



CLIENTCHOICE Awards <sup>2022</sup>  
*finalist*

Take the lead

# Cloud accounting

Our capability

2022





# Cloud accounting

## If you want your business to work smarter and faster, cloud accounting software is a wise investment.

The cloud is a platform to make data and software accessible online anytime, anywhere, from any device. Working in the cloud will give you a better overview of your finances and improve collaboration with your team and advisors.

### Benefits of Cloud Accounting



You have a clear overview of your current financial position, in real-time.



Get the flexibility to run your business from work, home, or on the go.



Stay connected. Multiuser access makes it easy to collaborate online with your team and advisors.



Remove tedious manual processing and allow automated processes to improve reporting accuracy.



Everything is run online, so there's nothing to install and everything is backed up automatically.



It's scalable, cost effective, easy to use and saves you valuable time.



Improve your efficiency and spend more time focusing on revenue-generating activities.



It empowers business owners and key management personnel.

### Automation

Automation is transforming the accounting industry and there are many products available in the marketplace ready to help you transform your business, improve your processes and deliver greater results.

Choosing the right accounting software will allow you to integrate with a whole ecosystem of "add-on" software. This will enable you to spend more time analysing reports and less time producing them.

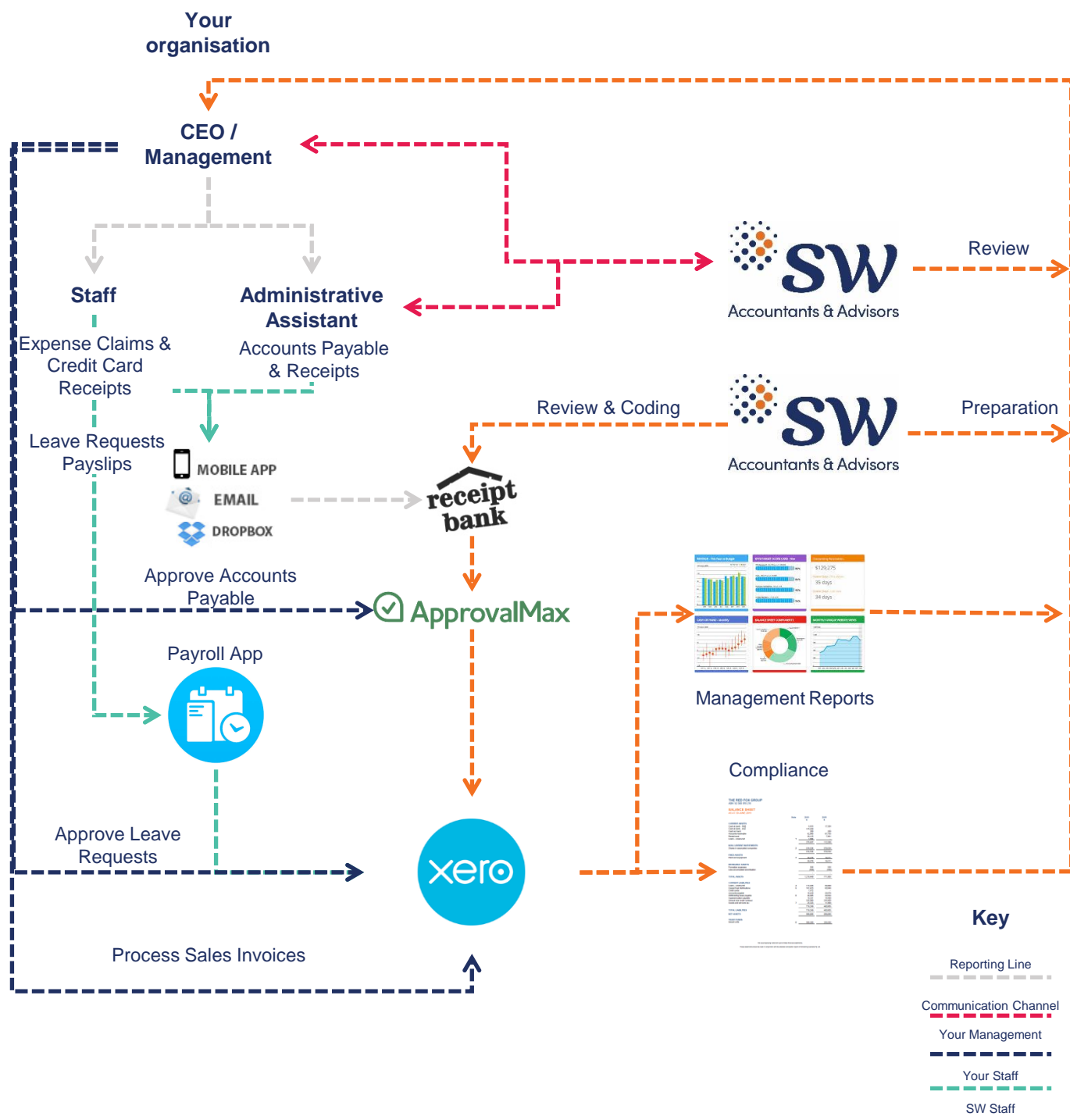
We can deliver this for your whole Group, regardless of who looks after the day-to-day finance function of each entity.



