Understanding exemption certificate management





Disclaimer

While we hope you'll find this discussion helpful, this session is for informational purposes only and is not legal or tax advice.



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Meet your presenter



Jeffrey Lutters

Sr. Manager,
Product Solution Engineering

Avalara

Jeffrey leads a team of Product Solution Engineers in direct support of 30,000+ Avalara customers. His team acts as both technical and tax subject matter experts as their customers look to deploy new technologies, move into new markets, sell around the world, or restructure how they look at tax compliance.

Personally, he focuses on global compliance, retail and ecommerce intricacies, new technology deployments, document management, and business processes for large multi-national customers.

Agenda

- What is exemption management?
- Why is exemption management so difficult to manage?
- 3 Exemption Management & the SST Program
- What is Avalara Exemption Certificate Management?
- 5 How does it work with AvaTax?
- 6 > Benefits of ECM
- 7 Demo
- 8 > Q&A

Tax calculation is just the tip of the iceberg...



What is exemption management?

Understanding exemption certificates

An exemption certificate is the form presented by an exempt organization or individual to the seller when making a taxexempt purchase.

Exemptions are based on the customer making the purchase and always require documentation.

UNIFORM SALES & USE TAX EXEMPTION/RESALE CERTIFICATE — MULTIJURISDICTION

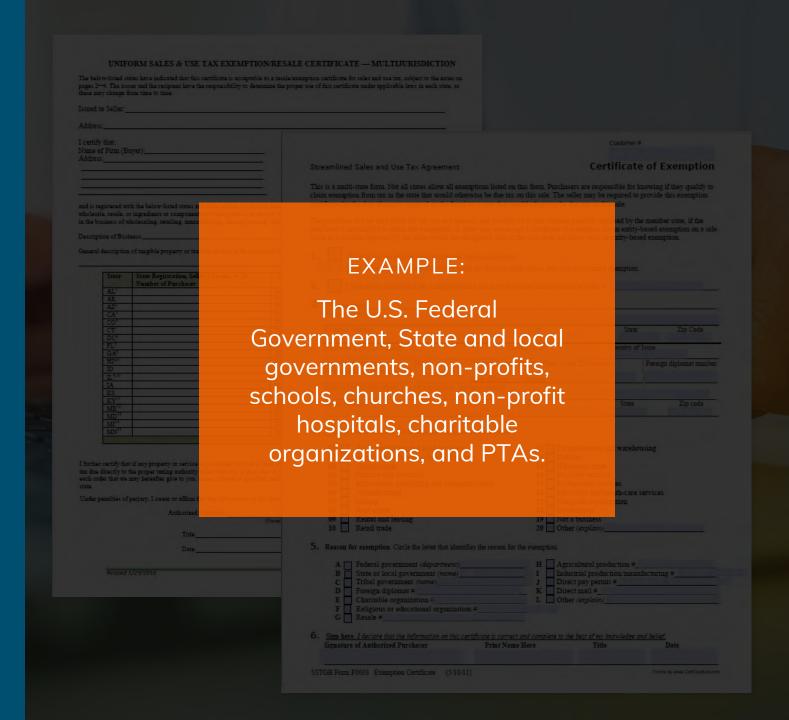
The below-listed states have indicated that this certificate is acceptable as a resale/assumption certificate for sales and use tax, subject to the notes on pages 2—4. The issuer and the recipient have the responsibility to determine the proper use of this certificate under applicable laws in each state, as these may change from time to time.

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Understanding exemption certificates

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Exemptions are based on the customer making the purchase and always require documentation.



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When should you use certain certificates?

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When should you use certain certificates?

MTC, SST, state-specific

Types of certificates



RESALE CERTIFICATES

Merchandise intended for resale

Tangible personal property
purchase to lease or rent

Taxable services performed on
tangible personal property in
resale inventory



OTHER TYPES

Direct Pay Permits

Manufacturing Exemptions

Agricultural Cards/Exemptions

State Issued Letters

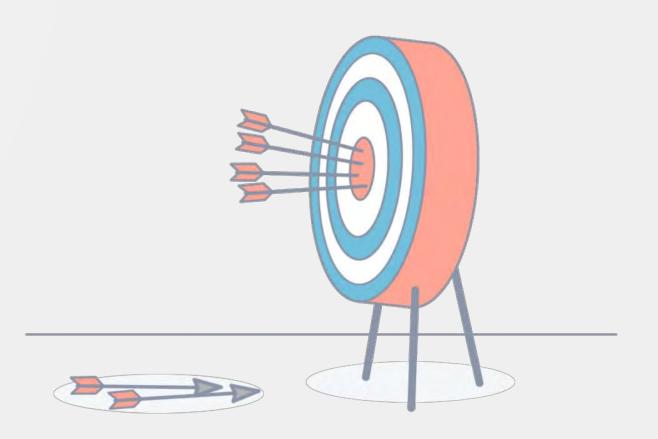
Why is exemption management so difficult to manage?

