



# Case Study:



## THE CLIENT:

Lusk Moore Group was founded to assist individuals, family groups and companies with a wide range of tax issues. Core services are focused on taxation and accounting services. Based in Hong Kong, Lusk Moore Group focuses in U.S., Hong Kong, UK and international tax and related issues. Their client base reaches across Asia and around the world, with customers in the United States and Europe.



## THE CHALLENGE:

Firstly, Lusk Moore Group's accounting senior leadership and Managing Directors were experiencing several bottlenecks with tax, accounting and bookkeeping personnel. They found that they didn't have enough candidates for their recent firm's growth. Senior accounting staff were constantly struggling with client filing dates, chaotic closings, late reports, and overly complex analyses; lacking the ability to scale. Secondly, They were facing too many repetitive and time-consuming back-office work tasks that were chewing up too many hours and leaving less time for high-margin strategic and advisory client care. The bottom line? They were left unable to achieve corporate expansion by themselves.



## THE GOAL:

To scale and grow their back-office tax, accounting and bookkeeping support team. To do this, they wanted to find a strategic remote staffing partner with special hands-on experience in accounting, taxation, and software support applications across multiple countries.

## THE SOLUTION:

Omada One accepted the challenge, flying to Hong Kong to meet with the accounting partners and CPAs to craft a proof-of-concept pilot (POC) strategy. We worked closely with the Managing Directors of the UK and U.S., and the entire senior accounting leadership team of Lusk Moore Group to get to know their staff and operations. We did this to identify their exact issues, bottlenecks and accounting staffing requirements.

Over the next three months, Omada One assisted the accounting practice in sourcing and hiring a remote team of professional and dedicated CPAs, junior accountants, and bookkeeper employees in The Philippines. The offshore team of accounting & finance staff were also able to identify several process and skills gaps and correct accounting low marginal inefficiencies with precise execution and outcomes during the pilot stage. The Lusk Moore Group Managing Directors were so impressed with the staff's performance and outcomes, they jumped on a plane and flew to the Philippines to meet and spend some time with their new remote dedicated team.

We also assigned the Omada One accounting forensic special audit team to review and assist with scrubbing of the company accounting and finance data storage process.



“

*“Thanks to Omada One we are able to dedicate our time to what is important to us and our clients globally, knowing that our accounting and financial back-office support obligations are being managed professionally. I recommend Omada One to fellow start-ups or enterprise companies looking for a reliable business partner to manage tax, accounting and bookkeeping activities”.*

**- Davis Lusk, US CPA**  
Founder, Managing Director

#### THE TASK OUTCOMES:

- Hired a team of offshore senior, junior accountants, and bookkeepers in just **4 weeks’** time
- Reduced time-consuming client reports, assigned tasks, and cut turnaround tax time deadlines by **19%** which resulted in reduction of operational cost and labour expenses by **52%**
- Completed a Lusk Moore Group Business model assessment
- Reviewed statutory compliance
- Advised on tax treatment and preparation
- Defined processes and controls
- Performed monthly closing of accounts
- Completed monthly bank reconciliations
- Completed monthly financial reports and KPIs