# Our working approach



We will work collaboratively with you to develop an approach that will increase your efficiency and support your organisation. As Xero certified advisor, we will be able to offer commercial advice and support.





# Cloud accounting experts

**Our people experience in the implementation of Xero and cloud accounting to support your organisation. Contact us to discuss the possibilities.**



**Steve Allan**

Director, Business and  
Private Client Advisory

T +61 3 8635 1913

E [sallan@sw-au.com](mailto:sallan@sw-au.com)

With over twenty-five years of professional accounting experience, Steve has developed expertise in providing consultancy, accounting and taxation services for a range of family business, managed funds, Universities and Australian subsidiaries of multinational groups.



**Rick Hemphill**

Director, Business and  
Private Client Advisory

T +61 3 8779 6550

E [rhemphill@sw-au.com](mailto:rhemphill@sw-au.com)

Rick has significant experience implementing new accounting software and processes within business. He is passionate about innovation, making use of the growing financial technology in the accounting industry and automation of processes.

## What our clients say

“The Aliro Group has been working with Rick for the past three years.

Rick was responsible for the implementation of our business and fund accounting platform and with helping with the continuous upkeep of these platforms. He has facilitated the set-up of various reporting tools as well as invoice receipt and approval tools which complement our business and fund platforms. Rick was instrumental in managing the consolidation of our various sub trusts in our fund platform to streamline processes.

Rick is our go to person whenever we require help or insight with how to manage and grow our accounting and operating platforms. He is an out of the box thinker and has helped us solve many issues both platform and accounting related over the years. Rick is an excellent problem solver. He is extremely knowledgeable and is always willing and happy to assist.

I highly recommend working with Rick.”

**Delon Wainer**  
**Aliro Group Pty Ltd**

**Aliro** 

# About SW

SW is an Australian owned advisory and accounting firm with an 85+ year history that understands relationships make all the difference in delivering great outcomes.

**10,000**  
people globally

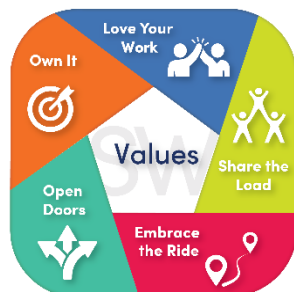
**16 + 110**  
combined countries  
with Praxity Alliance

**80**  
offices globally

**300**  
people nationally

**85**  
years Australian owned

**\$498.3m**  
worldwide revenue 2019  
(USD)



**Purpose** | To create opportunities throughout Australia and Asia for our clients and our people

**Values** | We are a values led firm with these values embedded into our everyday behaviour and language and are unique to our people. They also reflect the manner in which we work with you.