REASON 1:

Lack of awareness

" Most of my sales are exempt, so I don't have to worry about sales tax..."

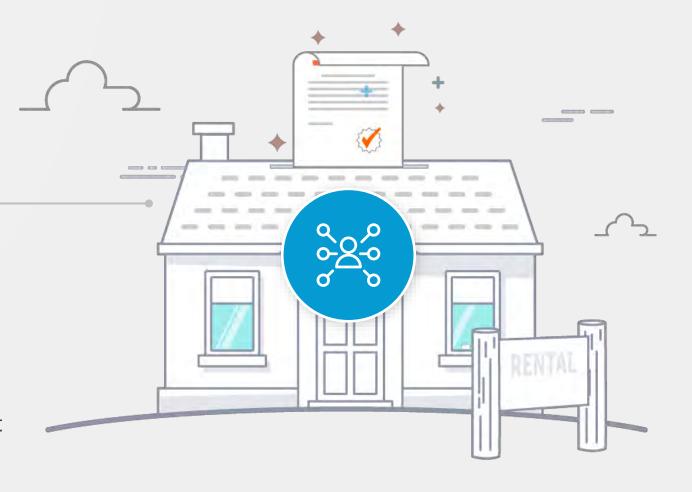
Exemption certificate management isn't about collecting tax but proving why you didn't. Sales tax may need to be collected as you move to sell directly to end users



REASON 2:

Customer management

- Customers feel burdened by providing accurate documentation on time
- It's presented as a billing issue because charges aren't done correctly
- Front-line employees need a smooth collection process to earn customer trust



REASON 3:

Internal Management



The Exemption Certificate Challenge

Internal Management

1

Employees find it difficult to collect them

2

Employees are not trained to validate them properly

3

Certificate retrieval is time consuming and hard

4

A single missing certificate could cost much more than the taxes you failed to collect



Form ST-5 Sales Tax Exempt Purchaser Certificate

Massachusetts Department of

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Exemption Management & the SST Program

Streamlined Sales Tax Program (SST)

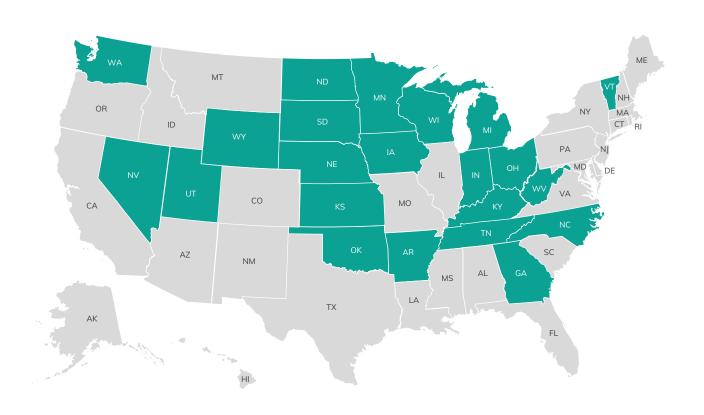
Free sales tax services for qualifying businesses

In up to 25 states, your business may qualify for:

- Free registrations
- Free tax calculations
- Free returns preparation and filing
- Audit assistance and response
- Uniform definitions and rules
- One registration and identification

*Avalara must verify a certificate or its data is on file to exempt the buyer from sales tax

SST member states



What is Exemption Certificate Management?

Exemption Certificate Management

Intelligent exemption certificate management



Shifts onus from seller to buyer



Eases need for tax expertise



Web-based automation and process centralization



Manual (paper) to automation (pixels)



Enables B2B online sales



Improves buyer experience and seller employee satisfaction



What is ECM?



ECM Pro

ECM Pro is the next-generation, best in class solution for exemption certificate collection and compliance management. Setting a new standard with a re-imagined user experience, industry-first certificate collection automation and intelligence, powerful campaign management tools, and expansive integration options.

