Avalara | BIGCOMMERCE

Simplify tax compliance and sell more

How integrating BigCommerce and Avalara can simplify compliance while powering your next stage of growth

From the customer's perspective, modern ecommerce can feel like nothing short of magic.

But all too often, that frictionless buying experience is an illusion, concealing nonstop stress on the brands and retailers that must find ways to meet those magical expectations.

Brands are under intense pressure to sell everywhere potential customers are shopping – while also adapting to and managing increasing omnichannel complexity. Ongoing supply chain challenges and growing demand for environmentally responsible business practices are just two of the numerous issues retailers must navigate.

There are also new sales tax holidays, new retail delivery fees, and as always, a host of taxability and tax rate changes.

An omnichannel strategy is pretty much essential for retailers today. But while omnichannel selling benefits consumers, it can complicate sales and use tax compliance for the retailer. It necessitates consolidating information from multiple sources and adhering to reporting requirements that vary from state to state.

Additionally, as ecommerce sales rapidly gain market share over traditional brick-and-mortar sales, states are refining their marketplace facilitator laws.

Not only are these compliance requirements time-consuming, they also become more complex as businesses grow. For example, businesses selling in any of the more than 13,000 sales and use tax jurisdictions across the U.S. must account for a wide variety of tax rates and rules. Any plans to expand must be coupled with a reliable system to keep track of compliance requirements for each of those jurisdictions, requirements that can and do change often.

New tools can make the situation worse if they aren't well integrated with the other platforms you rely on to run your business. Critical data quickly becomes siloed, hindering your ability to adapt to changing market conditions.
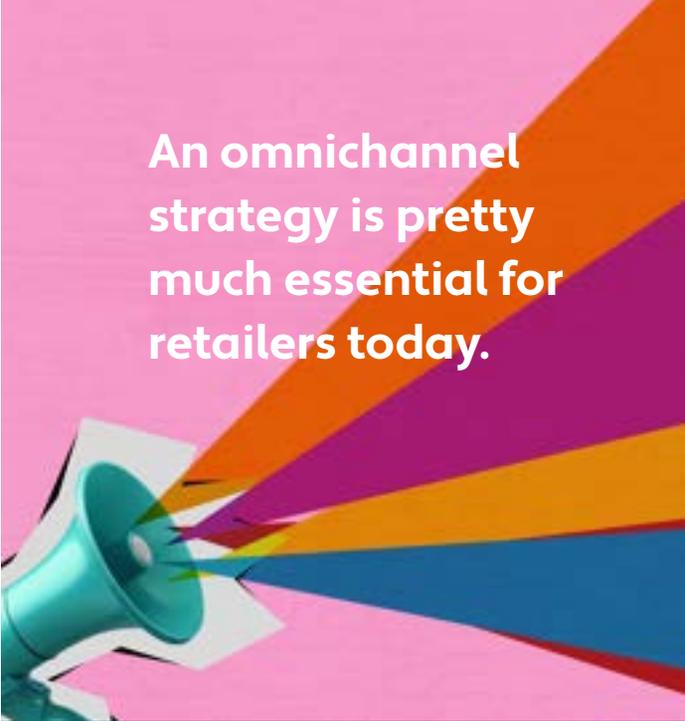
An omnichannel strategy is pretty much essential for retailers today.

250%

HIGHER ENGAGEMENT
when marketing across

THREE OR MORE CHANNELS[1]

[1]Digizuite

BENEFITS OF INTEGRATING BIGCOMMERCE WITH AVALARA

4

MAIN BENEFITS OF

INTEGRATING BIGCOMMERCE WITH AVALARA

In this guide, you'll learn the top benefits of integrating the flexible, reliable BigCommerce ecommerce platform with comprehensive tax compliance solutions from Avalara.

Meeting your customers where they want to shop

Focusing on growth opportunities

8.21%

**Effortlessly expanding your offerings**

BUY NOW

Delivering an unparalleled customer experience

Meet your customers where they want to shop

Buyers have more shopping options than ever before. They can easily browse and purchase products from countless websites, marketplaces, social media platforms, and brick-and-mortar stores.

