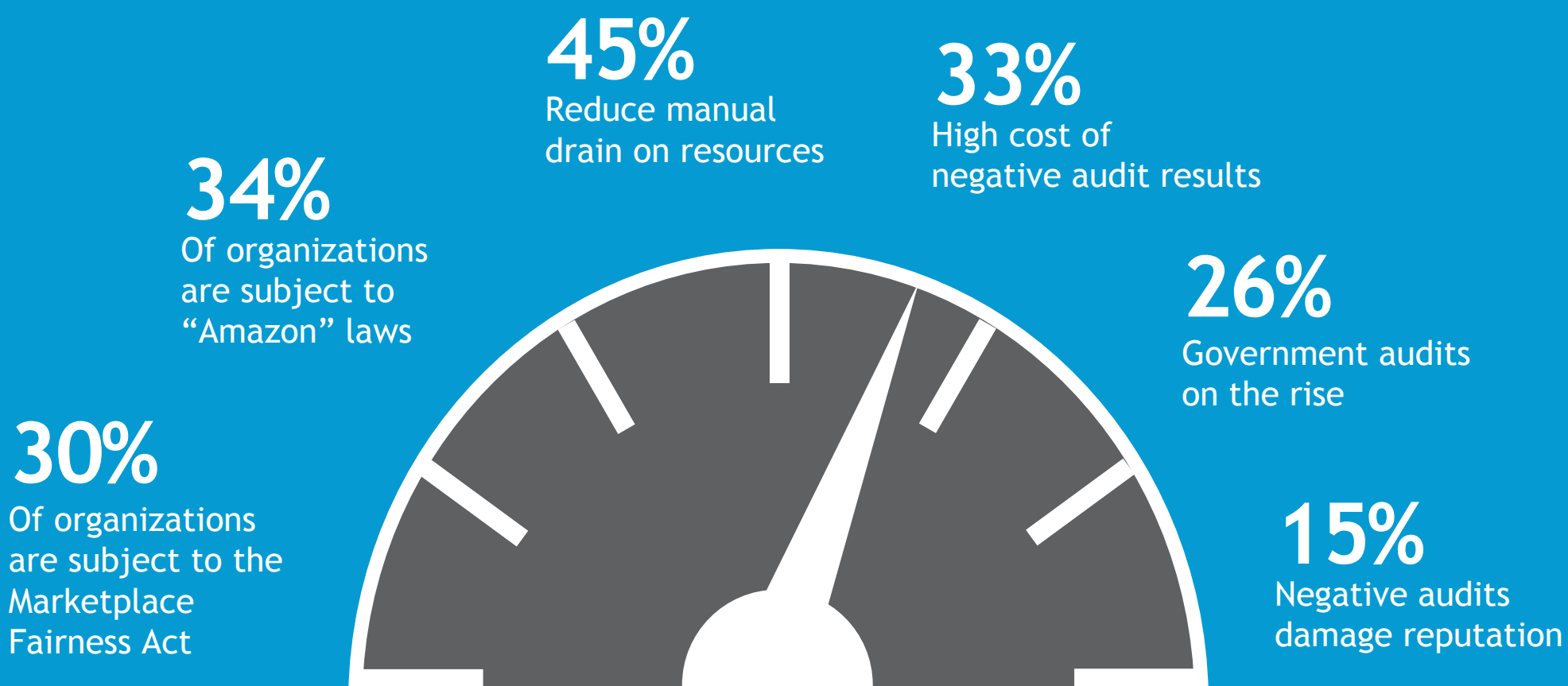


# HOW GREAT COMPANIES MANAGE SALES TAX

— What Makes Best-in-Class the Best —

When it comes to sales tax compliance, what exactly makes a company Best-in-Class? A recent survey by Aberdeen Group identified the real practices that make a company best-in-class (top 20%) or a laggard (bottom 30%) when it comes to sales and use tax compliance.

## REASONS WHY COMPANIES PRIORITIZE COMPLIANCE



## BENEFITS OF BEING BEST-IN-CLASS

### LAGGARDS

Audits without Penalties

### BEST-IN-CLASS

60%



91%

Overpayment Occurrences

18%



2%

Change in Time to Address Tax Errors

+49%  
INCREASE



-27%  
DECREASE

Change in the Cost of Audits

7%  
INCREASE



22%  
DECREASE

## STRATEGIES THAT SEPARATE BEST-IN-CLASS vs. LAGGARD

Calculates Tax Rates Automatically

45%



57%

One Location for Tax Transaction Records

42%



53%

Automatic Tax Rates Updates

39%



48%

Automated Workflows for Prep, Filing, Remittance/Recovery

39%



47%  
More likely than all others

Offloads Manual Workflows with Technology



46%  
Automated tax remittance tools

50%  
Automated tax prep & filing

57%  
Automated tax rate calculation

Avalara is a leading provider of sales tax and compliance automation services in the cloud. Recognized as one of America's fastest growing technology companies, we connect into leading ERP and ecommerce software systems that serve millions of small to medium sized businesses.

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