Proof points



Re-imagined user experience based on simplicity – Ensuring improved compliance through proactive intelligent workflows



Industry-first, Alpowered automation of certificate review and validation – Saving valuable time and costs



Over 35 connectors, and robust open API architecture – Supporting best of breed integration solutions and key tasks from within leading ERPs



Deep integration with AvaTax, both in user experience and data – enabling a seamless experience with realtime updates



Powerful new campaign management tools, including automated renewal request and checkout flow eComm module integration – Streamlining the certificate collection process

How we do it



- Real-time certificate completion for ecommerce checkout
- Point-of-sale and mobile device for sales associates in-store and field sales
- Online web portal for customers

How we are different

Automate your exemption certificate management process to collect, validate, store, and renew compliance documents in the cloud — securely and at scale



Collection done your way

Collect and validate new sales tax exemption certificates in-store, online, or in the field. Submit information through a secure web portal, or send pre-filled certificate requests to scan, fax, or email.



Turn paper to pixels

Existing certificates can be digitized through a powerful one-step validation, mapping, and certificate intake process.



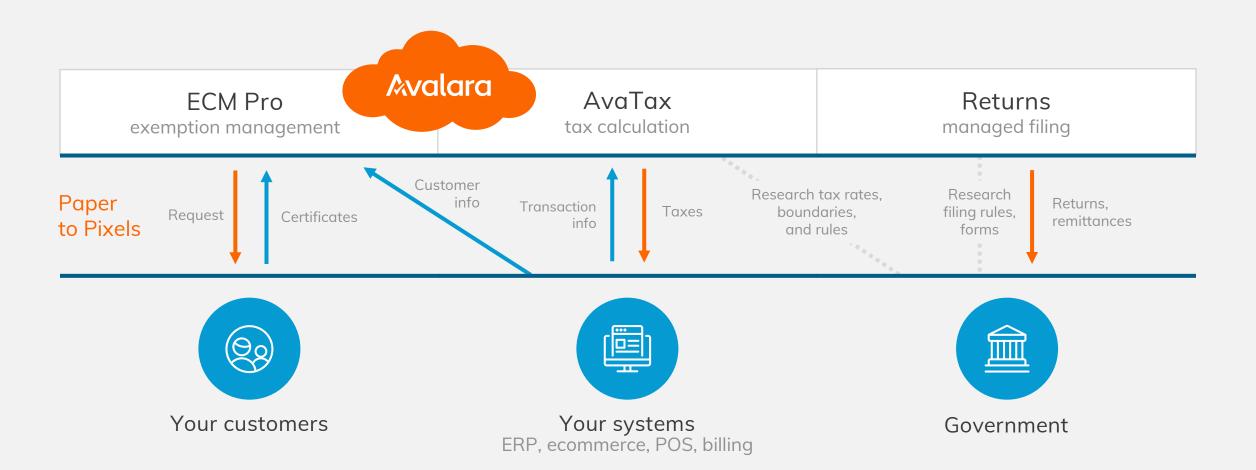
Stay in touch with customers

With a comprehensive customer mailing module, it's easier than ever to contact customers about issues such as by sending renewal requests before exemption certificates expire.

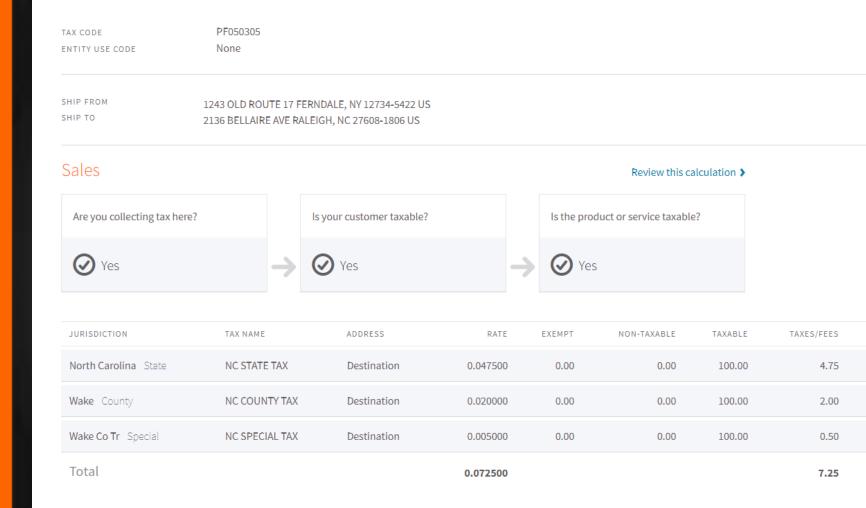
How does it work with AvaTax?

