



## Case Study

### How ASTA Services is driving demand for its audit services via the Mcloud Marketplace

ASTA Services supports a growing body of SME clients in Sydney's western suburbs, while also providing SMSF audit services.

ASTA was an early participant in the Mcloud Marketplace, which connects SMSF Trustees with related service providers including:

- ▶ Audit
- ▶ Tax
- ▶ Administration
- ▶ Technical support
- ▶ Legal



“ Speaking of his involvement, Principle Dennis Dang said:

*“Finding time for business development is a challenge for any professional services provider, and SMSF audit is no different.*

*The Mcloud Marketplace has become an important channel for finding new Trustee clients at low cost.*

*It also provides a workflow tool so that we can collaborate with clients online, effectively making our service national, and the transparency engendered by client reviews builds confidence amongst all users.*

*For firms with a similar profile to ours I would not hesitate to recommend Mcloud as a channel to market.”*