# Advancetrack expands into Australia and New Zealand with innovative Podsourcing service



Advancetrack, an accountancy outsourcing firm, has announced its expansion into the markets of Australia and New Zealand, a move indicative of its broader global growth strategy. This development represents a significant milestone for the company, illustrating its commitment to enhancing its international presence.

In conjunction with its expansion, Advancetrack has introduced a new service termed Podsourcing. This innovative offering is structured to enhance clients' accounting operations by providing a dedicated team responsible for managing essential functions including bookkeeping, tax preparation, and payroll services. The Podsourcing model aims to afford clients increased flexibility, scalability, and continuity in their operations, thereby allowing them to dedicate more focus to strategic growth rather than daily operational challenges.

Leading the charge in the Asia Pacific region for Advancetrack will be Craig McKell, who has been appointed as the general manager. A chartered accountant with a notable background as a former partner at EY, McKell brings significant expertise and leadership experience to his new role, which will be pivotal in advancing Advancetrack's initiatives across the region.

The firm has also fortified its positioning through an exclusive partnership with Chartered Accountants Australia & New Zealand (CAANZ). This alliance aligns with Advancetrack's strategy to cater to the evolving demands of the accounting profession in the Asia Pacific.

Additionally, Advancetrack has recently established a new operational centre in India, further bolstering its capacity to serve clients effectively. In a press statement, Advancetrack highlighted that "Podsourcing not only sets Advancetrack apart by providing a scalable, team-based outsourcing solution, but it also meets the global demand for flexibility and resilience in accounting operations."

Vipul Sheth, the managing director of Advancetrack, commented on the Podsourcing service, stating, “Our new Podsourcing service is designed to revolutionise how firms manage their accounting workflows by offering a flexible and scalable team-based solution. By providing continuity and efficiency in essential tasks like bookkeeping, accounts and payroll, Podsourcing will empower our clients to focus on growth and strategy, rather than day-to-day operations.”

In a move to further enhance its service delivery, Advancetrack has appointed Rishi Ruparelia as its new Sales Account Executive. Ruparelia brings decades of industry experience and will take on the responsibility of assisting accounting practice leaders in optimising productivity and resource management.

The comprehensive strategy highlighted by Advancetrack marks an ambitious step forward in not just expanding its geographical footprint, but also in providing innovative solutions that address contemporary challenges faced by accounting professionals around the world.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://www.business-money.com/announcements/accountancy-firm-announces-australia-new-zealand-expansion-with-key-hire-and-major-new-deal/> - Corroborates Advancetrack's expansion into Australia and New Zealand, the introduction of Podsourcing, and the appointment of Craig McKell as Asia Pacific general manager.
* <https://www.business-money.com/announcements/accountancy-firm-announces-australia-new-zealand-expansion-with-key-hire-and-major-new-deal/> - Details the exclusive partnership with Chartered Accountants Australia & New Zealand (CAANZ) and the launch of the Podsourcing service.
* <https://www.advancetrack.com/podsourcing/> - Explains the structure and benefits of the Podsourcing service, including its focus on flexibility, scalability, and continuity in accounting operations.
* <https://www.advancetrack.com/podsourcing/> - Provides details on how Podsourcing works, including the team-based approach and the types of accounting services offered.
* <https://www.business-money.com/announcements/accountancy-firm-announces-australia-new-zealand-expansion-with-key-hire-and-major-new-deal/> - Mentions the establishment of a new operational centre in India and its impact on Advancetrack's global capacity.
* <https://www.advancetrack.com/podsourcing/> - Quotes Vipul Sheth on the Podsourcing service and its aim to revolutionize accounting workflows.
* <https://www.advancetrack.com/> - Describes Advancetrack's overall outsourcing and offshoring services, including the benefits of their scalable delivery models.
* <https://www.advancetrack.com/> - Details the different service models offered by Advancetrack, including outsourcing, offshoring, and team-based Pods.
* <https://www.icaew.com/technical/practice-resources/practice-news/outsourcing-offshoring-podsourcing-whats-the-best-fit-for-your-accountancy-practice> - Explains the advantages of Podsourcing over traditional outsourcing and offshoring, and its suitability for firms with long-term growth plans.
* <https://www.business-money.com/announcements/accountancy-firm-announces-australia-new-zealand-expansion-with-key-hire-and-major-new-deal/> - Highlights Craig McKell's background and his role in leading Advancetrack's expansion in the Asia Pacific region.