Avalara Sales Tax Suite

Best Practice: End-to-end sales tax automation



How it works with AvaTax





CertExpress

Create and send free tax compliance documents



We made it easy to find, complete, and send the right tax compliance document for your situation.

CertExpress contains over 1,000 unique, and state-specific exemption certificate forms in digital format and enables certificates to be completed electronically and auto-validated.

With CertExpress, you can find confidence in:

- 1. Presenting the right form (for the right reason) to the buyer
- 2. Controlling all required fields, such as:

Date format (issue, expiration, etc.) Phone number format

Pick Lists ("select one" or "select all that apply") State abbreviations

Exemption reason / Type of business

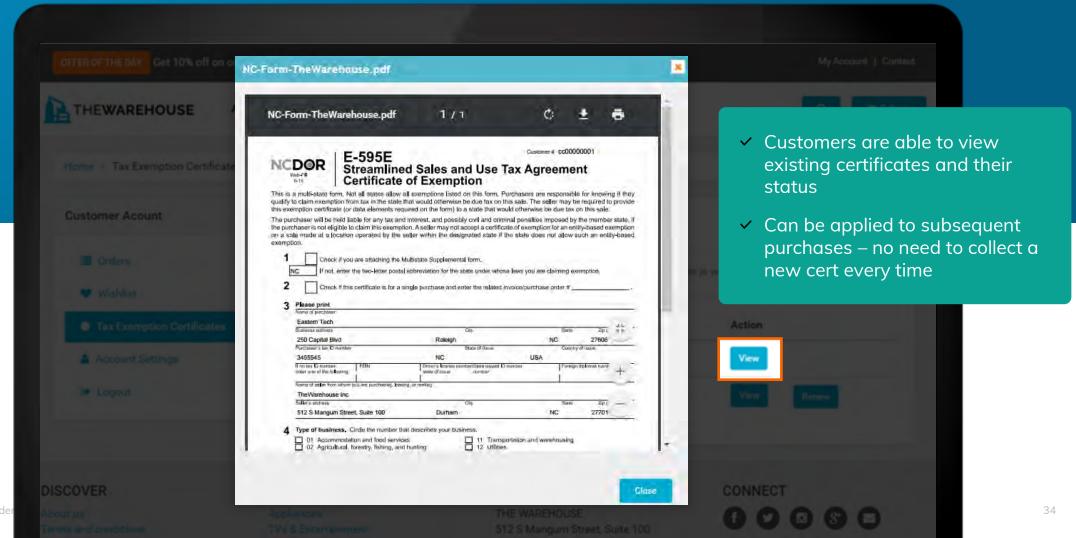
Any yes/no or checkboxes

Any other required fields

Benefits of ECM

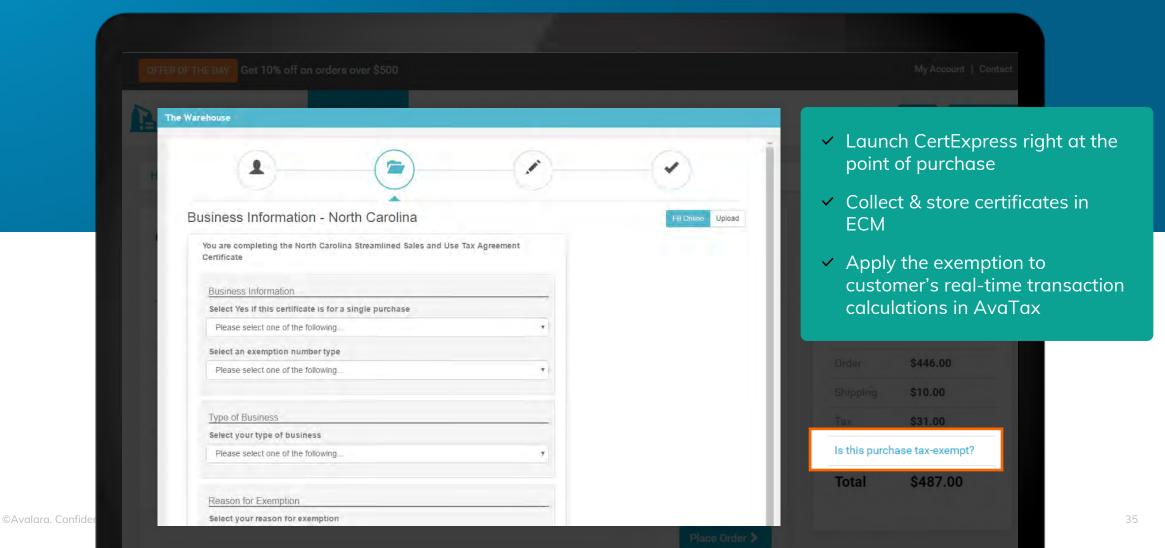
One centralized location for all exception certificates