We have 300+ people across four locations, and are ranked 22nd largest firm by revenue in the 2021 AFR Top 100 Accounting Firms. Of all national practices in Australia, we rank 10th.

As a member firm of SW International, one of the world's leading member organisations of independently owned and managed accounting and advisory firms, we also have access to professionals across the globe to support our clients in their global aspirations.



## Services

### Advisory Services

#### Financial

- Acquisition and investments
- Capital raising
- Due diligence
- Financial modelling
- Grants and incentives
- IARs and IERs
- IPOs
- Merger integration
- Private wealth advisory
- Transaction advisory services
- Valuations

#### Strategic, operational and compliance

- Business and strategic planning
- Business planning tax advice
- Cloud accounting
- Compliance services
- Corporate advisory services
- Corporate governance
- Data analytics
- Information technology risk and security
- Outsourced accounting solutions
- Risk management

### Assurance

- Compliance audits and reviews
- Expert accounting and audit opinions
- External audit
- Internal audit
- Review of financial reports
- Systems and controls reviews
- Technical IFRS, accounting advice and training

### Tax

- Corporate tax risk management
- Employment taxes (FBT, superannuation and payroll)
- Expatriate taxes and global mobility
- Fuel tax credits
- GST and indirect taxes
- International tax
- Remuneration and benefits (share schemes)
- Research and development tax incentive
- Tax structuring
- Transfer pricing

## Awards



### beaton Client Choice Awards

Finalist Best Accounting Firm  
2018, 2019, 2020, 2021 & 2022  
Finalist Most Innovative Firm  
2020, 2021 & 2022  
Finalist Best CX Firm  
2022

### Top Intern Program

Ranked in the top 10  
for 2017, 2018, 2019  
& 2020 (AAGE)

### GradConnection & AFR Top 100 Graduate Employers

Listed in the top 100 in 2018,  
2019, 2020 & 2022

### Top Graduate Employers

Ranked in the top 35 in 2017,  
2019, 2020 & 2021 (AAGE)



# Our International Network

We have on-the-ground Australian teams in Shanghai, China and Coimbatore, India. We deliver global solutions as a member of the SW International Network and Praxity Network Alliance.

SW has real relationships & connectivity across our international network to provide integrated global services for our clients. With international headquarters in Hong Kong, SW International member firms provide assurance, business advisory, corporate finance and tax consulting services. Also a member of the Praxity Network Alliance, our combined global footprint and connections span over 110 countries across the USA, Europe, Asia Pacific and Middle East.

Australia | Mainland China | Egypt | Germany | Hong Kong | India | Indonesia | Japan | Macau | Malaysia | Pakistan | Singapore | Taiwan | Thailand | Turkey | United Kingdom

## SW

A global network of independent accounting and consulting firms.

