

# MOSMAR SNIPPETS CLAUSE LIBRARY

## CASE STUDY

### How a simple solution made a big impact

Genesis Accounting is a boutique firm of Chartered Accountants providing tax consulting and software, and who specialise in GST advice for Australian councils.

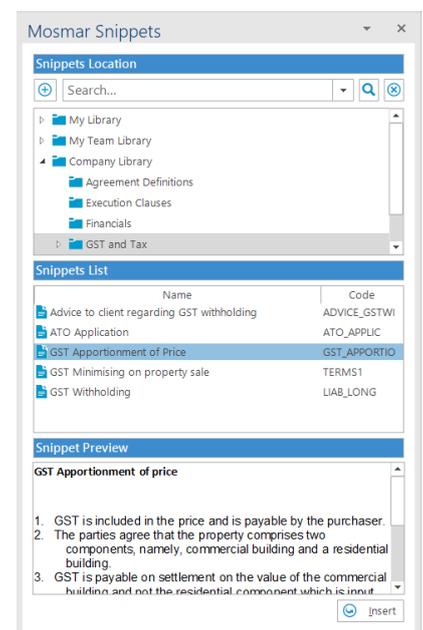
Principle accountant, Pat McCarthy, regularly undertakes training to hundreds of councils on the intricacies of tax and GST.

Pat and his team are efficient and organised, yet recognise they are time poor like many businesses and could benefit from tools to save time and reduce risk.

#### Objective

Recognising that they communicate with their customers often in the same way, Genesis Accounting sought a solution to speed up the process of drafting documents, and most importantly emails.

As a small business with limited IT resources, the solution must be cost effective and simple to implement and maintain.



## Solution

The **Mosmar Snippets** clause library solution was demonstrated to Genesis Accounting to assist with document production and email communications.

Snippets, as an interface inside Word and Outlook, enables simple browse and search, then drag and drop of content into the required location in a document or email.

The key beneficial features recognised by Genesis Accounting were:

- Clause title, code and content searching
- Snippet Preview control
- Multiple libraries for personal v company use
- Fast process to create and share new Snippets
- Version control and security via Sharepoint Online



## Outcome

**Mosmar Snippets** was implemented in a matter of minutes, and connected up to the Genesis Accounting Sharepoint 365 site.

Pat and his team were able to get started immediately creating new Snippet content and dragging existing content into their Snippet libraries.

Training was provided but minimal was needed, as the team hit the ground running and understood the solution instinctively.

Benefits were soon realised after scouring sent emails and recent documents, to discover how much valuable and reusable content could be turned into Snippets for future use.

In turn, the time saved in drafting correspondence using Snippet content was instantly recognised.

Next steps for Genesis Accounting will be further expanding their Snippets using simple yet smart automation via content controls and placeholders.



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