other business assets from AppKnit, Inc.

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In an effort the company says is to make integration of cloud-based tax technology easier and more powerful, Avalara has acquired connector technology, hired a development team, and licensed other business assets from AppKnit, Inc.

The acquisition furthers Avalara's ability to provide products and services specific to enterprise organizations and their partners, and extends its list of connectors that enable interaction between its tax compliance solutions and Oracle Fusion Cloud ERP, E-Business Suite, JD Edwards, and PeopleSoft.

"We're excited to see the expansion of Avalara-owned connectors," said Raghu

they have the flexibility to choose their preferred implementation partner.

- *Extended features and functionality*. Avalara's connector for Oracle Fusion Cloud ERP is the most advanced Oracle connector on the market for supporting tax compliance automation. It offers best-in-breed customer experience capabilities (AI, automated testing) and an experienced Oracle development team that prioritizes innovation and customer experience for Oracle users.
- *Better technical support and fewer support issues*. Customers have significantly fewer support issues when going live with Avalara's built-in connector for Oracle Fusion Cloud ERP.
- *Comprehensive testing*. With over 130 automated tests (and counting) for new Oracle Fusion Cloud ERP releases, Avalara offers the most comprehensive testing tools to ensure tax compliance services get set up and done correctly.

What this integration means for digital transformation

Enterprise leaders around the world have been preparing their organizations for digital transformation for several years, shifting many of their platforms and channels to cloud-based systems.

The evolution of indirect tax compliance is moving fast, as evidenced by the many changes to tax laws and regulations throughout the U.S. and beyond. Adopting digital platforms and systems is no longer something enterprise organizations can delay — it's a critical task that can greatly impact its growth strategy and recovery. But just as important as the technology itself is how it's implemented. That's why systems integration, and the connectors that drive it, are critical to a business's success. It's one of the reasons why Avalara invests so heavily in developing and acquiring connectors to leading ERP, ecommerce, shopping cart, point-of-sale, and billing systems.

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