users
working on our platform solutions
every single day.

The Roadmap Resolutions

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December 2025.

3.

Companies identify us as being their
must have partner to enable growth &
innovation in their own companies.

The Roadmap Resolutions

These are the corner stones of
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December 2025.

4.

We attract & develop amazing staff
who are the leaders in their field.

*“Great things in business are never done by one person.
They’re done by a team of people.”
– Steve Jobs*

The BlueReef Purpose

Our reason for being is simple: Giving businesses a better technology partner, with better technologies & teams to drive their company forward into the future.

Enabling businesses to grow

Technology for SMEs should be an enabler to growth and realisation of goals, not a hinderance.

This is our whole job. In focusing on holistic solutions; simplified and managed - we can help our partner clients succeed.



The BlueReef Purpose

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Protect our partner clients

We protect our client's entire digital footprint from attack, theft or corruption.

We seek out threats - internal, external, from any source; and neutralise all dangers in the physical & digital worlds.

Our failure to keep pace in this arena, is the failure of the trust we have earned from our clients.



The BlueReef Purpose

Our reason for being is simple: Giving businesses a better technology partner, with better technologies & teams to drive their company forward into the future.

Setting the course for tomorrow

Our clients need us to keep an eye on the horizon, so they aren't left behind. We want them to have the best – always.

The mission is to continue to develop for the future, with an eye for exceptional service & solutions – and grow into an industry leader of tomorrows technology for SMEs –today.





Our Core Values

How we get there is at least as important as the destination. These are the core values in our team that will bring our goals to reality.

1 – Own it

Any problem or responsibility, we choose to look at as an opportunity.

In owning it, we are gifted an opportunity to innovate and find a better way forward. We enjoy figuring things out, and building better things.

