

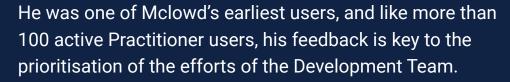


Case Study

How SMSF Practitioner George Fiorentino contributed to the building of a cloud-based SMSF accounting system

Overview

George operates a sole practice in the Perth suburb of Kewdale, servicing both SMSF and SME clients.









Speaking of his involvement, George had this to say:

"Unlike the incumbent vendors, Mclowd has no minimum spend, which allowed me to start off with a modest number of funds, and in the process build my confidence with the software (while reaching out to the Support Team whenever I had a query).

I have also been pleased to watch the software mature over time – and the company grow – based on my input (which is rare for a sole practitioner such as myself).

I would rank the ability to engage with smaller firms / sole practitioners as one of the key strengths of Mclowd.

I have also leveraged low-cost administration resources in the Marketplace in order to:

- Manage low-value tasks for which I do not have the time
- Plug gaps in my product knowledge at short notice

I have continued to provide feedback to the Support Team, even as the software has matured, and look forward to doing so into the future."