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American Region, giving PrimeGlobal member firms access to business-critical sales and use tax and value added tax information.

Oct. 01, 2013

[Avalara](#), provider of cloud sales tax and compliance automation services, recently announced a new strategic alliance with PrimeGlobal's North American Region. [PrimeGlobal North America](#) consists of 53 of the leading accounting firms located in North America.

This new alliance will give PrimeGlobal member firms access to business-critical sales and use tax and value added tax information and related resources through Avalara's online Accountants Resource Center. PrimeGlobal member firms will be able to better meet clients' needs by taking advantage of Avalara partnering programs specifically designed to help accounting firms expand and differentiate their services.

"Automating sales and use tax is an attractive proposition for any firm," said Michelle Arnold, Chief Regional Officer, North America, PrimeGlobal. "An alliance with a company that holds a high level of expertise in this area is a tremendous benefit to our member firms and their clients. We are happy to provide our member firms with access to Avalara's experience and partnering programs, which is just one more way that PrimeGlobal can contribute to our member firms' strength and growth."

Forming a strategic relationship with PrimeGlobal is part of Avalara's effort to create greater awareness and closer working relationships with accounting firms across the U.S., and globally.

“PrimeGlobal is a major player in the international accounting association

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