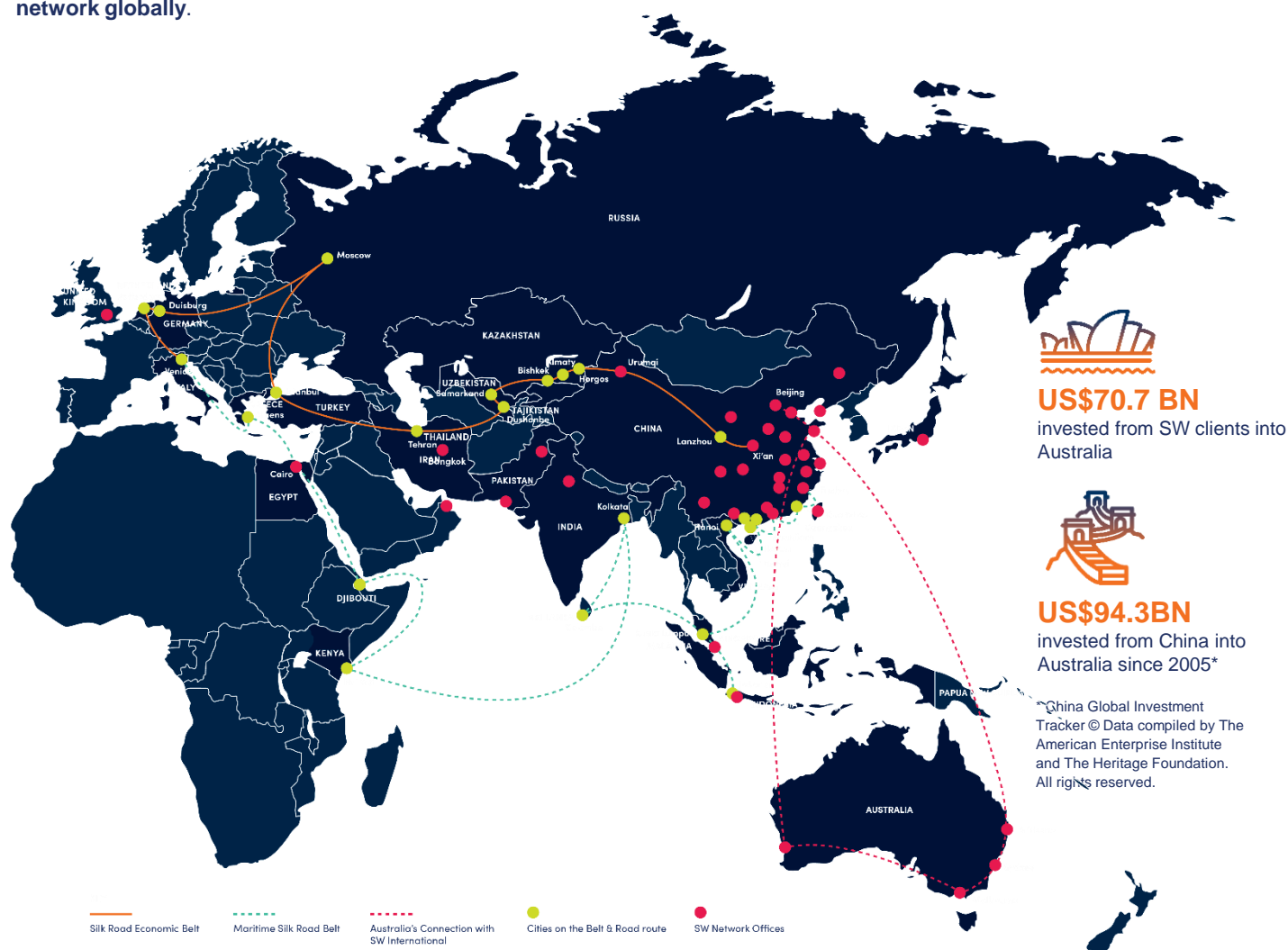
**18th** in terms of total headcount

**20th** in terms of fee income

according to the World Survey of International Accounting Bulletin (IAB) published in 2020, and in 2018 was recognised as the **fastest growing network globally**.

SW's premium advantage lies in its ability to provide foreign companies safe passage and premium market intelligence when establishing a business presence with or within China/Asia or Asia Pacific.

SW China is the largest indigenous and integrated firm in Mainland China, with 24 offices and 8,000 people.





 Take the lead



# SW

## Accountants & Advisors

### Yuggera Nation

**Brisbane**  
Level 15  
240 Queen Street  
Brisbane QLD 4000  
T +61 7 3085 0888

### Kulin Nation

**Melbourne**  
Level 10  
530 Collins Street  
Melbourne VIC 3000  
T +61 3 8635 1800

### Whadjuk Nation

**Perth**  
Level 25  
108 St Georges Terrace  
Perth WA 6000  
T + 61 8 6184 5980

### Eora Nation

**Sydney**  
Level 7, Aurora Place  
88 Phillip Street  
Sydney NSW 2000  
T +61 2 8059 6800



sw-au.com



SW acknowledges and pays respect to the past, present and future Traditional Custodians and Elders of this nation and the continuation of cultural, spiritual and educational practices of Aboriginal and Torres Strait Islander peoples.

24052021