Allows customers to view and manage their exemption certificates from their customer portal



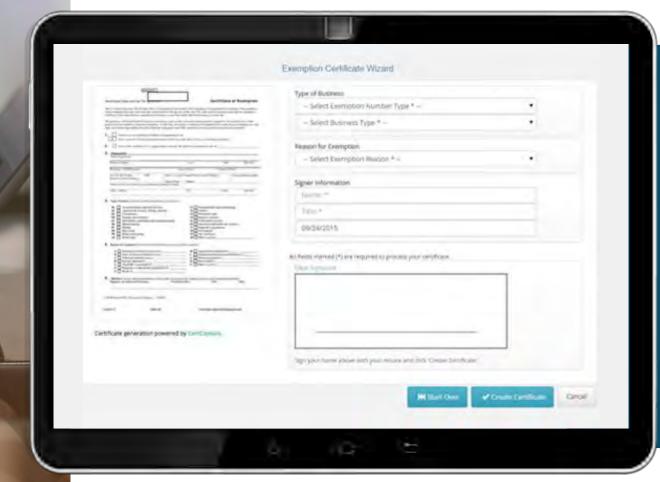
Collect exemption certificates in the shopping cart

Allows e-commerce retailers to embed CertExpress to collect exemption certificates right at the point of purchase



Where is the sale sourced?

Access existing exemption certificates on file or easily collect new ones in-store



How it works

- In-store employees can access ECM via a smartphone or tablet, or POS with internet access
- Quickly check to see if the customer has an existing certificate is on-file
- If not, they can collect it in a few clicks

Compliance Document Managed Services

Best practice: Engage Avalara SMEs to help you convert from paper to digital

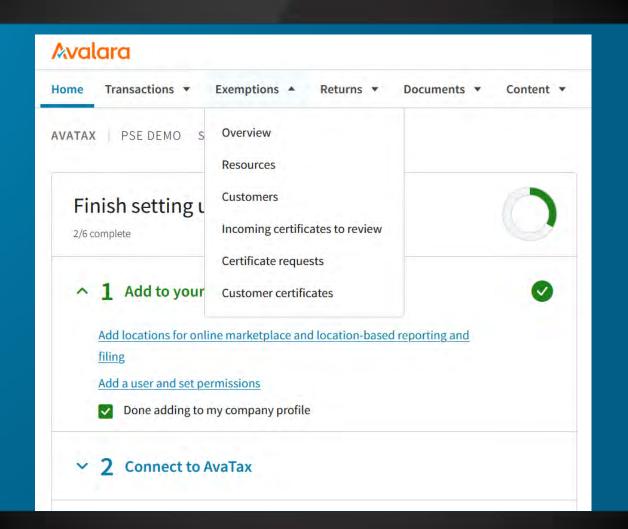
Why Managed Services?

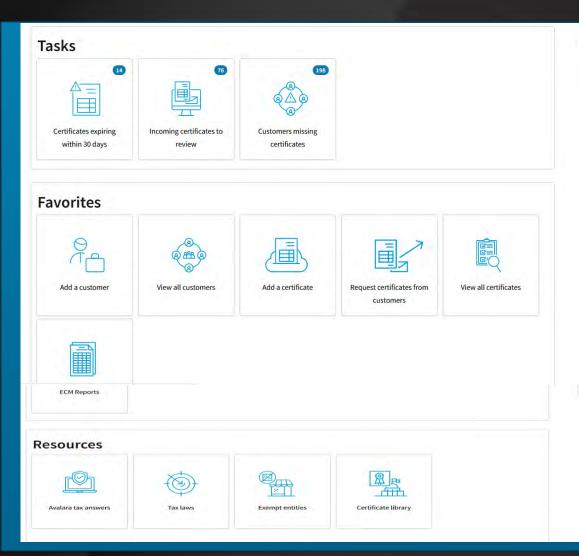
- Experts to convert your business from manual (paper) process to digital
- Subject Matter Experts in Compliance Documents / Exemption Certificates
- Allows focus on other aspects of the tax compliance project and revenue generating tasks
- ✓ Power Users
- Campaign Support (respond to buyer questions)
- ✓ Validation Rule Best Practices / Guidance

What's included?

