Net@Work

Avalara

Get sales tax compliance right to enable omnichannel growth

Avalara Sales Tax Suite for Omnichannel Retail

Omnichannel retailers are challenged to mask back-office complexities to create a satisfying and consistent customer experience across channels.

Implementing this vision can be difficult. The sales tax treatment of cross-channel fulfillment and returns, third party logistics, and online marketplaces can vary widely across each of the more than 12,000 U.S. sales and use tax jurisdictions, each with its own rules, rates, and tax holidays. Plus, out-of-state sellers face growing tax obligations as states tighten nexus requirements.

Customer dissatisfaction can result from cross-channel tax errors, such as a store calculating sales tax differently on a refund than what was originally paid online. Errors occur when sales tax decisions are managed independently by disparate systems supporting online and in-store sales.

The Avalara Sales Tax Suite has helped more than 20,000 businesses automate tax compliance, increase efficiency, and lower audit risk. Avalara provides over 600 prebuilt integrations to business applications (see diagram below) to help handle growing tax complexity with technology instead of human resources, enabling retailers to focus on more strategic projects.

Sales and use tax calculation with Avalara AvaTax

Provide a consistent experience for your customers

AvaTax enables cross-channel transactions and provides centralized tax policy administration for sales and use tax calculation, facilitating a consistent customer experience across online, in-store POS, and mobile applications.

Mitigate risk

AvaTax maintains tax rules and rates across all channels and fully automates tax determination to manage compliance and mitigate audit risk.

Sales and use tax calculation

- Maintains tax rules and rates, eliminating tax research and tax table maintenance
- Validates addresses and uses mapping technology to improve accuracy over ZIP+4 rate determination
- Supports VAT and GST determination for global tax calculations
- Provides built-in sales tax history reporting
- Integrates with ERP, POS, ecommerce, billing and CRM applications for fast deployment

Managed returns filing

- Manages sales tax prep, filing, payments, and tax notices
- Handles outlet-based returns in states that require them
- Integrates sales from multiple channels on a single tax return
- Simplifies treasury management with a single ACH transfer to cover all sales tax liabilities

Exemption certificate management

- Collects, stores, tracks, reports, and analyzes exemption certificates
- Applies or exempts sales tax based on exemption status
- Provides a simple, integrated customer experience across ecommerce and mobile POS
- Captures certificates by simply snapping a picture on a mobile device

- **Product taxability:** Avalara tracks product tax rules, rates, and tax holidays across the U.S. Avalara supports European VAT, India GST, full compliance in Brazil, and tax calculations for countries around the world.

- **Jurisdiction assignment:** Avalara validates the full address and uses mapping technology to match it to predefined tax regions for U.S. states, U.S. local governments, and other countries. AvaTax determines the proper jurisdiction for sales, use, and VAT tax calculation and reporting.

Drive efficiency and growth

AvaTax addresses growing sales tax requirements with technology instead of human resources, saving time, reducing overhead, and improving margins, while enabling internal experts to focus on more strategic projects.

- **Cloud deployment:** Internet-based service delivery provides a scalable solution that supports growth without IT bottlenecks.

- **Omnichannel ready:** More than 600 prebuilt connectors can quickly integrate any transaction source for centralized tax management.

- **Comprehensive reporting:** A library of common sales and consumer use tax reports summarizes transaction history for return preparation, reconciliation, tax analysis, and audit readiness.

Enable fast implementation and ROI

AvaTax provides certified integrations with accounting, ERP, CRM, and ecommerce systems, enabling fast implementation and quick return on investment. AvaTax works within the user interface of your current systems, eliminating the need to modify workflow processes for tasks such as calculating taxes or setting up new products. AvaTax also includes tools and training to get you going quickly.

Managed returns filing with Avalara Returns

Avalara Returns improves efficiency and compliance by handling monthly sales and use tax preparation, filing, payment, and notice management on your behalf. Sales information from multiple channels is automatically combined in a single return. Outlet-based returns are created automatically where required. Avalara Returns can help lower filing costs and reduce errors, so you can focus on more strategic projects.

Exemption certificate management with Avalara CertCapture

CertCapture collects, stores, tracks, reports, analyzes, and utilizes exemption documents in support of tax compliance. Exemption certificate information is integrated with AvaTax to support a tax exemption only for a valid, active certificate.

Online, in-store POS, and mobile POS interfaces allow customers or store employees to easily look up existing certificates or add new ones simply by taking a picture with a mobile app. Centralized storage and easy retrieval of certificates minimize risk of negative audit results.

"We answer with such confidence and authority now; the auditors have moved on to someone else."

Lois Browne, VP Finance
Dylan's Candy Bar

Retailers using the Avalara sales tax suite

Get started with Avalara AvaTax today!

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