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channels expand Avalara's market reach and give value-added reseller partners access to new selling opportunities.

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Business is apparently booming for Avalara ([www.avalara.com](http://www.avalara.com)), a maker of sales tax and compliance automation solutions in the cloud.

The Bainbridge Island, Washington-based company added 60 Original Equipment Manufacturer (OEM) partners in 2012, according an announcement it will formally make tomorrow. (The announcement was live on [Avalara's blog](#) on Sunday evening.)

This brings their total count of OEM partners to nearly 220 software developers that integrate AvaTax, Avalara's trailblazing software as a service offering, directly into their own applications. Avalara also has offices in Seattle, Irvine, CA, San Diego, Rocklin, CA, Falls Church, VA, Harrisburg, VA and Pune, India.

One of their core products, AvaTax, can be directly integrated into a broad array of accounting and business software programs that span all computer operating systems, allowing end users to receive fast, accurate sales tax calculations with just the click of a button.

In addition, these integrations create new selling opportunities for Avalara's rapidly-expanding Channel Partner program, which represents one of the strongest value-added reseller channels in the small to medium-sized business (SMB) marketplace. Channel partners are attracted to the financial incentives, sales tools, marketing resources, training, and sales and technical support offered by Avalara's program, which is ideal for organizations that resell financial, ecommerce, mobile commerce, point-of-sale (POS) or other technology solutions.

“Avalara pioneered the service-based platform for tax automation nearly a decade

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value-added reseller partners to better serve their customers and prospects, while simultaneously expanding their service offerings.”

Select Avalara OEM partners added in 2012, by channel include:

ERP/Retail: Microsoft Dynamics AX for ERP, a complete ERP solution for enterprises that provides a purpose-built foundation across five industries – along with comprehensive, core ERP functionality for financial, human resources and operations management – joined Avalara’s list of leading ERP vendors, as well as Microsoft Dynamic AX for Retail, a seamless solution for multichannel management, store operations, merchandising, and enterprise resource planning.

Additionally, Avalara added relationships with QAD, an online ERP solution created for global manufacturing companies; *Jeeves Information Systems AB, which develops ERP systems for small and midsized companies*; NetSteps, providers of an end-to-end software solution for the global direct-selling industry; Alterity, Inc., suppliers of business software solutions for small and medium sized businesses; ABAS-US, providers of ERP solutions for midmarket manufacturers and distributors; DCSC, Inc., supply chain management and warehouse automation software providers; Distribution Management Systems, Inc., which provides business accounting software to building material distributors and dealers; Jesta, a global supplier of enterprise business solutions for retailers, manufacturers and distributors; and StepUP Systems, which offers a full suite of strategic SAP services.

POS: Raymark, which provides software solutions that help international retailers optimize stock turns, build customer loyalty, and increase sales.

Ecommerce: BigCommerce, which provides a comprehensive SaaS solution for retailers and merchants to manage ecommerce online; DeliveryAgent, the leader in transactional media for more than 350 of the world’s leading global media brands;

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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.

**Compliance:** Avalara now provides a jurisdiction/boundary and data feed to three U.S. states.

**CRM:** Webfortis for Dynamics CRM, a Microsoft gold customer relationship management competency partner and a leader in developing and deploying Microsoft Dynamics CRM solutions for companies of all size. Arxis Technology, a technology consulting firm specializing in the implementation and support of accounting and business management software, developed an integration between AvaTax and SugarCRM, the cloud-based CRM platform that helps thousands of businesses manage sales, marketing and support. Information Systems Management (ISM), a business software provider specializing in Sage SalesLogix customer relationship management (CRM) and Sage ERP applications, developed and released a new SalesLogix AvaTax Connector.

Automation • Sales Tax • Technology

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