A case study for FP&A streamlining & automation

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Setting the stage: Avalara, an FP&A Case Study

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Avalara –What do we do

Avalara Global Cloud Compliance Platform

Provides end-to-end global compliance: We've taken a cloud-first approach and have focused on creating the most comprehensive tax compliance content across the entire compliance lifecycle (licenses, registrations, calculations, returns, and fiscal representation) to support U.S., International, and Cross-Border commerce.

Works with all business transaction systems: We've built a low-code integration studio to connect with any business application through our APIs and offer more out-of-the-box integrations with prevalent e-commerce, marketplace, point-of-sale, ERP, accounting, payments, and billing solutions than any of our competitors.

End-to-end and scalable: We recognize that businesses have unique compliance challenges depending on their size and industry. Not all businesses want or need a custom solution for their compliance. To address this challenge, we offer compliance solutions targeting small, mid, and enterprise businesses depending on the complexity of their compliance requirements.

Backed by a large network of partners: We've built a global partner network that includes over 1,200 signed partner integrations, accountant partners, and systems integrators and continue to grow our network to reach and support our customers on their compliance journey.

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About Avalara

Key Facts and Figures

In operation since **2004**

More than **31 million** documents / certificates managed by Avalara in 2022

More than **1,200** signed partner integrations

39.6 billion AvaTax API calls were made by customers in 2022

More than **5.2 million** returns prepared by Avalara in 2022

Serving **30K+** customers from **95** countries

Global Presence

16 offices

4,800+ employees

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A Complex & Rapidly Evolving Business Model

- **International Presence with Multi-Product Portfolio & Matrixed Organizational Structure**

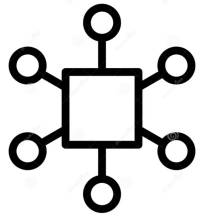
Lots of Decision Makers

High M&A Activity

Robust International Presence

Various Pricing Structures

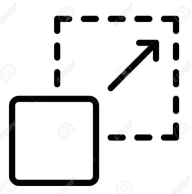
Multiple Sales Channels



- **Rapidly accelerating profitability while maintaining organic revenue growth with a cost structure heavily driven employee related expense**

Compensation Expense Driven Cost Structure

Elevated need for streamlined & scalable processes



Grow Revenue & Cut Costs

Rule of 50

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Driving Automation & Scalability and Streamlining Processes

