

# Avalara Exemption Certificate Management Pro

Compliance for tax exempt sales made easy. Replace complexity with simplicity.

Missing, inaccurate, and incomplete exemption certificates are one of the leading causes of audit penalties. Yet, many companies do not take the time or have the expertise to ensure documents and information collected from their customers are valid, current, or meet the specific requirements of each state. Businesses may not be aware of missing or invalid certificates until an audit.

Managing exemption certificates well, even with a manual process in place or with common document management platforms, is labor-intensive and error-prone. With all the new nexus laws in place, businesses simply cannot afford to risk non-compliance.

**Avalara's Exemption Certificate Management (ECM) Pro**, built for small to large-sized businesses, is a next-gen and best-in-class solution that has set a new industry standard. ECM Pro can dramatically improve compliance efficiency and audit preparedness with a reimagined user experience, certificate collection automation and intelligence, powerful campaign management tools, and expansive integration options to simplify workflow.

## Collection Accuracy

- **Certificate selection assistant**- gathers information from your customer to help them select the correct form from our extensive library of tax certificates, including local and special exemption certificates.
- **Behavior editor**- intelligently excludes unnecessary form fields to allow for less uncertainty and a simplified customer experience.
- **Exemption Tax Help Content Library**- includes thousands of exemption-focused tax laws with answers to your tax exemption-related questions to provide an added confidence level.

## Automated Validation

- **Exemption Certificate Express**- reviews certificates entered through the customer portal with a simple step-by-step collection process, improving certificate accuracy and minimizing customer rework. With Exemption Certificate Express, customers manage their own certificates, significantly reducing the need for follow-up.
- **Automated document validation**- uses optical character recognition (OCR) and machine learning to scan, read and digitize certificates to capture field data and intelligently recognize incorrect forms and information or missing signatures. This enhanced validation, specifically used for state-issued forms (like the Florida resale certificate), is an industry-first.
- **Configurable exemption rules**- provides built-in rules to help determine which form is required and how expiration is handled for each

## Key Benefits

### Reduce Risk

- Improve certificate compliance for exempt transactions
- Track certificate expiration and proactively request new ones
- Reduce potential errors through automated workflows
- Automate validation efforts to improve accuracy
- Respond to audits quickly and with confidence

### Drive Efficiency

- Reduce time required to collect, review, and manage certificates
- Minimize the effort to track tax laws and expiry dates
- Reduce administration time to review and validate certificates
- Eliminate IT and security costs to maintain in-house systems
- Reduce the need for in-house expertise

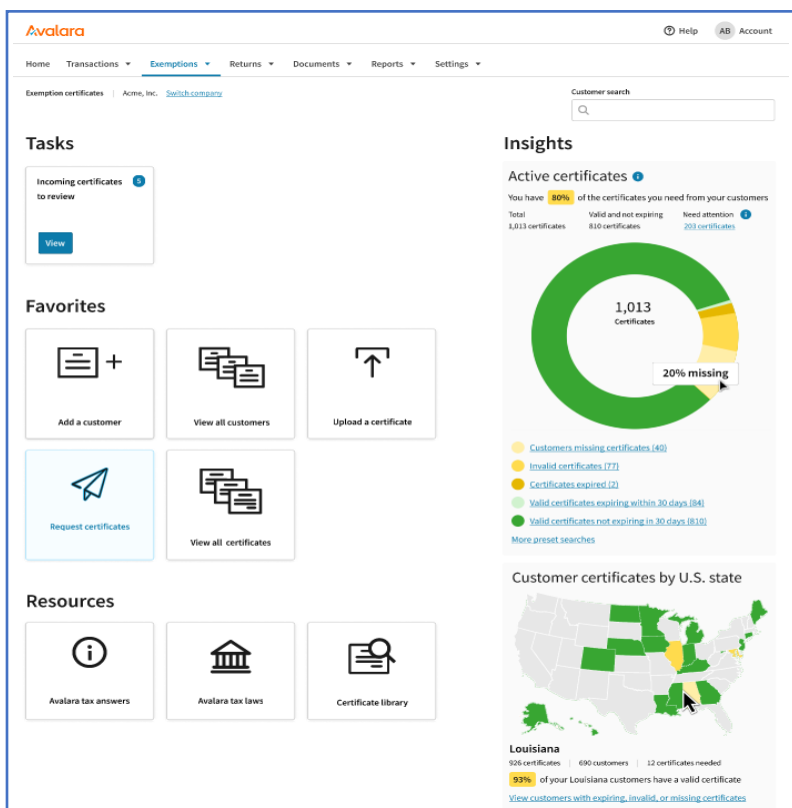
### Improve Customer Satisfaction

- Reduce customer time to upload valid certificates
- Help customers select and complete the right form without rework
- Allow customers to manage their certificates, reducing constant follow-up and frustration
- Remind customers of upcoming expirations
- Minimize credits & rebills due to uncollected certificates
- Preserve customer privacy using a secure cloud-based service

jurisdiction and exemption reason. These rules also determine when and where tax should be exempted.

- **Taxpayer ID validation-** uses real-time state verification systems (where available) to confirm that the taxpayer ID number is correct, improving certificate validity

*The ECM Dashboard provides a holistic view of tasks that need to be worked, shortcuts to favorites, resources to help answer questions and insights on stored certificates.*



## Professional Services

Avalara's team of experts will guide you through implementation to managing the collection, validation, and maintenance of your entire portfolio.

- **Implementation-** Avalara's experts will guide you through user set-up, training, and customer data upload, ensuring your tax footprint is right for your business
- **Campaigns and Validation-** We will also assist in moving you from your current state to a fully digital exemption certificate process by validating existing and new certificates, running collection campaigns, providing customer support during campaigns, and pro-actively handling renewals while maintaining compliance on your behalf.

## Access and Security

- **Assign access** for hundreds of users at varying permission levels. Allow multiple departments, locations, and divisions to have the access they need.
- **SOC 2, type 1 & 2 compliance-** ECM Pro will offer more securely hosted services and operational practices to preserve client and end-user privacy, providing retained customer confidence. Soc 2, type 1 compliance is coming by July 2022, with Soc 2, type 2 compliance anticipated by January 2023.

## Omni-Channel Certificate Collection

Request, collect, and file exemption certificates instantly wherever you create sales or set up customer records.

- **Ecommerce shopping cart integration-** allows customers to submit exemption documents on the fly, enabling instant tax-free purchases while eliminating post-sale adjustments
- **Customer account integration-** enables customers to self-manage and submit exemption certificates when logged into their online account

## Integrations

- **Tax Engines-** ECM Pro is integrated with Avalara AvaTax for real-time exemption certificate verification at the time of invoice. ECM Pro can also easily integrate with 3<sup>rd</sup> party tax calculation engines.
- **ERP / Ecommerce-** ECM Pro is directly integrated with a growing number of ERP and ecommerce applications for easy management of exemption certificates within the customer record
- **APIs-** developer tools are available for those who want to build custom integrations

Getting started with Avalara ECM Pro is easy. Take the next step toward more organized and accurate exemption certificate management.