An Intelligent Way to Automate Sales Tax

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About Matt Grattan

- Live on Bainbridge Island, WA with wife, 3 kids and dog, Ruthie
- Head of Partnerships & Sales at Zamp
- Led build of Avalara's Ecommerce practice for 6 years
- Ran Sales at TaxJar for 5 years prior to Stripe acquisition
- Presented to Congress and National Press Club on Tax Technology

Agenda

- A Sales Tax Story
- The Wild West
- Clifford The Auditor
- The Intelligence Way
- Q&A

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A Sales Tax Story

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The Wild West

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The Sales Tax Wild West

What is US Sales Tax?

Sales tax is a tax imposed on the sale of goods and services.

% purchase price and added to the final cost of the product or service.

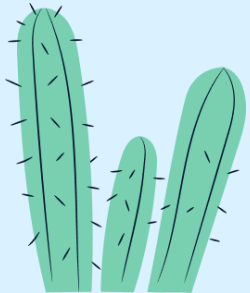
Calculating & Filing Sales Tax

12,000 Taxing Jurisdictions - State, City, County, STJs

Exemptions - Product, Customer, Wholesale, Marketplace, Tax Holidays

Sourcing Rules - Origin (Ship-from) vs Destination address (Ship-to)

File it on time and in the right format - Different state filing schedules (monthly, quarterly, annually) and unique reporting requirements



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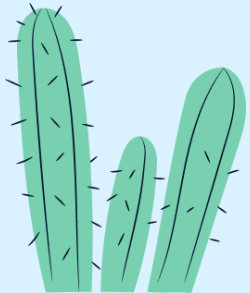
The Sales Tax Wild West

And it changes every month!!



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Clifford the Auditor

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Meet Clifford, Sales Tax Auditor

The rules may be complicated but he is here to make sure companies comply. Clifford 🧡 penalties!

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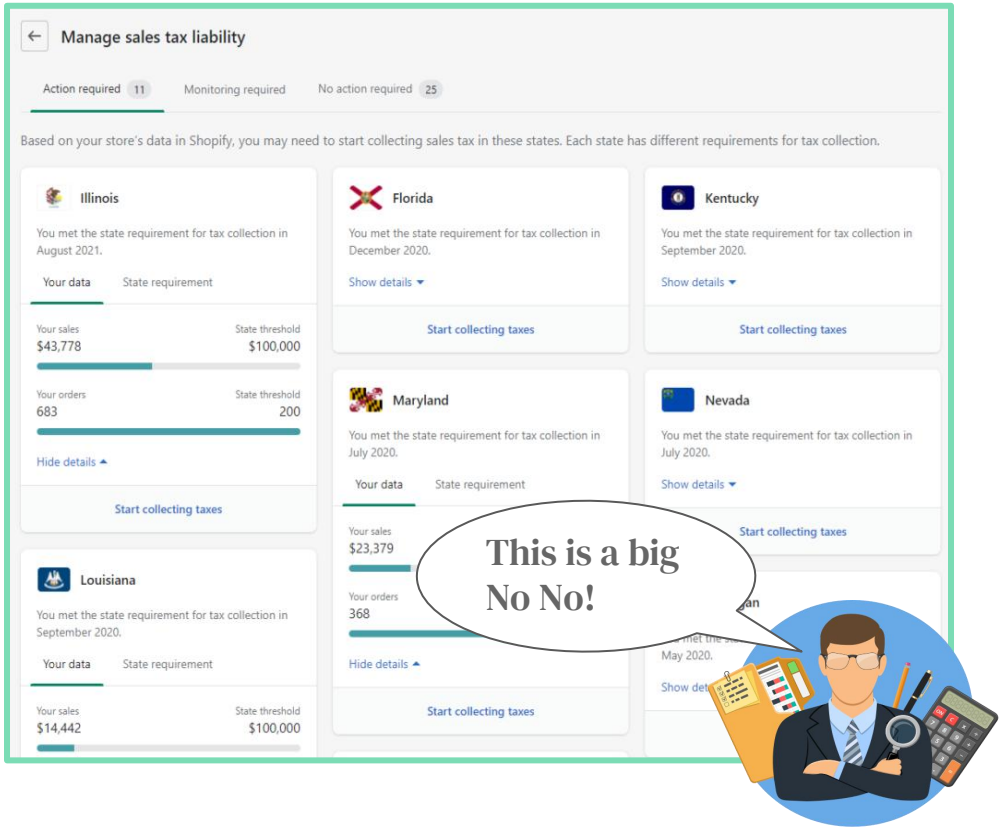
Nexus is Triggered