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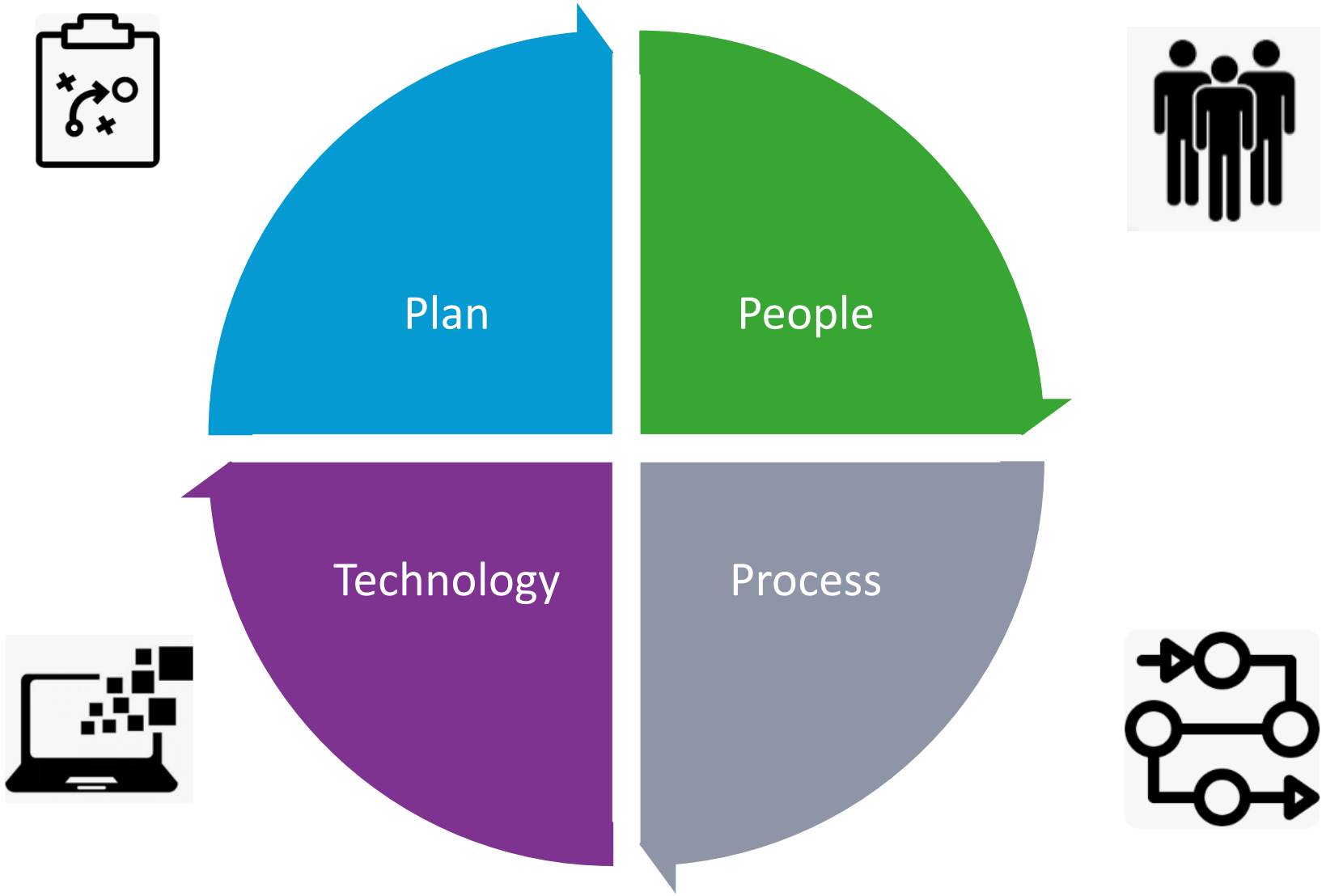
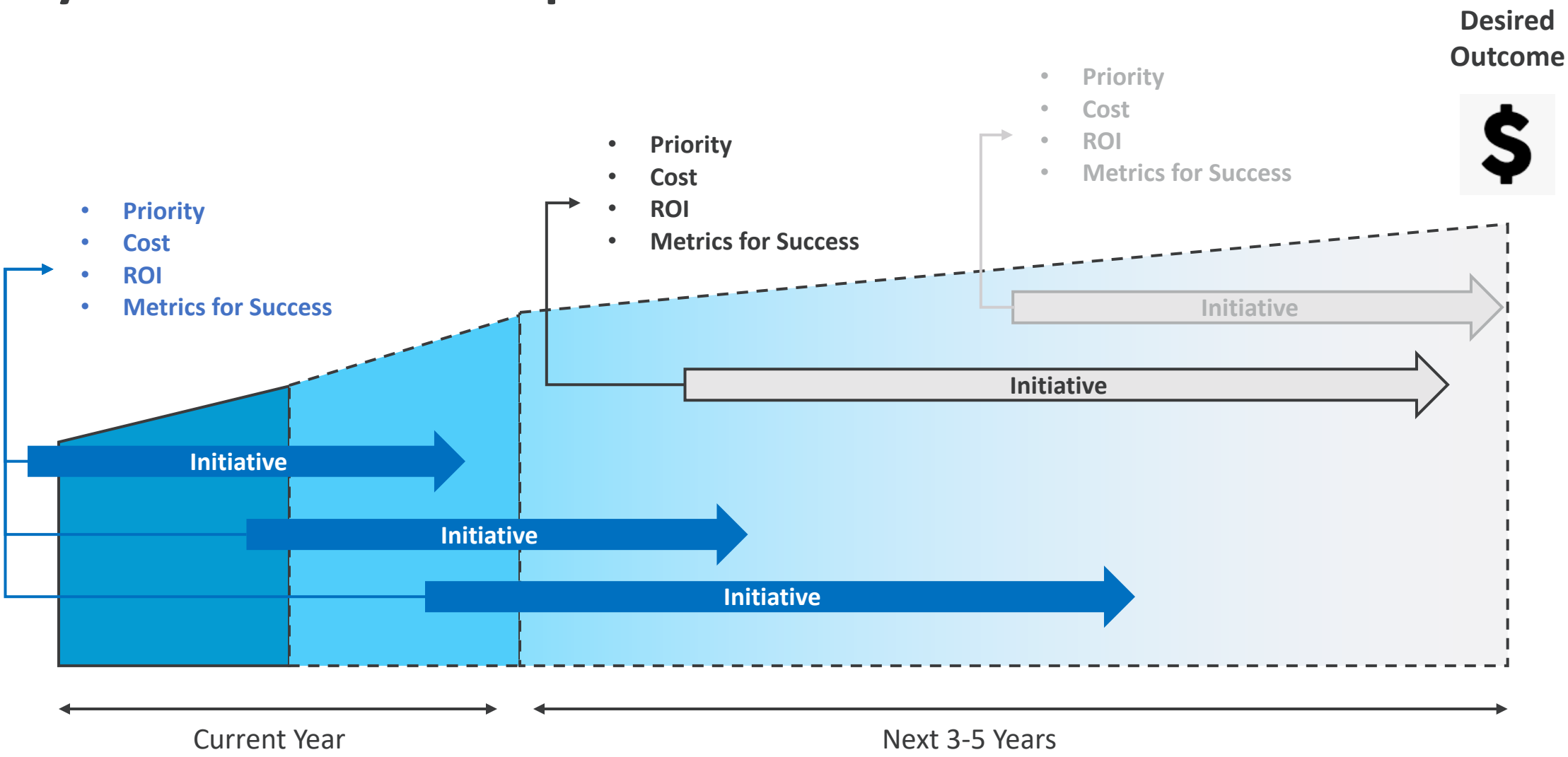
Driving automation is multi-dimensional effort



