

Fusion CX Enters Australia Through Acquisition of VA Platinum

Acquisition marks Fusion CX's 16th acquisition and adds offshore staffing and managed workforce capabilities to its portfolio.

ATLANTA, GA, UNITED STATES, September 1, 2026 /EINPresswire.com/ -- [Fusion CX](#), a global customer experience and business process outsourcing company, today announced its acquisition of [VA Platinum \(VAP\)](#), a provider of dedicated offshore staffing and managed workforce solutions for Australian businesses. The acquisition marks Fusion CX's 16th acquisition and establishes the company's presence in Australia. The acquisition provides the company with an established physical presence in New South Wales, Australia.



Founded in 2017 by Brian Jones, VA Platinum has built a presence among small and mid-sized Australian businesses, particularly across financial services and related professional sectors. The company serves more than 350 clients and has over 700 revenue-generating employees, supported by an operations team of approximately 100 professionals, across its delivery operations in Cebu and Davao, Philippines. VA Platinum generates annual revenue of approximately US\$12 million in 2026.

VA Platinum provides dedicated, full-time offshore professionals across finance and accounting, mortgage broking, financial planning, lending, bookkeeping, legal and conveyancing, real estate and other specialized business support functions.

"VA Platinum has built a business with expertise in the Australian market and a differentiated approach to offshore staffing. This acquisition marks an important milestone for Fusion CX as we establish our presence in Australia and add specialized staffing and managed workforce capabilities to our portfolio. We are pleased to welcome Brian and the entire VA Platinum team



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*Pankaj Dhanuka, Co-Founder
and Chief Executive Officer,
Fusion CX*

to the Fusion CX family," said Pankaj Dhanuka, Co-Founder and Chief Executive Officer, Fusion CX.

The acquisition combines VA Platinum's Australian market expertise and specialist workforce model with Fusion CX's global scale and offshore delivery experience. It also expands Fusion CX's service portfolio across finance and accounting BPO, mortgage and real estate BPO, and specialized professional support services, complementing its existing customer experience and business process outsourcing capabilities.

"Joining Fusion CX marks an exciting new chapter for VA

Platinum. We have built our business around helping Australian companies access dedicated, high-quality offshore teams. Becoming part of Fusion CX brings together our understanding of the Australian market with the scale and capabilities of a global organization," said Brian Jones, Founder and Chief Executive Officer, VA Platinum.

About Fusion CX

Founded in 2004, Fusion CX is a global provider of customer experience, business process outsourcing, and offshore staffing and BPO solutions. Headquartered in Kolkata, India, and Atlanta, USA, Fusion CX serves clients across industries including telecom and utilities, BFSI, healthcare, retail, and high-tech. Its AI solutions arm, Omind, provides generative AI-powered automation and intelligent CX technology, along with [AI data infrastructure services](#) for specialized AI labs and robotics companies. Learn more at <https://www.fusioncx.com> and <https://www.omind.ai>

About VA Platinum

VA Platinum provides dedicated offshore staffing and managed workforce solutions for Australian businesses. Founded in 2017, the company specializes in building full-time offshore teams across financial services and related professional support functions, with delivery operations in Cebu and Davao, Philippines. Learn more at <https://www.vaplatinum.com.au>

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