- ✓ One Time (legacy) additions/conversion
- Certificate validation
- ✓ Tax ID Verification
- Customer campaigns (email and postal)
- ✓ A team of Subject Matter Experts
- Customized Validation Rules
- Ongoing additions and maintenance
- Reporting assistance
- Customized Validation Rules

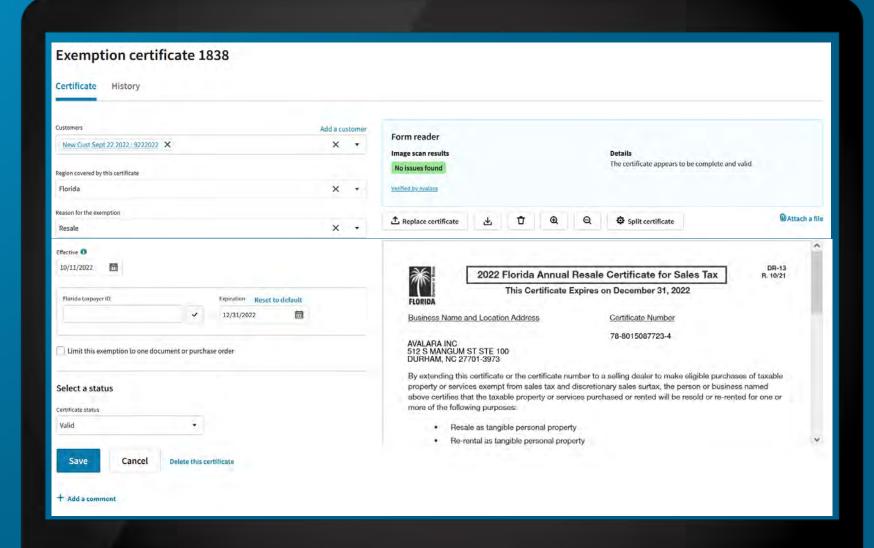
Demo

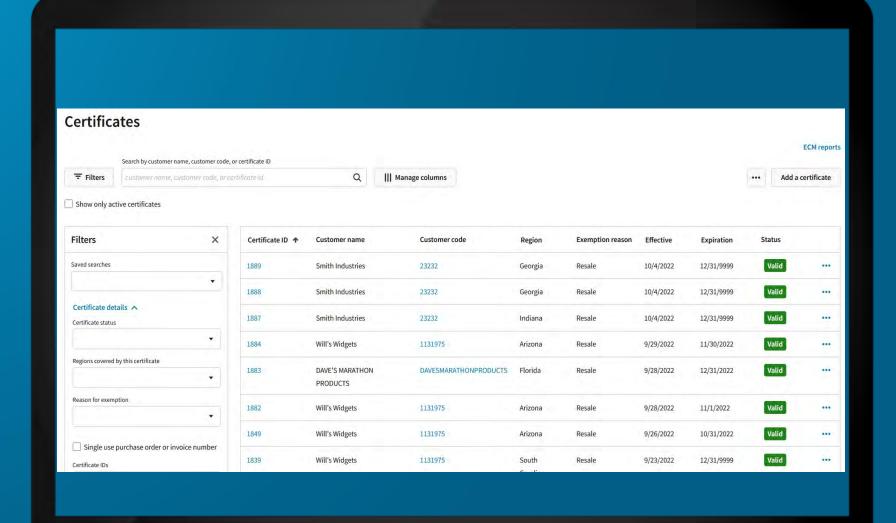




Insights







Q&A

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Upcoming events

avalara.com/webinars

Events Calendar

- 12/6 Understanding Harmonized System codes
- 12/8 Managing international compliance changes
- > 12/13 Sales & use tax master class
- > 12/15 The evolution of tax in the digital age



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