Plan: Streamline the annual budgeting process with a multi-year value creation plan



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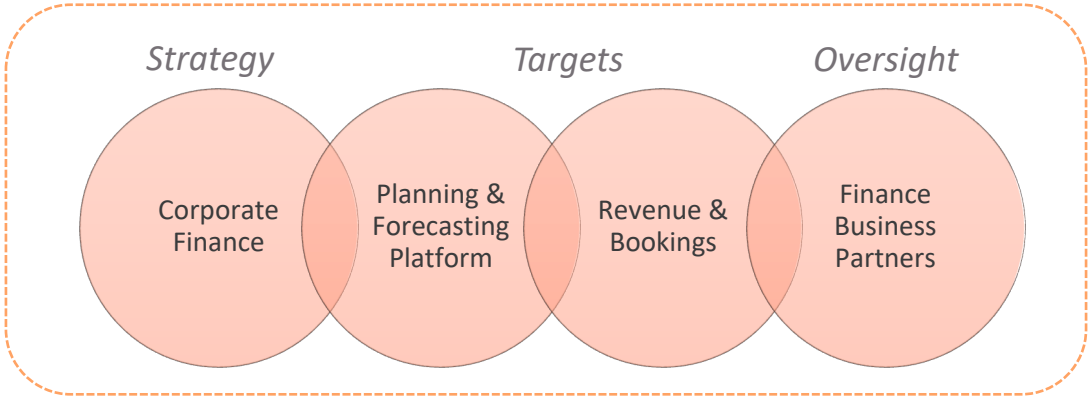
People: Aligning FP&A, Data Analytics and Business Operations

