

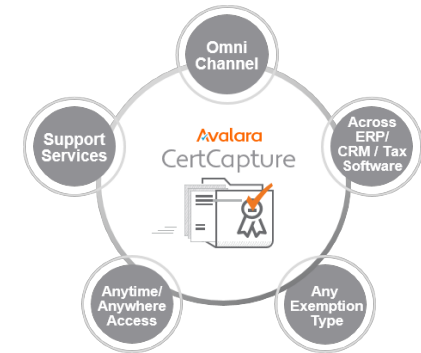
Avalara CertCapture

Custom ROI Analysis

Created for: Avalara 1 Joe Spadaro

Avalara CertCapture ROI

4 Year Projected ROI: \$385,025



Compliance Cost

Estimated Total Tax Exempt Sales: \$26,946,000.00

Sales Tax Liability: \$2,588,836.95

Estimated State Audits Per Year: 1.00

Average Sales Tax Audit Payments: \$136,254.58

Labor Cost

Estimated Exemption Certificate Time: 430

Estimated Total Labor Costs: \$13,793.75

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

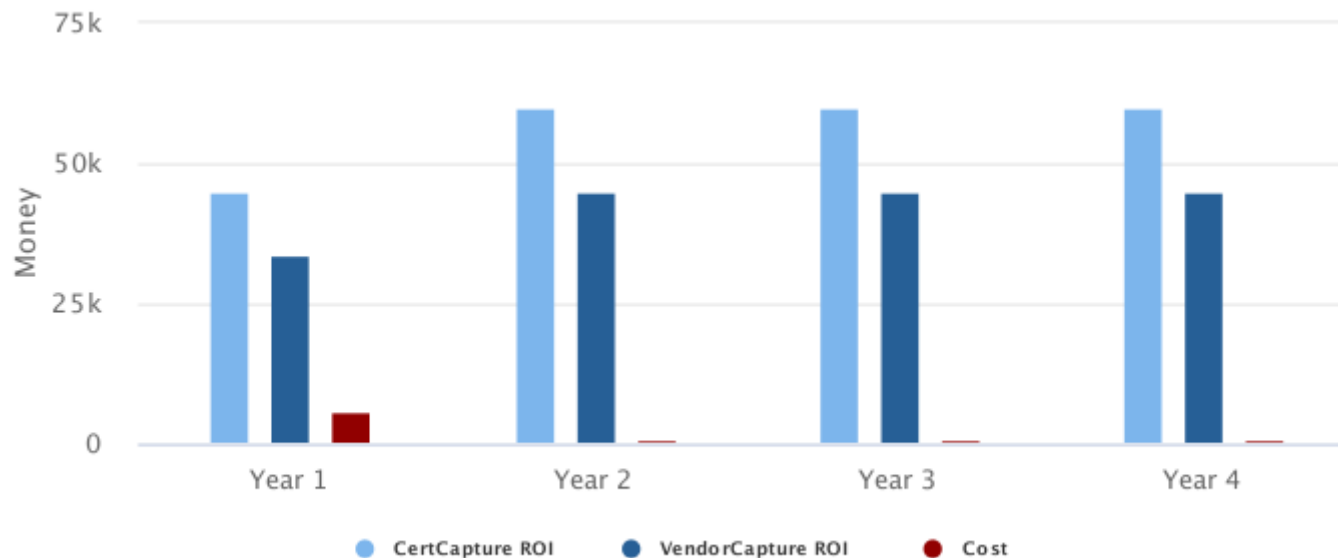
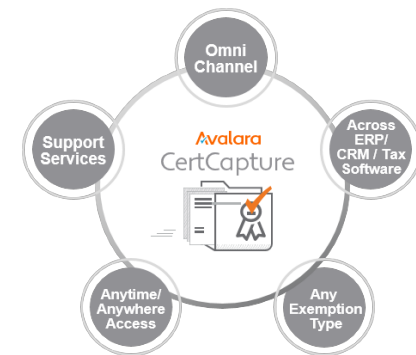
-Vida Reese

Krispy Kreme Doughnuts, Inc

Research by  **TechValidate**

Avalara CertCapture ROI

	Year 1	Year 2	Year 3	Year 4	Total
CertCaptureROI	\$45,055	\$60,073	\$60,073	\$60,073	\$225,275
VendorCaptureROI	\$33,750	\$45,000	\$45,000	\$45,000	\$225,275
Cost	(\$6,000)	(\$1,000)	(\$1,000)	(\$1,000)	(\$9,000)
Total	\$72,805	\$104,073	\$104,073	\$104,073	\$385,025



ROI Statistics

Return on Investment	4,278%
Net Present Value	\$365,628
Payback Period	4 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.