



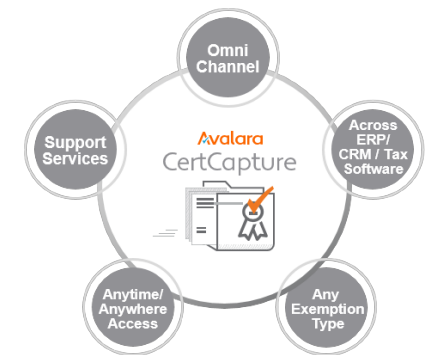
Avalara CertCapture

Custom ROI Analysis

Created for: (Account Name)

Avalara CertCapture

4 Year Projected ROI: \$135,000



Compliance Cost

Estimated Total Tax Exempt Sales: \$18,000,000

Sales Tax Liability: \$467,999

Estimated State Audits Per Year: 50

Average Sales Tax Audit Payments: \$9,450

Labor Cost

Estimated Exemption Certificate Time: \$5,000

Estimated Total Labor Costs: \$4,999

"Krispy Kreme Doughnuts, Inc decreased their audit liability by over 50% using CertCapture."

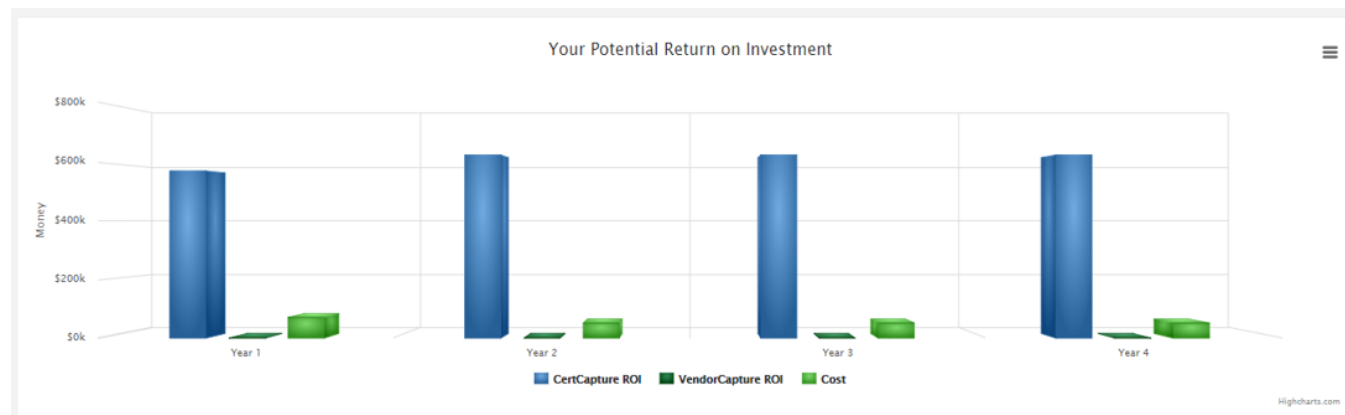
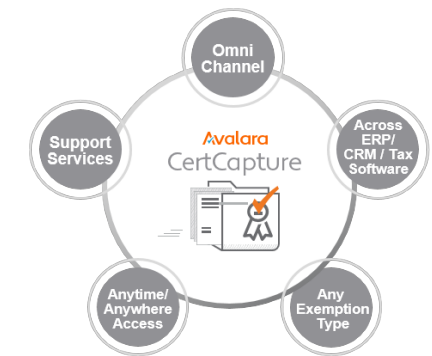
-Vida Reese

Krispy Kreme Doughnuts, Inc

Research by  **TechValidate**

Avalara CertCapture

	Year 1	Year 2	Year 3	Year 4	Total
CertCaptureROI	\$9,961	\$9,961	\$9,961	\$9,961	\$39,844
VendorCaptureROI	\$0	\$0	\$0	\$0	\$0
Cost	(\$20,000)	\$0	\$0	\$0	(\$20,000)
Total	(\$10,039)	\$9,961	\$9,961	\$9,961	\$19,844



ROI Statistics

Return on Investment 199%

Net Present Value \$18,321

Payback Period 0.28 months

CertCapture is a highly scalable solution to collect, store, track, report on, analyze and utilize exemption certificate to support sales and use tax compliance.