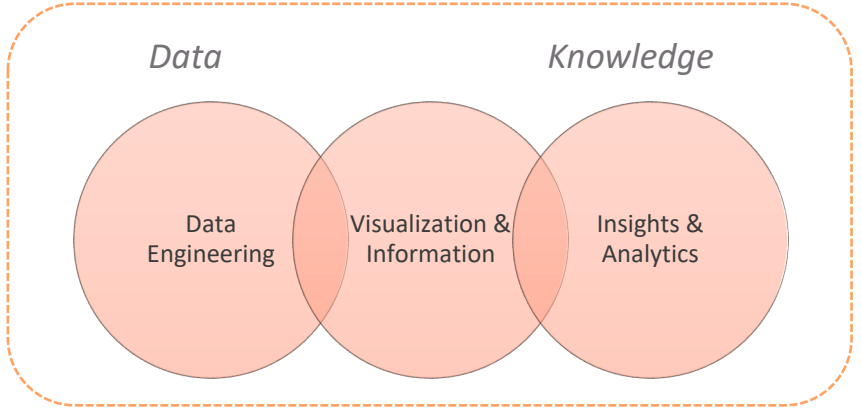
Centralized Corporate Teams

Financial Planning & Analysis



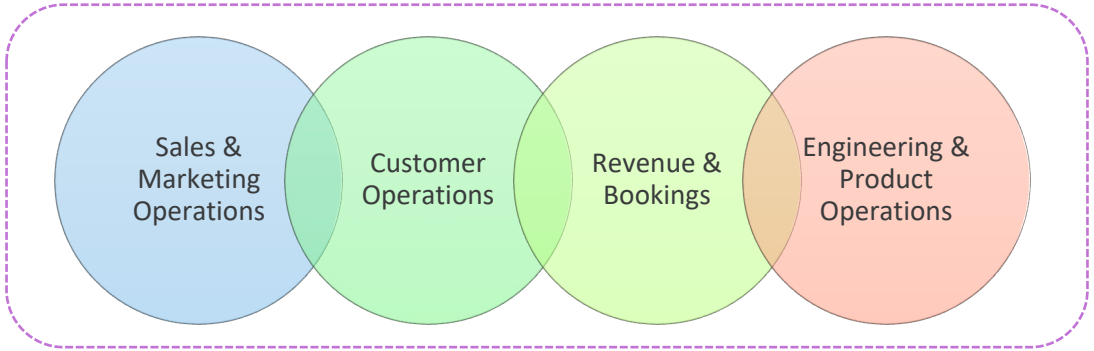
Budgeting – Forecasting – Financial Reporting – Financial Modeling – Spend Control – Driving Cross Functional Alignment – Risk & Opportunity Management

Data & Analytics



Data Infrastructure & governance – Dashboarding & Visualization – Key Metric Alignment – Identifying Insights – Operational Business Reviews & Driving Influence

