



3 WAYS

ACUMATICA AND AVALARA CAN HELP DRIVE GROWTH

A guide for retailers, manufacturers,
and other sellers

GUIDE

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Introduction

Manufacturer? Retailer? Online seller? Businesses today don't fit neatly into a box. And they need technology solutions that are as flexible as they are.

Digital transformation isn't just a buzzword; it's a necessity. Modernizing your business means creating flexibility with solutions that can evolve with you, which is why so many businesses trust Acumatica. Whether you consider yourself a manufacturer, a retailer, or a blend of both, Acumatica ensures your technology works seamlessly no matter how you go to market.

But while finding the right ERP is crucial, your business can't afford to stop there—not if you want to drive growth, expand to new markets, and compete effectively in an omnichannel environment where so many businesses sell both B2B and DTC. You need the right blend of tools and expertise to help you manage it all efficiently, particularly when it comes to sales tax compliance.

That's where the power of Acumatica and Avalara comes in.



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Transform obstacles into opportunities

Digital transformation revolutionizes how we do business across every industry and geographical border.

This makes broadening sales channels easier to include both business-to-business and direct-to-consumer sales. In the wake of the pandemic, many businesses have done just that.

With these shifts come important questions.

- **How do you continue to deliver solid customer experiences in such a complex environment?**
- **Do you have the tools in place that will allow you to scale your business efficiently?**
- **In the midst of all this change, can you stay on top of your sales tax compliance obligations?**

Whether you're migrating from another ERP or an existing Acumatica user looking to take your business to the next level, Acumatica can help you find the right answers.

With integrated solutions from trusted Acumatica partners like Avalara, you can transform those obstacles into opportunities—positioning your business to win.



Opportunity #1: Ensuring tax compliance

As ecommerce sales skyrocketed, taxing authorities responded.

Most U.S. states now have economic nexus laws that require businesses to collect and remit sales and use taxes based on the number or value of transactions they make in a particular state, even if the business doesn't have a physical location there. This momentous shift (along with ever-evolving regulations) has made tax compliance more complex than ever.

Of course, if you sell B2B, you likely aren't required to collect sales tax from many of your customers—but that doesn't mean you're off the hook for compliance. You'll need to manage exemption certificates, possibly in different states and jurisdictions.

Sound like a hassle? It is. And if your business relies on manual processes to manage it all, you're not only increasing your risk of error but also spending too much time and too many resources on compliance.

REDUCE RISK, FREE UP RESOURCES

Implementing solutions from Avalara—a trusted Acumatica partner and longtime leader in sales tax automation—allows you to do more with less. Avalara provides real-time tax calculations, offers exemption certificate management, and can even file and remit for you. You'll reduce risk while freeing up your people to focus on more profitable initiatives. [Learn more.](#)

If you're a smaller, domestically focused business but have the opportunity to grow across international borders, it could be disruptive to have to change your e-invoicing software later or be forced to use different solutions for each country you sell to.

Your solution should be scalable, both in its capacity to handle large volumes of data and documents so as not to limit growth, and in its capability to expand into other countries. As you confirm the solution can handle cross-border e-invoicing (by providing you access to the Peppol network for example), it's a good idea to consider how well the solution works if the extent of your invoicing needs increases or a new mandate occurs.

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Opportunity #2: Delivering solid customer experiences

Customers don't care how complex your business environment is.

They expect convenience, simplicity, and personalization when it comes to their shopping experience—and they want consistency, whether they're shopping from their digital device or buying in person at a physical location.

Acumatica helps you create that consistency in your omnichannel experience by connecting all your channels through a centralized platform. Our ERP efficiently tracks and manages inventory, customer data, promotional information, offers, and more—delivering a tailored experience that can differentiate you from competitors.

This also benefits your employees, giving them fast and easy access to your business-critical systems and seamless visibility into your data—whether in the office or working remotely.

WHAT TO LOOK FOR IN AN ERP

The best ERP for your business is one that helps you work efficiently while delivering great experiences for customers. Here are five things to look for:

- A future-proof platform that connects modern technologies for meaningful insights into operations
- A high level of automation for core processes
- Efficient and simple inventory and production management
- A system for streamlining and simplifying data management
- Licensing that allows you to pay only for what you use



Opportunity #3: Seamlessly scaling business operations

Outdated manual processes slow down your operations and make scaling difficult.

Aging technology platforms swiftly become liabilities. That's why today's most successful businesses adopt technologies and solutions to streamline and integrate previously siloed systems.

With Acumatica's modern, cloud-based ERP platform, your business can become more agile and responsive to customer needs and market trends. Your employees can work more productively and efficiently, which allows you to grow and expand operations with fewer new hires.

Add Avalara's integrated sales tax compliance tools—which simplify calculation and collection, exemptions, and determining nexus obligations—and you've got a comprehensive solution that allows for smooth scaling and future growth.

How Avalara and Acumatica can help

The power of Avalara and Acumatica makes it easier to manage and grow your business—however and wherever you sell. Connect today to learn more about how we can help you thrive.


Tax compliance done right

 **Acumatica**
The Cloud ERP