

MEDIA RELEASE**Wolters Kluwer Tax & Accounting Announces a New Collaboration in Australia to Provide Accounting Firms Content Through the BOMA Digital Marketing Platform**

Award-winning CCH iQ premium content library will now be accessible with exclusive content

(SYDNEY, AUST, 23 JUNE 2022) - [Wolters Kluwer Tax & Accounting Asia Pacific](#) a leading provider of expert solutions that combine deep domain knowledge and local expertise with advanced technology and services to help tax, accounting, audit, and finance professionals make critical decisions every day today, announced its new collaboration with [BOMA](#). Together, Wolters Kluwer and BOMA will deliver a toolkit that allows firms to provide real-time business advisory and accounting marketing content to their respective clients. The Wolters Kluwer CCH iQ research library will now be available on BOMA's marketing platform, specifically designed for accountants and bookkeepers.

The Wolters Kluwer award-winning CCH iQ premium library scales from small firms to multinational businesses. It supports accounting firms, bookkeeping professionals and their clients by highlighting issues that may affect their business and giving them a head start on actionable topics. The trusted content, written by CCH Tax experts, differentiates accounting firms as they access deep industry insights and thought leadership - helping to create business mentoring opportunities for their clients and to grow their business as well.

As an industry resource, the CCH iQ platform has built a reputation for delivering exceptional outcomes for accountants. It offers a seamless integration of resources to help professionals in the tax, accounting, audit, finance and legal sectors make critical and superior decisions.

BOMA is tailor-made for accountants to reduce the time, cost and complexity challenges of their own digital marketing. Subscribers have access to expertly written content in a practical toolkit with ready-to-share everyday formats, such as emails or social media. The 'mix and match' capabilities of the BOMA platform allows subscribers to combine premium library content from Wolters Kluwer with in-house content from BOMA, together with their own content in newsletters, social posts and website blogs.

"This is an inspiring collaboration for busy accountants and bookkeepers. Combining the actionable, event-based insights of CCH iQ with BOMA's easy to use digital marketing toolkit makes it easier for accounting firms to deliver value and create business development and revenue opportunities. It's a win-win for nurturing clients and driving business growth," said Izzy Silva, Managing Director, Wolters Kluwer Tax and Accounting, Asia Pacific.

“Over the last couple of years, staying on top of legislative changes and actionable events has proven to be particularly challenging. Now being across the changes for the entire tax landscape as they happen – and having them at your fingertips is a game-changer.”

Wolters Kluwer subscribers get exclusive access to selected CCH iQ premium content library when they subscribe to BOMA. Non-Wolters Kluwer subscribers can access this premium content for an additional charge in a BOMA subscription. [More information can be found here.](#)

About Wolters Kluwer

[Wolters Kluwer](#) (WKL) is a global leader in professional information, software solutions, and services for the healthcare; tax and accounting; governance, risk and compliance; and legal and regulatory sectors. We help our customers make critical decisions every day by providing expert solutions that combine deep domain knowledge with advanced technology and services.

Wolters Kluwer reported 2019 annual revenues of €4.6 billion. The group serves customers in over 180 countries, maintains operations in over 40 countries, and employs approximately 19,000 people worldwide. The company is headquartered in Alphen aan den Rijn, the Netherlands.

Wolters Kluwer shares are listed on Euronext Amsterdam (WKL) and are included in the AEX and Euronext 100 indices. Wolters Kluwer has a sponsored Level 1 American Depositary Receipt (ADR) program. The ADRs are traded on the over-the-counter market in the U.S. (WTKWY).

For more information, visit www.wolterskluwer.com.au, follow us on [Twitter](#), [Facebook](#), [LinkedIn](#), and [YouTube](#).

About BOMA

BOMA is the world’s leading digital marketing tool and content library, designed for busy accountants and bookkeepers. BOMA gives you expertly written advisory articles and free images so you can create emails, newsletters and blog posts in no time.

Support clients with newsletters, email updates, social media posts using hundreds of ready-to-share and customisable compliance and advisory articles, available in the BOMA content library.

And now you can access Wolters Kluwer CCH content in BOMA. Our partnership allows you to provide value to your clients by addressing the issues that affect them and providing insights to help them grow.

For more information, visit www.bomamarketing.com, follow us on [Twitter](#), [Facebook](#), [LinkedIn](#), and [YouTube](#).

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