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Isaac M. O'Bannon • Jul. 31, 2014



Sales tax automation provider [Avalara](#), Inc., has introduced the Avalara Marketing Center (AMC), a fully automated, co-marketing platform providing [Avalara partners](#) with free access to extensive sales and use tax compliance content, educational resources, and tools designed to quickly expand their marketing efforts.

Avalara unveiled the AMC at Sage Summit 2014, an annual conference for Sage customers, partners, and those considering Sage solutions, held at the Mandalay Bay in Las Vegas. Avalara representatives are available to demonstrate its new partner resource from July 28 – 31 at booth #721.

“The AMC provides partners with the latest tools and content to educate, enlighten, and ultimately influence their prospects on the value of sales tax automation,” said Balz Wyss, Sr. Director of Channel Development and Partner Programs at Avalara.

Specifically, the marketing center provides Avalara partners with:

- Access to an extensive library of collateral, whitepapers, slides, and demos that

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