

*Illusions Online ('IOL') and its group of companies is very pleased to have the opportunity to work with Chris Smith and his associates at Granite Morgan Smith.*

*In 2005, IOL made the decision to restructure the group operations which included overhauling its existing accounting procedures and suppliers. Given IOL is a global travel technology company with operations in Dubai, London, Melbourne and Bombay, it was critical to have accurate statutory and financial information available in a timely manner. After an exhaustive review, the company selected GMS as its partner for managing its global accounts.*

*GMS is a strategic partner in the company's efforts of accomplishing the goal of internalizing accounting operations. In addition, Chris was commissioned to conduct a strategy workshop that involved all the senior management of IOL to create a roadmap for the organisation, moving forward. The outcome of the exercise was a clear business strategy for the company that was amalgamated into a set of action points focussing on every aspect of the business, including product development and operations & financial management.*

*It would be hard to believe that many other consultants could provide such a wide breadth of knowledge of accounting, business management and technology. Chris has always been very responsive and realistic with his suggestions. It would be without reservation that I would recommend Chris and GMS to any company looking to meet their business goals.*

*Faisal Memon*

*Global CEO.*