Decentralized Functionally Embedded Teams



Execution – Functional Leadership Support – Change Management

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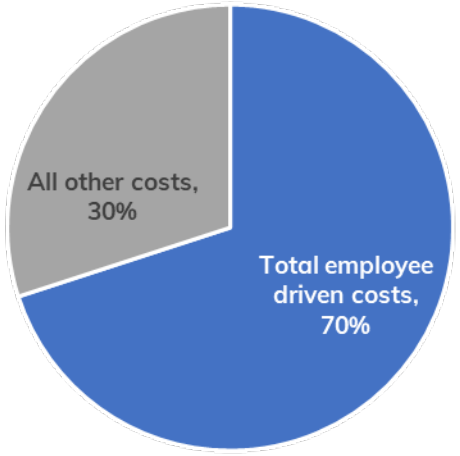
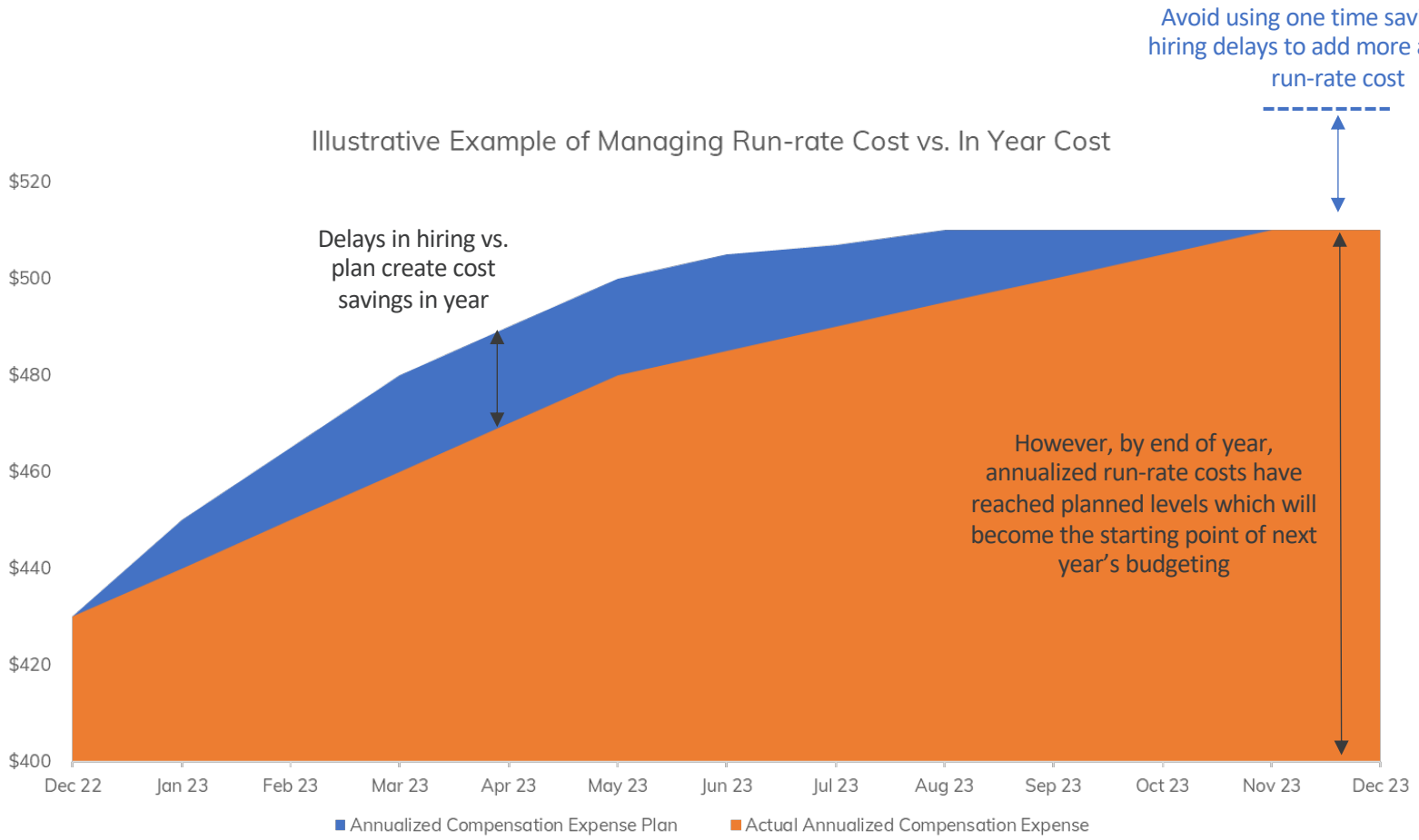
Process: Simplifying decision making by focusing on what matters most





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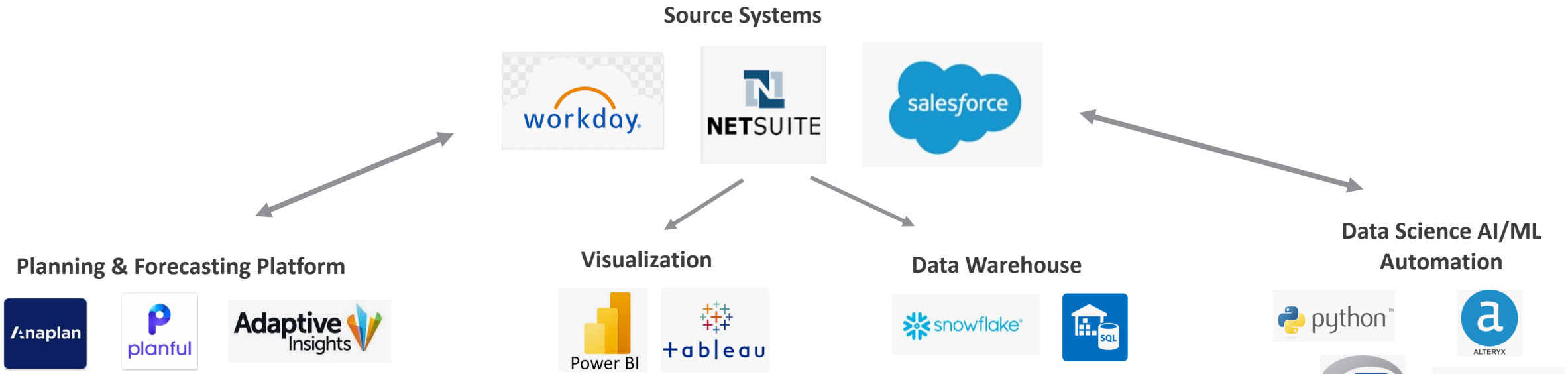
Technology: Aligning your technology stack to drive automation and scalability



