

## Magnus Corporate Advisory

Starting a new practice always brings new challenges but starting it during a pandemic is very different experience. When Magnus was established, their vision was to do things differently than it had been done before. That included being as digital and paperless as possible. Coincidentally, the challenges of a global pandemic meant that they were absolutely on the right track. After being introduced to FuseSign by BGL, they signed up for a free trial, and the rest is history. Two months later, they are so glad they did—staff and clients are both happy, and things get done so much faster, for a fraction of the cost they had anticipated—BGL and FuseSign together makes life a lot simpler.



### BUSINESS SNAPSHOT

**Client**

Caroline Crofts

**Business**

Magnus Corporate Advisory, two locations in Sydney

**Business size**

One partner firm

**Corporate Compliance**

BGL CAS 360

**SMSF Compliance**

BGL Simple Fund 360

**Technology solution**

FuseSign



We've just been through four months of lockdown in Sydney, and having access to the digital signature options was just a lifesaver. It just meant things could happen expediently for clients because when dealing with companies like ASIC and the ATO, sometimes the penalties that face individuals or companies for delays in things being done are quite massive. So having access to FuseSign has made it a lot simpler and quicker.

**Caroline Crofts**

Magnus Corporate Advisory



## Magnus Corporate Advisory

### THE CHALLENGE

Although Magnus Corporate Advisory was established just over a year ago, their current Partner has been a Chartered Accountant for over 25 years and was previously a Partner with another firm for a number of years. Servicing mostly small to medium businesses with a mix of individuals and companies as clients and across a myriad of industries. When they set up their new practice, Caroline and the team had the goal to do things differently and in a more efficient way than what they'd done before—part of that was focusing on going paperless and digital. And it was important for them to go paperless and digital, even more than they've been in the past. With that in mind, they've decided to join BGL.

With many companies they act for, they handle the company registers and trusts, which requires a lot of administration and acts of signing. FuseSign has helped to streamline that process considerably. Setting up a business and having its first year brings its challenges but setting up a business and having its first year during a global pandemic is a very different experience.

**“Coincidentally, regardless of our aim as a company, we happen to be setting up during a pandemic and in our first year in a pandemic. So, we'd had the right vision at the right time.”**

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Using FuseSign is simple. It's been reasonably seamless.

**Caroline Crofts**  
Magnus Corporate Advisory

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The practice initially adopted digital signing with a different provider, but they encountered quite a few limitations that proved to be unsustainable in the long run.

**“Initially, we were using a free tool for digital signing, and it was very dysfunctional, to be honest. Then we started having to pay separately for digital signatures. But even then, we couldn't have all the staff being able to access it. We started looking for alternatives that would allow us to integrate with our existing systems, but the prices were prohibitive. We are a small firm, and it just wasn't feasible if it was just hideously expensive. That was our initial experience, and we kept using a single subscription for one email user, but it wasn't sustainable in the long run.”**

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I believe FuseSign is the best option for small and medium businesses like us, where you don't want to spend thousands of dollars a year for the option to have two or three staff using digital signature. It's just not feasible. FuseSign met that gap in the market, and it came at the right time.

**Caroline Crofts**  
Magnus Corporate Advisory

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### THE SOLUTION

Through BGL, they heard about FuseSign. They decided to sign up for a free trial and put it to the test.

### THE OUTCOME

It's been two months since the practice has signed up to FuseSign, and the feedback from both the clients and the team has been really positive.

**“Using FuseSign is simple. It's been reasonably seamless. Our clients are keen to use digital platforms, even for signing off on a tax return. And then obviously, for registers and other things like that, it's been simple via the BGL integration. Our clients have embraced it, and it just makes it easy for them.”**

Before adding FuseSign to their tech stack, Caroline remembers how frustrating the process was for the team. **“We were just kind of doctoring—for want of a better word—a lot of the documents and things that needed signature manually through that process. And that was quite difficult because of the way the system was set up; if you couldn't cut and paste, you couldn't save anything. So, it was quite tedious, really. So, I would absolutely recommend FuseSign”**

Caroline encourages anyone who wants to implement digital signing in their practice to try FuseSign as she believes they have nothing to lose. **“I would definitely say that people should give it a go. They need to trial it, which is what we did. We did a trial, and then once you do that, you can see what you can do, and it was just a natural progression to keep going, and it just saves us a massive amount of time with so many things. I believe FuseSign is the best option for small and medium businesses**

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For Caroline, the events of the pandemic made it clear just how important it was to have a digital signing tool that could go the distance. **“We've just been through four months of lockdown in Sydney and having access to the digital signature options was just a lifesaver. Having access to FuseSign has made it a lot simpler and quicker”**



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