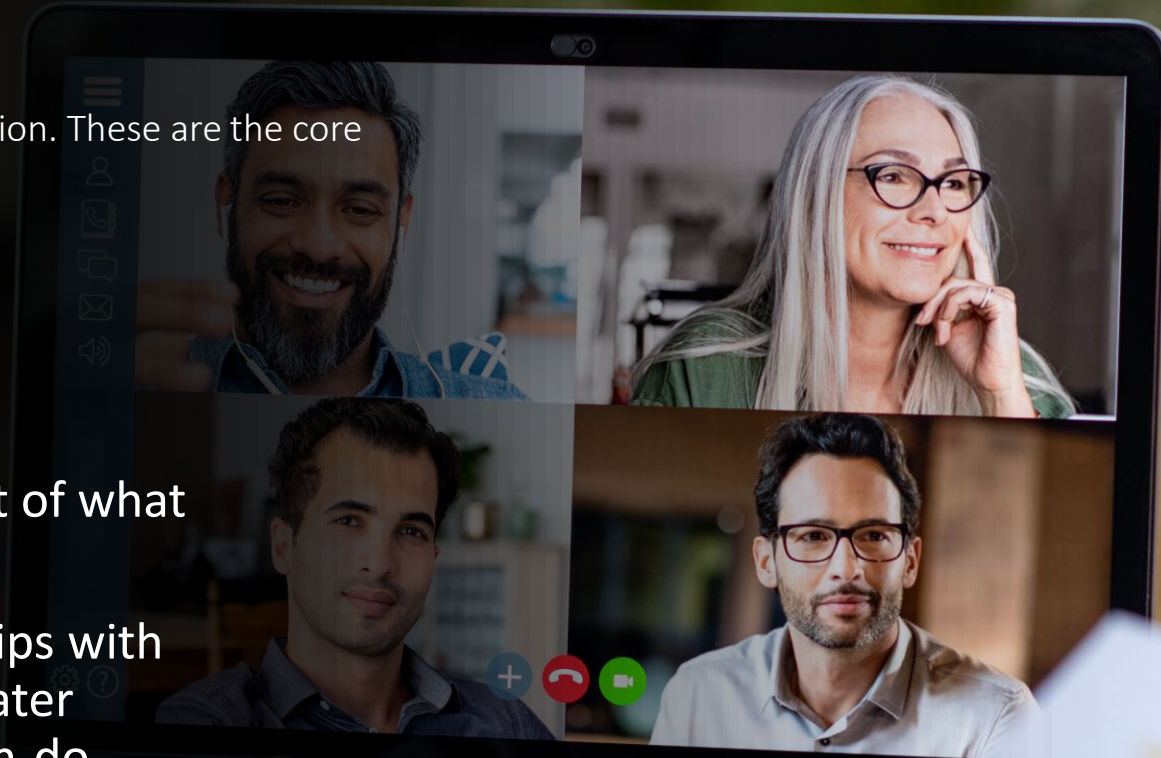
Our Core Values

How we get there is at least as important as the destination. These are the core values in our team that will bring our goals to reality.

2 – Focus on the human

Technology firms always tend to lose sight of what matters: the human.

We focus on communication & relationships with our clients, staff & partners to realise greater outcomes for all involved; with a great can-do attitude.





Our Core Values

How we get there is at least as important as the destination. These are the core values in our team that will bring our goals to reality.

3 – Always wear the white hat

Doing the right thing is a core ethos which drives all our decision making.

“Don’t be evil”

We believe in having the confidence to admitting mistakes, correcting them – and learning from them. Trust is everything in relationships, and we will do all we can to earn that trust by not being evil.



How will we develop our roadmap to a reality?

The people and tools that will get us to December 2025:

Humans of BlueReef

- We are going to build the stuff that no one else will be able to & set a standard that other firms will try and copy.
- With a diverse background & varied interests, each team member will bring their unique piece to our solutions and services.
- Each team member is going to want to be a part of the BlueReef Technology family long-term; for the fun, challenge & cutting edge.
- But most importantly, every single team member believes in the purpose, values & goals of BlueReef Technology.

*“Tell me and I forget.
Teach me and I remember.
Involve me and I learn.”*
– Benjamin Franklin



How will we develop our roadmap to a reality?

The people and tools that will get us to December 2025:

BlueReef Technologies

- Our technology will be beyond what our competitors have even conceived, much less developed.
- Our customers are going to point at our solutions as their main competitive advantage; helping them grow and succeed through our partnership.
- All our solutions are going to have a focus on being more secure, smarter & faster than anything else on the market, while keeping them easy to use.
- Our team is going to be obsessed with developing our technologies: to the extreme of saving a second of time for our end users in a process (*Because for 20,000 people that equates to 5.5 hours of time saved*), or creating a new way of viewing data in an unexpected way that could spark an idea for our clients.

“Technology like art is a soaring exercise of the human imagination.”

– Daniel Bell



How will we develop our roadmap to a reality?

The people and tools that will get us to December 2025:

BlueReef Training / R&D

- Learning is key: Our team is going to train, learn & constantly gain certification in almost all areas of technology, enabled by the BlueReef training program.
- We believe we can find ways to do almost everything better, and we're going to actively invest, research & work to realise that. Every single day.
- We encourage new ideas in our team and discourage a fear of failure; exhaustively testing everything before bringing it to market.
- A laser focus on efficiencies that can be gained in time, costs, support and systems.

“Success is the ability to go from failure to failure without losing your enthusiasm”

— Winston Churchill



How will we develop our roadmap to a reality?

The people and tools that will get us to December 2025:

BlueReef Partners

- We will seek out and partner with other companies that have the same ethos as us – as clients, suppliers & consultants.
- We will encourage joint ventures into new industries to achieve results greater than the sum of the partners for the benefit of our clients.
- We are going to work side by side with multinational partners like Microsoft, Amazon & Google and bring the fruits of that collaboration to businesses of all sizes.

"Talent wins games, but teamwork and intelligence win championships."

– Michael Jordan



Our everyday BlueReef.

The daily bits to byte into 5 years... 😊

- I will make at least one customer & co-worker smile each day – as much for me as them.
- I am going to learn at least one new thing every week.
- If I must escalate something in-team, I am going to work to be able to handle that some thing next time.
- I am going to go above & beyond what a client expects at least once a month, to help really add value to their company.

We're excited for
December 2025...



*"The people who are crazy enough to think they
can change the world are the ones who do."*

– Steve Jobs

Let's get to work!