



Who is OpenOffice.net?

About us

Our IT business was established in 1983. In IT terms this is old. We are one of the oldest established IT firms in the Northern NSW area. Over the years our company's products and services have changed as the industry and our business has developed. Our current structure is mainly focused on small to medium sized business software development. Over all those years and throughout all the changes in structure, location and staff we have always provided personal professional service to our client base.

Our Market

Our market is small to medium sized enterprises, our target is typically a small business that provides professional personal service, carries a moderate to large stock holding. Our clients usually built their businesses from scratch and know everything there is to know about the products they sell, but have limited knowledge about computers or software. Our company goals must always appreciate that this business relies on its technology infrastructure to perform its day to day functions. Simple, Practical, Professional, and Service orientated support is required. They don't usually like dialling 20 numbers pushing 5 to speak to service then 3 to select what product, then 2 to talk to a message bank. They want someone to answer the call personally.

Our Product

Our flagship product is the OpenOffice.net Business Suite of Software. It is designed with core modules that apply to all businesses, from a Doctors Surgery to Spare Parts. Integrated in to these core modules are a number of market specific Sales Modules. These modules mould in to the core modules to make one uniform business application. But OpenOffice.net doesn't stop there. The product has the unique ability to add as many customised modules as the client requires. These custom modules again mould in to the core and sales modules to become one. Giving each site it's own unique application that does everything they require. Thus, our tag line **"Making it Fit"**.

Our income source is two fold. While we generate income from new sales of our software, but by far the majority of our income generation comes from developing those customisations and custom modules for our clients. The technology used to develop OpenOffice.net allows us to produce professional custom modules in a very short time. Almost cut and paste. As our client base expands so does our income from customisations. Most of the income generated by new sales is returned to either our resellers in the form of promotional material, training or sales material, or to our end users as bonuses for referring us to their business partners. This in turn ensures our client base continues to grow. Income generated from the custom developments is what funds our business.

Our Company Structure

The key here is keeping it simple. OpenOffice.net is a trading name owned by Bella Isora Pty Ltd. We are a small business just like most of our clients. That's why we understand their needs, because we have the same needs as they do. Quality products providing value for money. In small business we understand that you don't have the time or money to waste on inferior products that only do half the job.

Our Goals

Over the next 12 months, our main focus is to find and offer help to as many small businesses as possible. However, our growth path is not steep. We aim for a more conservative growth, where we can manage and assist all clients easily. Each new client is given their own personal Technology Assessment by one of our Microsoft Certified Small Business Specialists. To ensure they obtain the most from their system investment. This is a free service we offer all new clients. With a professionally designed technology plan you can be assured of achieving the results you need.