



Avalara Enters Partnership with Apex® Payroll

New alliance expands Avalara's entry into the payroll industry

Bainbridge Island, WA – Oct. 1, 2014 – Avalara, Inc., (www.avalara.com), a leading provider of cloud-based software that delivers a broad array of compliance solutions related to sales tax and other transactional taxes, today announced it has formed a strategic alliance with Apex Payroll, a leader in cloud-based payroll technology.

Under this new partnership, Apex is now able to recommend Avalara's sales tax compliance suite of products and services to their service bureau partners, who in turn can add Avalara's solutions to their portfolio of customer offerings. The partnership adds depth to the overall set of compliance solutions payroll partners can offer and helps to round out the end users experience.

"Businesses update their payroll taxes constantly, but they don't always place that same level of effort in updating sales tax changes which can lead to stiff penalties if they don't get it right. Manually managing sales tax is difficult, expensive, and time consuming" said Pat Falle, SVP of strategic sales at Avalara. "Just like outsourcing payroll, outsourcing sales tax compliance reduces risk and increases efficiency. This is something payroll customers need; it's a natural extension for service bureaus to offer – and Avalara is making it easy for them to do just that."

Specifically, Avalara automates and simplifies governmental compliance processes for business of all sizes, including tax determination, exemption certificate management, and tax return preparation, filing, and remittance. It works within a customer's own financial, billing, ecommerce, or point of sales systems to automate manual processes, delivering cloud-based compliance services that are fast, easy, accurate and affordable.

"Businesses of all sizes that outsource payroll understand the benefits of outsourcing and automating the compliance process," continued Falle. "Our solutions and those offered by payroll providers go hand-in-hand and, once engaged, Avalara becomes an extension of the payroll provider's sales, marketing and deployment team. It's a compelling partner model and one we look forward to developing."

"Apex is excited to partner with Avalara and bring our customers access to a broad range of additional tax compliance solutions. Our customers will be able to further automate and streamline their clients businesses, bringing more value and differentiation to their total service offering," said Marty Hamby, President of Apex Payroll.

About Avalara

Avalara helps businesses of all sizes achieve compliance with sales tax, excise tax, and other transactional tax requirements by delivering comprehensive, automated, cloud-based solutions that are fast, accurate, and easy to use. Avalara's end-to-end suite of solutions are designed to effectively manage complicated and burdensome tax compliance obligations imposed by state, local, and other taxing authorities in the United States and internationally.

Avalara offers hundreds of pre-built connectors into leading accounting, ERP, e-commerce and other business applications. The company processes millions of tax transactions for customers and free users every day, files hundreds of thousands of transactional tax returns per year, and manages millions of exemption certificates and other compliance related documents. Founded in 2004 and privately-held, Avalara's venture capital investors include Battery Ventures, Sageview Capital, Arthur Ventures, and other institutional and individual investors. Avalara employs more than 700 people at its headquarters on Bainbridge Island, WA, in offices across the U.S. and in London, England and Pune, India. More information at: www.avalara.com

About Apex

Apex Payroll is a market leader in licensing cloud-based payroll and HR technology. Payroll service firms and vendors nationally use Apex's technology as the core of their business. Apex's comprehensive suite of products and services include payroll, payroll tax, human resources, time and attendance, workers' compensation, payroll debit cards and other business management tools normally reserved for large enterprises. Apex's cutting-edge cloud-based technology allows its customers to effectively compete feature for feature with larger established firms while dramatically improving their workforce productivity. For more information, please visit www.apexpayroll.com or call 877-750-APEX (2739).