By integrating BigCommerce and Avalara, brands and retailers can make omnichannel commerce easier than ever. BigCommerce empowers you to create a robust, differentiated commerce experience tailored to the needs of your customers and your business. Use your BigCommerce store to reach new customers across marketplaces, social platforms, and search engines and take advantage of integrations designed to scale your business.

BigCommerce enables omnichannel selling by investing in industry-leading tools like its partner solution, Feedonomics. Integration with BigCommerce allows merchants to **effortlessly pull product data** from their store and list those products on over
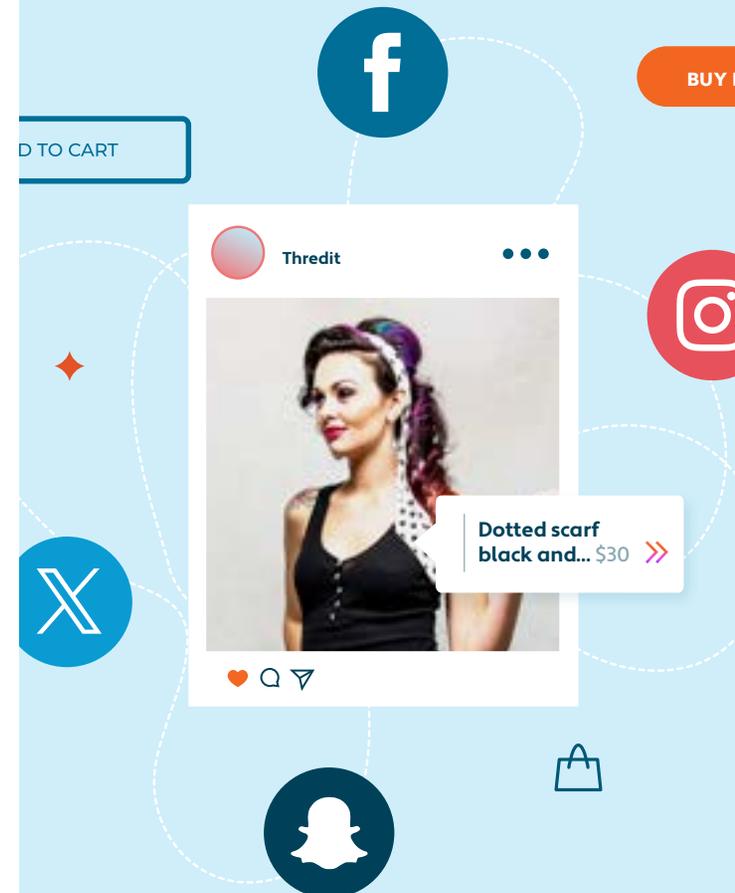
**Customers want convenience and a simple buying experience, and they want it now.**

MEET YOUR CUSTOMERS WHERE THEY WANT TO SHOP

100 global channels, including Google, Amazon, eBay, and TikTok. Businesses can save time with centralized feed and order management while boosting product discoverability on shopping destinations.

Meanwhile, the **Avalara tax automation solution takes the burden of manual tax calculations off your shoulders**, freeing up valuable time to focus on what truly matters for your growth, scalability, optimization, and other strategic business needs.

Avalara helps ensure highly accurate calculations for every transaction, regardless of the channel. With the time saved from manual tax calculations, your team can spend more time working on what automation, AI, and technology can't do – strategic thinking, unleashing their creativity, and fostering meaningful human connections with your customers.

Combining these solutions enables you to sell your products across multiple channels, including your BigCommerce store, online marketplaces like Amazon and eBay, social media platforms like Facebook and Instagram, and physical retail locations, all without tax compliance headaches. This omnichannel approach allows you to reach a wider audience and tap into new customer segments.

73%

OF ALL CUSTOMERS

USE MULTIPLE CHANNELS

during their
purchase journey[2]

[2]Bloomreach

MEET YOUR CUSTOMERS WHERE THEY WANT TO SHOP

For example, imagine your business sells designer clothing through your BigCommerce store, and you want to expand to new social channels. With the BigCommerce and Avalara integration, you can seamlessly sell your products on each of these channels while ensuring highly accurate tax calculations on the back end. When a customer purchases clothing from your BigCommerce store, Avalara automatically calculates the applicable sales tax based on the product and the customer's location. The same applies when a customer buys from your Instagram or Facebook shop.

