



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.

He was one of Mcloud's earliest users, and like more than 100 active Practitioner users, his feedback is key to the prioritisation of the efforts of the Development Team.



“Speaking of his involvement, George had this to say:

“Unlike the incumbent vendors, Mcloud 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 Mcloud.

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.”