1. Nexus is triggered for Georgia.
2. You turn on GA to start charging sales tax.
3. You never register in the state for a Sales Tax ID/Sellers Permit.

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Tax Exempt?

You sell e-Books in the state of California and trigger economic nexus.

You didn't know that digital content including e-books are exempt in the state. You register and start charging customers.

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Texas Gets Tricky

You rely on a resource to alert you as to when your company triggers nexus in each state.

The resource only collects retail data and you have started selling wholesale and on marketplace.

Texas counts wholesale, marketplace and retail data toward nexus. You have a huge wholesale account and sell a lot on Amazon in Texas.

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Past Due (Overdue) State Filings

"We've gotten behind on our filings with the states. It's really tough to keep up every month!"

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Materiality (i.e. logic)

Your company triggers nexus in Arkansas.

You owe less than what it would cost you to get registered and remit.

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An Intelligent Way

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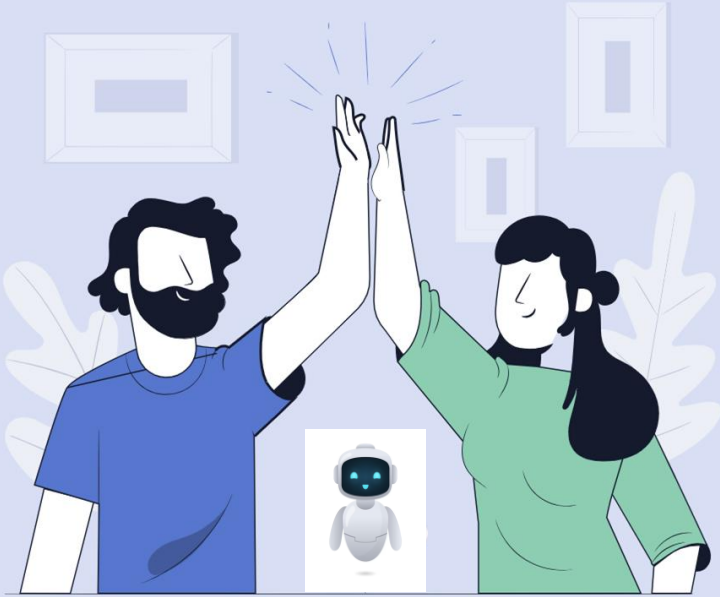
Automation is the answer BUT, it's a lot more than just software



Build A Game Plan for Compliance

- Sales Tax Assessment
- Economic & Physical Nexus Study
- Liability Exposure Analysis

No Inhouse Sales Tax Expert? Find a service that does it ALL!

- Tracking Economic Nexus
- Product Taxability Mapping
- Sales Tax API for accurate calculations
- Reporting and Filing
- Maintaining, Tracking and Updating!!!

One Price Approach - Wave goodbye to all those Fees 👋

- Simple (Doesn't require a PhD to understand)
- Predictable
- No Curve Balls or Hidden Fees

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Time to Adoption - Pre-Built Integrations Matter!

- Shopware
- Stripe
- Shopify
- BigCommerce
- Magento
- Quickbooks Online
- Amazon
- Walmart
- etc, etc, etc

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Zamp

Your Partner for Sales Tax

Deep Sales Tax Experience

We’re a bunch of sales tax nerds that believe there’s a better way to manage it

The Managed Solution Approach

Zamp’s managed solution does it all for sales tax (calculation, taxability, reporting, filing, tracking)

Pricing

One simple fee covers everything

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Any questions?

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Thank you!

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