

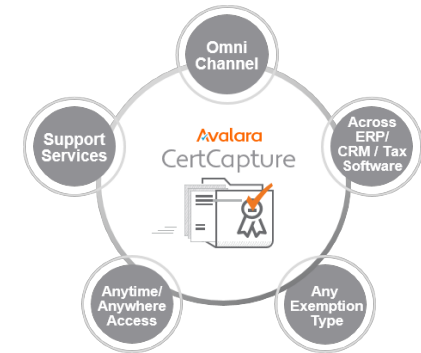
Avalara CertCapture

Custom ROI Analysis

Created for: Newell Company

Avalara CertCapture ROI

4 Year Projected ROI: \$243,191



Compliance Cost

Estimated Total Tax Exempt Sales: \$5,488,560,000.00

Sales Tax Liability: \$292,951,890.00

Estimated State Audits Per Year: 8.00

Average Sales Tax Audit Payments: \$100,000.00

Labor Cost

Estimated Exemption Certificate Time: 1,000

Estimated Total Labor Costs: \$25,841.35

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

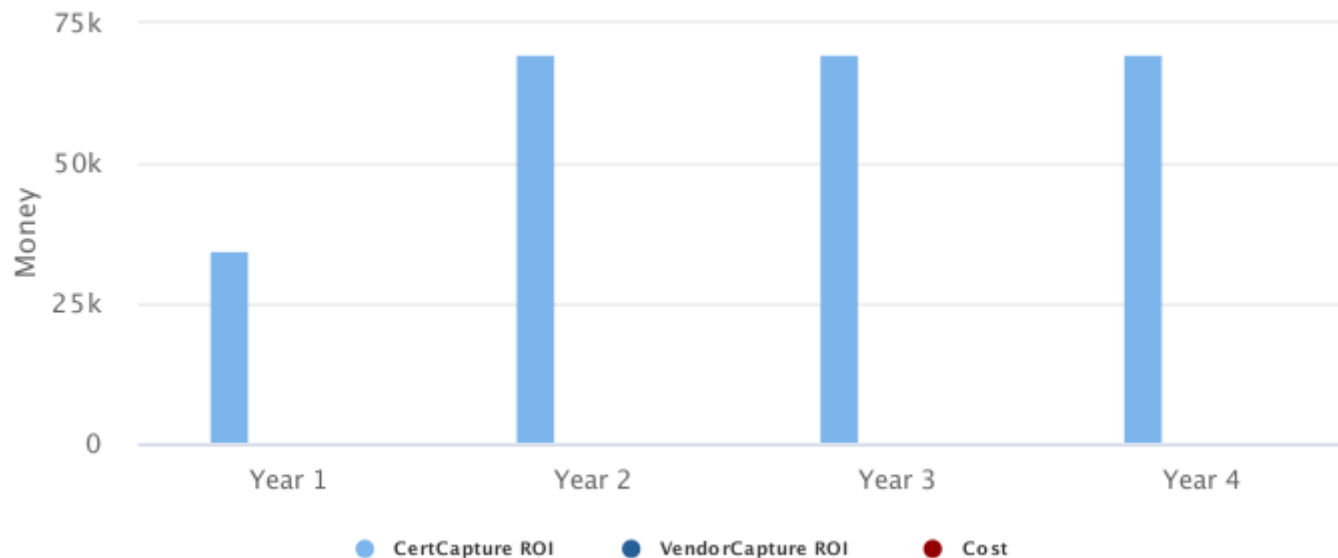
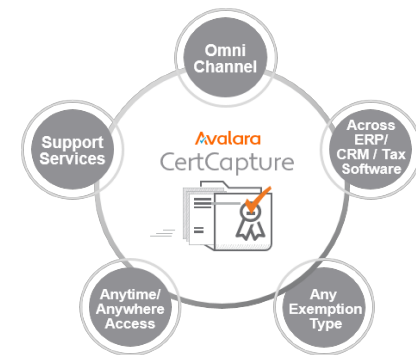
-Vida Reese

Krispy Kreme Doughnuts, Inc

Research by  **TechValidate**

Avalara CertCapture ROI

	Year 1	Year 2	Year 3	Year 4	Total
CertCaptureROI	\$34,742	\$69,483	\$69,483	\$69,483	\$243,191
VendorCaptureROI	\$0	\$0	\$0	\$0	\$243,191
Cost	\$0	\$0	\$0	\$0	\$0
Total	\$34,742	\$69,483	\$69,483	\$69,483	\$243,191



ROI Statistics

Return on Investment	0%
Net Present Value	\$230,513
Payback Period	6 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.