The integration provides a consistent and uninterrupted shopping experience – customers can expect the same level of service, pricing, and tax calculations no matter where they shop.

This consistency builds trust and loyalty, as customers know your brand will deliver a reliable and hassle-free shopping experience.

ITEM $7.99
SHIPPING Free
TAX $0.66
TOTAL $8.65
ORDER

8.21%

When a customer purchases clothing from your BigCommerce store, Avalara automatically calculates the applicable sales tax based on the product and the customer's location.

Focus on growth opportunities instead of tax compliance

As your ecommerce business grows, so do the complexities of tax compliance. Navigating changing tax rates, rules, and regulations consumes valuable time and resources. However, by integrating BigCommerce and Avalara, you can streamline compliance and devote more of your valuable time to refining your strategy, growing sales, and building relationships.

The tax automation solution, Avalara AvaTax, seamlessly integrates with your BigCommerce store.

The entire process gets simplified, with Avalara calculating sales tax on every transaction, managing exemption certificates, filing tax returns, and staying up to date with changing tax regulations. This automation reduces manual errors and the risk of noncompliance while freeing up valuable time and resources for growth initiatives.

FOCUS ON GROWTH OPPORTUNITIES INSTEAD OF TAX COMPLIANCE

TOTAL TAXES

$

Avalara software uses geolocation technology to map multiple tax rates and rules to each transaction, so the correct amount is applied.

This eliminates manual calculations and reduces the risk of under - or overcharging customers. Customers are happier, and legal risks are mitigated.

Furthermore, tax automation keeps you compliant even as tax regulations evolve across a myriad of local, state, and federal jurisdictions. Tracking these changes manually can be daunting, especially as your business expands into new markets. Avalara software automatically updates tax rates and rules without the need for you to conduct manual research and updates.
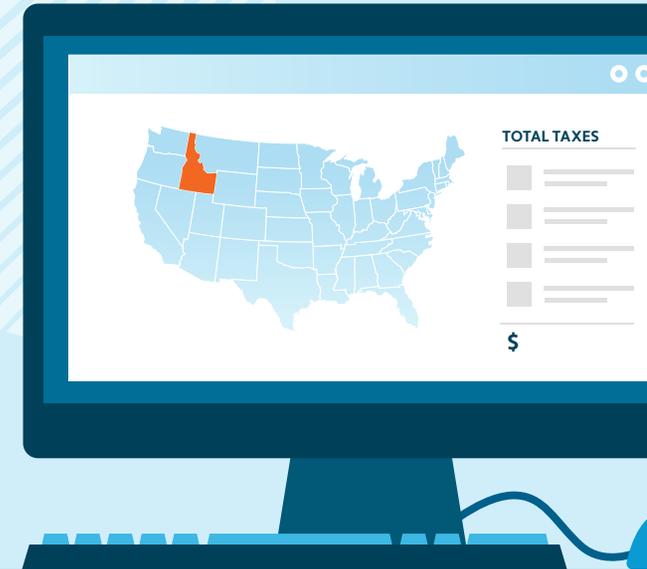
1,300+
U.S. SALES AND USE TAX
JURISDICTIONS

FOCUS ON GROWTH OPPORTUNITIES INSTEAD OF TAX COMPLIANCE

AVALARA SUPPORTS

✓ **Value-added tax (VAT)**

✓ **Goods and services tax (GST)**

✓ **Customs duties and import taxes**

For growing businesses, tax automation provides scalability and flexibility. As you expand your footprint and launch new products, Avalara adapts to your changing needs. Whether you're selling domestically or internationally, Avalara supports a wide range of tax requirements, including value-added tax (VAT), goods and services tax (GST), and customs duties and import taxes.

This flexibility allows you to expand your business while following local tax regulations.

