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Vertex, Inc., a leading provider of tax technology and services, announced the integration of its indirect tax solutions to PinnacleCart, an e-commerce platform used by more than 30,000 online stores. As a PinnacleCart tax technology partner, Vertex supports accurate, automated sales tax calculations, both on-premise and in the cloud.

"As digitalization continues to transform all markets, organizations are searching for new ways to stay competitive. This integration to PinnacleCart will provide enterprise-ready tax functionality as businesses navigate an increasingly complex tax landscape," said Paul Beirnes, managing director of partner development at Vertex.

PinnacleCart is a turnkey e-commerce solution that has become a top online shopping platform for small- to medium-sized businesses. Fully customizable and scalable, PinnacleCart allows merchants to create, design and manage their online storefront across multiple sale channels including web, mobile and social media.

"At the core of this partnership is our powerful e-commerce solution, now with advanced tax technology from Vertex," said Craig Fox, CEO of PinnacleCart. "Vertex tax automation enables our customers to seamlessly calculate tax, create a better omni-channel user experience and give their internal resources time to focus on higher-value projects."

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