

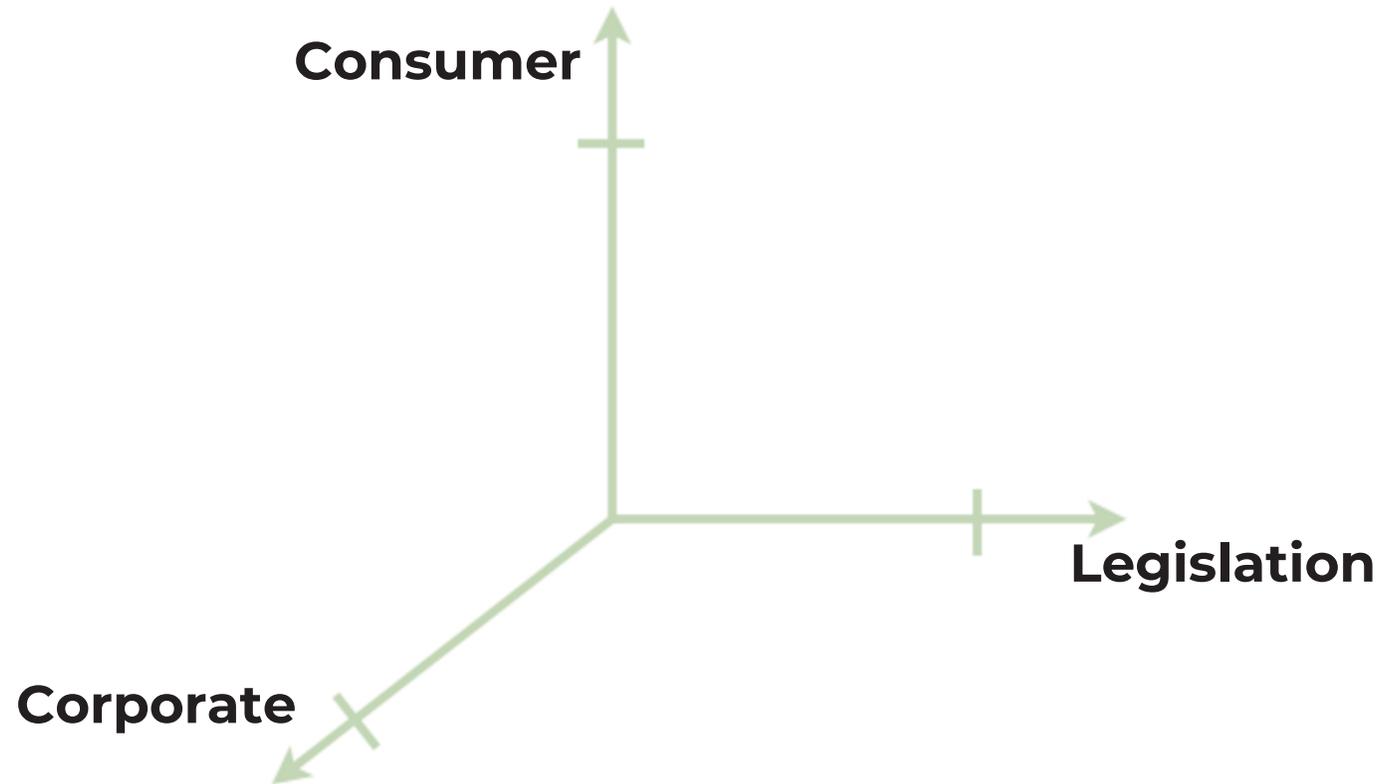


Removing Global Commerce Friction by Embracing the Omni-Channel Approach

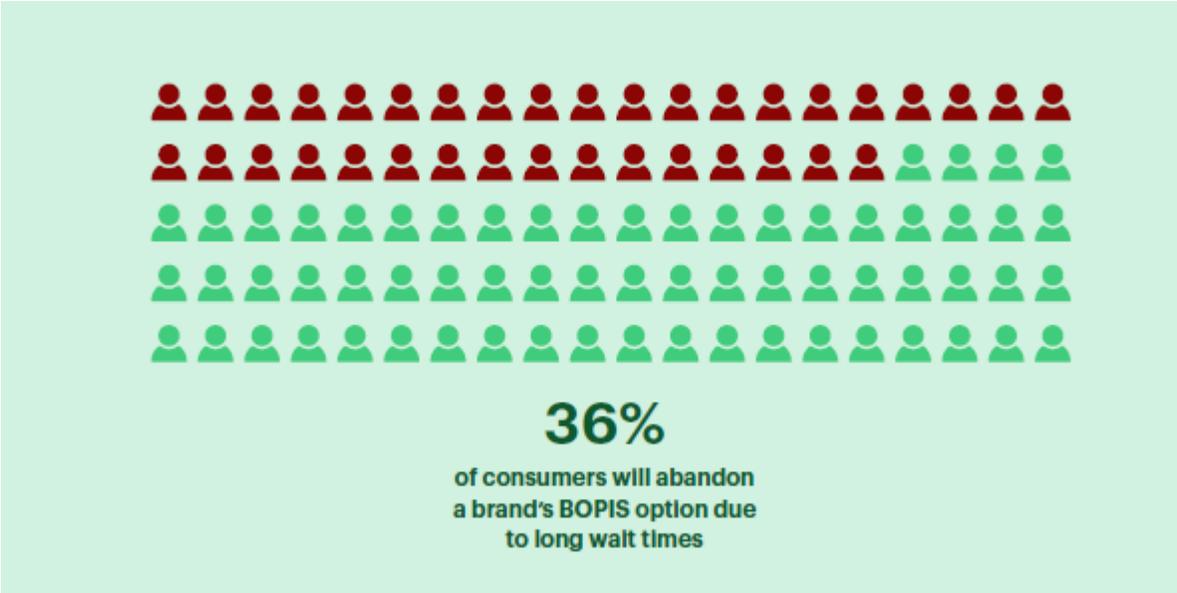
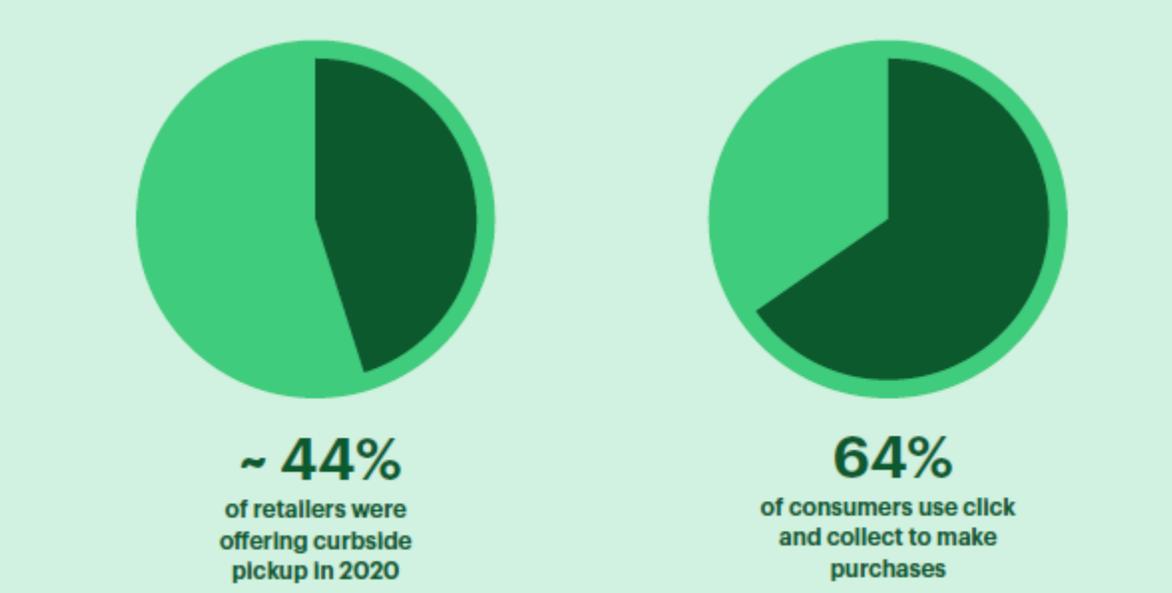


Pete Olanday
Director of Consulting, Vertex, Inc.

3 Disruptors



Consumer Expectations Changing

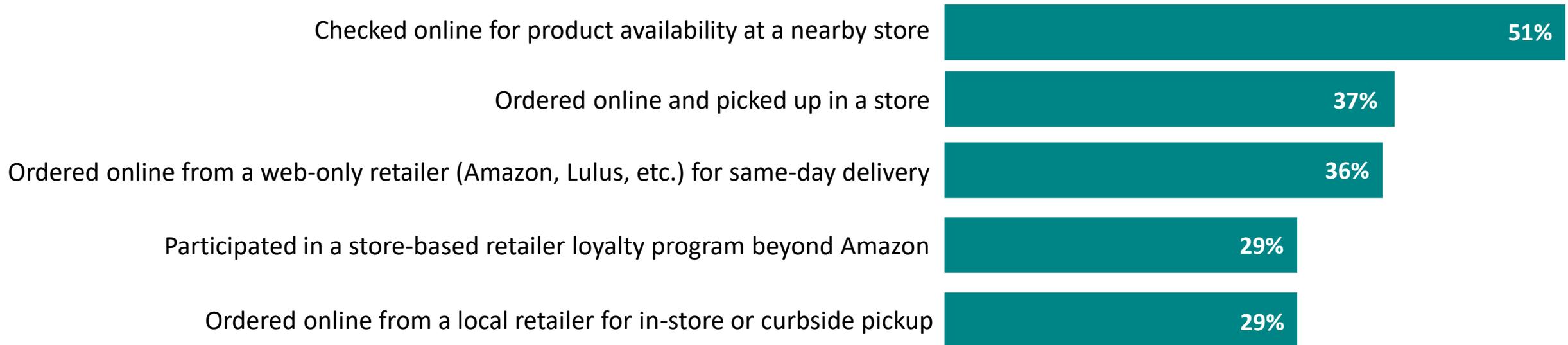


Source: Radar whitepaper

Consumer Behavior Changing



Which of the following activities were part of your shopping behavior over the past 6 months (October 2021 through March 2022)?



Source: Digital Commerce 360/Bizrate Insights, March 2022 omnichannel survey of 1,132 online shoppers. Top 5 responses shown.

Legislative Changes

For global businesses, accurate tax compliance is an instrumental piece of the tax puzzle. Getting this piece right is increasingly complicated because of the **rapid pace of legislative and regulatory change**, and the **increasing digitalization of revenue authorities**.

Additionally, staying current on tax developments at the local and national level, while meeting the demands needed for more transparency and financial information, strains the resources of tax departments and further complicates tax compliance.

Source: EY

Corporate Initiatives

- **68%** of 730 financial decision makers consider **frictionless commerce** a strategic priority
- 7 out of 10 report the **number of jurisdictions they transact in has increased**
- Over half **challenged by delays** in calculating sales/VAT tax
- 51% rely on **native tools** in their ERP
- 41% rely on **manual processes** (spreadsheets!)



QUESTIONS?

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