Tax automation also provides valuable insights and reporting capabilities. Avalara software generates detailed reports that break down sales tax data by jurisdiction so you can analyze tax obligations and make informed business decisions. You can even use these insights to identify trends, optimize pricing strategies, and better allocate resources.

The integration of Avalara and BigCommerce creates more confidence that sales tax is being calculated correctly. Just knowing that we are being compliant has been the biggest benefit. **Overall, it's definitely mitigating our risk.**

STEFANIE HEMEYER | CONTROLLER, AG SOLUTIONS GROUP

Scale your business with cross-border expansion

Expanding into international markets can be a massive opportunity to reach new customers and drive growth, but navigating the complexities of cross-border expansion can be daunting. With the integration of BigCommerce and Avalara, these initiatives become much simpler.

Using BigCommerce's **Multi-Storefront capabilities**, you can create multiple stores for different regions or customer segments. Whether you're targeting local markets or going global, BigCommerce enables you to customize your stores to meet your target audience's unique needs and preferences.

Avalara's tax automation solution complements your expansion efforts by ensuring compliance with local tax regulations across markets. With extensive coverage of international tax requirements, you can grow without the burden of manually researching and managing complex tax obligations.
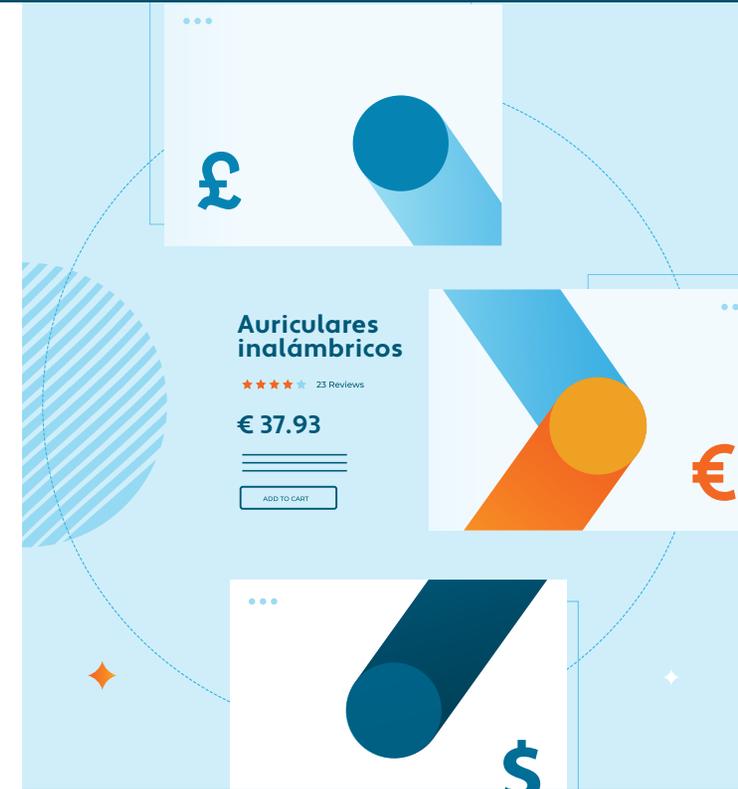
Successful integration means you can spend more time serving customers instead of wading through the intricacies of tax compliance.

SCALE YOUR BUSINESS WITH CROSS-BORDER EXPANSION

With Avalara AvaTax Cross-Border integrated into your BigCommerce store, customers can calculate or estimate customs duties and import taxes in real time for consumer products, identify the lowest tax rates by taking advantage of treaties, and easily populate cross-border taxes into online shopping carts, regardless of where or what you're selling. Whether you offer physical products, digital downloads, or subscription services, Avalara applies the appropriate tax to each transaction, from your BigCommerce store or an online marketplace.

This seamless integration contributes to a unified shopping experience while confidently entering new markets and offering a diverse range of products, all without worrying about tax complexities.

AVATAX CROSS-BORDER

✓ **Calculate or estimate customs duties**

✓ **Identify the lowest tax rates**

✓ **Populate cross-border taxes into online shopping carts**

Deliver an unparalleled customer experience

Delivering an exceptional customer experience is crucial for building brand loyalty and driving repeat purchases.

