Red Opal Innovations (ROI) scenario

Red Opal Innovations (ROI) is an information technology company that commenced operations in 2004. The focus of the business at that time was IT and network consultancy services for small to medium sized businesses. Three years ago, the company decided to add services for the design and development of websites, multimedia products and customised applications.

The company has the following departments:

- **Development**: carries out the creation of custom-built software solutions and dynamic websites
- **Multimedia Productions**: including video, post production and animation
- **Sales and Marketing**: works on advertising campaigns, the company's social media presence, attends industry and community events, visits clients and identifies prospective clients
- **Human Resources**: manages the recruitment of full time and contract staff and their entitlements such as leave and superannuation
- **Accounts**: looks after the payments into and out of the company (accounts payable and receivable).
- **IT Support**: manages client support activities, solves client problems relating to Information and Communications Technology (ICT), liaises with the appropriate people to gather information, performs test installations, and prepares reports for management such as performance analysis reports, software pre-installation audit reports and so on.

To date, the company's head office employs 40 full time staff with up to 20 additional contract staff utilised to cover specific projects.

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