



BATTLE CARD

OVERVIEW

AvaTax: Fast, Easy, Accurate, Affordable

Focus on your core business and outsource complex, administrative functions – such as payroll and sales tax management – to the experts. Avalara's AvaTax is the fastest, easiest, most accurate and affordable way to handle sales tax compliance. AvaTax calculates rates based on 100,000+ taxability rules and 11,000+ jurisdictions, and provides seamless integration into the Avalara Ecosystem with over 100 ERP, accounting, e-commerce and retail POS systems pre-built and ready to use. Sales tax is hard. AvaTax™ makes it easy.

AVALARA'S PERFECT PROSPECT PROFILE (PPP)

Any customer of yours that spends even a small amount of effort managing sales tax is wasting time and money, while increasing their potential audit liability. Organizations that have the greatest need for AvaTax products and services are typically doing one or more of the following things:

- Paying taxes in more than 1 state (multi-state nexus)
- Paying taxes in Home Rule and/or Mixed Sourcing states such as CA, TX, OH, AL, AK, AZ, CO, ID, IL, LA
- Expanding their business
- Switching or upgrading their ERP or accounting system
- Selling tax-exempt products or services, or working with customers who work with do deal in exempt transactions.
- Selling products and services online
- Preparing for or recovering from a recent audit
- Working with a new controller or CFO
- Managing a significant change in leadership or organizational structure
- Working with a dedicated, in-house tax department
- Employing a remote work force
- Managing multiple order entry systems



TOP 10 REASONS TO USE AVATAX

1. Comprehensive, end-to-end automation
2. Geospatial systems for assigning tax jurisdictions for a 'roof-top' calculation
3. Extensive coverage of tax rules for thousands of products and services that have varying product taxability requirements
4. Completely automated return filing and end-to-end compliance
5. Automatically updated rate, boundary and taxability rule data
6. Centralized, secure management of sales tax, exemption certificate and filing records
7. Address correction and validation (AVS) included
8. Rapid deployment - pre-built and ready to use connectors for seamless integration with 100+ existing ERP, POS and e-commerce applications
9. Easy to use interface for set-up, management and reporting.
10. On-demand, out-of-the-box sales tax reporting capabilities

COMPETITIVE LANDSCAPE

AvaTax Differentiators:

1. Short deployment cycle – typically < 30 days
2. Pin-Point Accuracy
3. No additional hardware or software required
4. Pre-built integrations with 100+ ERP, POS and e-commerce applications
5. SDK (Software Development Kit) option for building custom integrations
6. In-house tax research and GIS departments
7. 7,500+ live, active customers
8. Electronic exemption certificate management
9. Fully integrated, end-to-end sales tax management solution

OBJECTIONS/RESPONSES & QUALIFYING QUESTIONS:

Cost

Maintaining an onsite sales tax system is labor intensive, leads to inaccurate results and can be an expensive process from supporting rates tables, to ongoing maintenance, to reporting and filing. Also, the average cost of a state sales tax audit is \$25,000-\$30,000. AvaTax's subscription-based pricing means the service can scale with your business. Since AvaTax is a cloud-based service, you don't need to make investments in hardware or software to use it and all of the sales tax rate/rule/boundary data is maintained and updated in the cloud. AvaTax delivers a fully automated solution from calculation to filing along with a higher level of compliance which reduces your overall audit exposure.

Implementation time

Most implementations can be completed in less than a week with our pre-built connectors to 100+ ERP, POS and e-commerce applications. More complex and custom integrations may take several weeks, which is significantly faster than the industry standard which is typically 90 – 180 days.

It's going to be another complex system to manage and another system for my team to learn.

Pre-built connectors integrate AvaTax capabilities with your existing systems and data. Live webinars and training sessions make AvaTax easy to set up, learn and use. The user-friendly Admin Console makes running reports quick and easy.

How do I know it will be more accurate and consistent than what I'm doing today?

Avalara conducts on-going, extensive research to ensure that our tax decision engine is populated with the most accurate tax rates and rules, and geo-coded address validation means that rates are applied with roof-top accuracy.

Some initial qualifying questions:

What state do they have Nexus? This helps determine what states or jurisdictions they need to collect and remit tax.

What are the platforms (ERP, E-Commerce, Point-Of-Sale) where they need sales tax calculated? This helps determine what platforms they invoice out of.

What Products or Services do they sell? This is important to evaluate if they have any varying product taxability requirements.

How do they handle their sales tax filing today? Many companies want to outsource their sales tax filing processes so it can be an important factor in their decision.

What's your timeline for getting a sales tax solution for ecommerce in place? Avalara's initial contract term includes a 30 Day grace period but there is flexibility to extend the grace period to align with your customer's planned Go-Live date.