Planning & Forecasting Platform

Anaplan · planful · Adaptive Insights

- Version control & comparisons
- Established models
- Dimension reporting
- Self-service & user control
- May require in-house technical/admin resources

Visualization

Power BI · +ableau

- Research tools for SME's
- Highly curated views for leadership
- Closer to real-time updates
- Should be for well defined and broadly accepted metrics
- Avoid the "a hundred dashboards but zero insights trap"

Data Warehouse

snowflake · SQL

- Curated data sets from source systems
- Automated updates
- Single source of data
- Consolidated w

Data Science AI/ML Automation

python · ALTERYX · R · UiPath

- Process automation
- Statistical Analysis
- Prescriptive Insight
- Decision Support
- Improved execution

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30K+ Businesses supported by Avalara

Transaction Processing System

CRM

ERP

Out-of-Box ready integrations

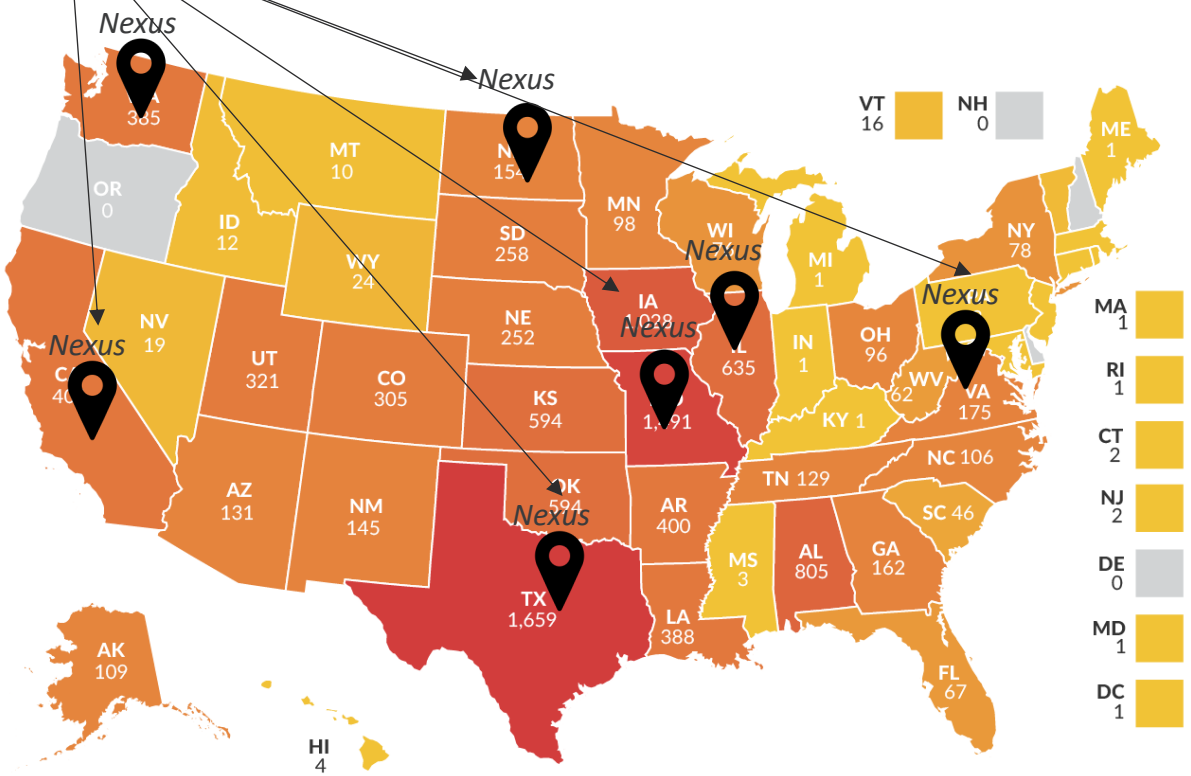
1,200+ pre-built connectors

AvaTax sales & use tax calculations

AI/ML

Tax, compliance & product content from 30K+ jurisdictions

TAX %



Documents

Licenses

Insights

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