

# The Total Economic Impact™ Of Avalara

Through six customer interviews and data aggregation, Forrester concluded that Avalara has the following three-year financial impact.

## FINANCIAL SUMMARY



ROI  
**153%**



BENEFITS PV  
**\$770K**



NPV  
**\$465K**



PAYBACK  
**<6 months**

“

When I’m not on Avalara, we’re on a good day only 25% to 30% compliant. And when you get on Avalara, you’re probably 95% to 100% compliant. That’s the big difference to me.

Senior tax director, manufacturing

”

## AVALARA BY THE NUMBERS



**85%**

Efficiency gained for audit preparation



**416**  
hours

Eliminated due to proper completion of tax exemption certificates each year



**510**  
hours

Avoided annually on managing, streamlining, and filing tax returns



**\$150,000**

Saved annually from eliminated spending on third-party tax experts



**90%**

Tax research work avoided and recaptured

## BENEFITS WITH AVALARA

**\$83.1K**

Streamlining tax filing labor savings

**\$96.5K**

Tax exemption certificates labor savings

**\$210.3K**

Audit preparation efficiency, avoided penalties savings, and external auditor savings

**\$317.1K**

Reduction in spend on third-party services

**\$61.6K**

Tax research labor savings



Read the full study

This document is an abridged version of a case study commissioned by Avalara titled: The Total Economic Impact Of Avalara, February 2024.

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Commissioned By

**Avalara**