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partners in 2012. Avalara provides sales tax and compliance automation solutions in the cloud.

**Taija Sparkman** • Jan. 28, 2013

**Avalara** recently announced it added 60 new Original Equipment Manufacturer partners in 2012. Avalara provides sales tax and compliance automation solutions in the cloud.

With the additional 60, Avalara now has 220 total OEM partners, who directly integrate AvaTax into the software that they publish. AvaTax currently integrates into a range of accounting and business solutions, delivering accurate sales tax calculations quickly to customers using any computer operating system. The integrations also create selling opportunities for Avalara's Channel Partner program. The Channel Partner program provides financial incentives, sales tools, marketing resources, training and sales and technical support to organizations that resell financial, ecommerce, mobile commerce, point-of-sale and other technology solutions.

"Today's announcement underscores Avalara's commitment to serve businesses of all sizes by providing innovative, integrated solutions online, on location and on-the-go," said Pascal Van Dooren, EVP Sales & Marketing at Avalara. "Additionally, it further enables our value-added reseller partners to better serve their customers and prospects, while simultaneously expanding their service offerings."

Avalara added the following OEM partners in 2012:

#### **ERP/Retail**

**Microsoft Dynamics AX for ERP**, a complete ERP solution for enterprises

**Microsoft Dynamic AX for Retail**, a seamless solution for multi-channel management, store operations, merchandising, and enterprise resource planning

**QAD**, an online ERP solution created for global manufacturing companies

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**Distribution Management Systems, Inc.**, provider of business accounting software for building material distributors and dealers

**Jesta**, supplier of enterprise business solutions for retailers, manufacturers and distributors

**StepUP Systems**, provider of a full suite of strategic SAP services

## POS

**Raymark**, provider of software solutions that help international retailers optimize stock turns, build customer loyalty and increase sales

## Ecommerce

**BigCommerce**, a comprehensive SaaS solution for retailers and merchants to manage ecommerce online

**DeliveryAgent**, transactional media solution for more than 350 of the world's leading global media brands

**LiveGamer**, world's first combined ecommerce and advertising platform

**FASTSIGNS**, the sign industry's leading franchise

**Keyora**, provider of customized, integrated e-business solutions for midsize and enterprise organizations in the retail, beverage and parts industries

**Sana Software**, developer of .NET based ecommerce platforms for Microsoft Dynamics NAV and AX

**Aria Systems**, a subscription-billing platform that offers a billing and management solution for recurring revenue models

**FRY Inc.**, a wholly owned subsidiary of MICROS Systems, Inc., which helps retailers and consumer goods manufacturers optimize their direct-channel businesses

## Mobile Commerce

**Buck**, a mobile payments company that allows mobile users to single click to purchase digital and physical items globally across all mobile operating systems.

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**Information Systems Management (ISM)**, a business software provider specializing in Sage SalesLogix customer relationship management and Sage ERP applications

“Avalara pioneered the service-based platform for tax automation nearly a decade ago and emerged as the dominant player in this market by leading the automation effort for ERP, ecommerce, POS, CRM and mobility applications for businesses,” said Van Dooren. “Avalara was also one of the first SaaS solution providers to help value-added resellers successfully transform their business model around the recurring revenue software subscription model.”

Technology

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