The integration of BigCommerce and Avalara enables businesses like yours to:

✓ **Create a captivating online store**

✓ **Offer more accurate and transparent pricing**

✓ **Seamlessly serve international customers**

✓ **Access real-time inventory visibility**

✓ **Streamline order processing and fulfillment**
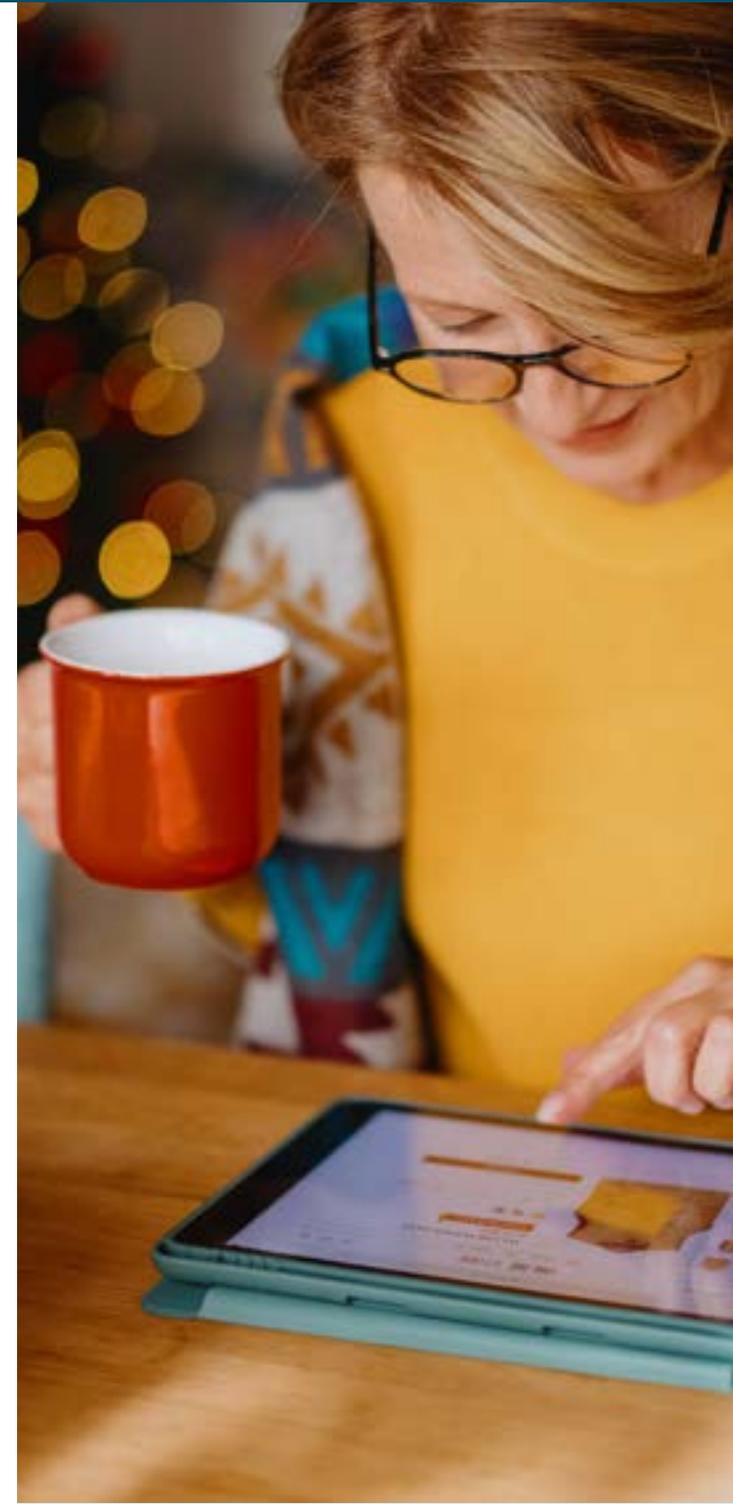
DELIVER AN UNPARALLELED CUSTOMER EXPERIENCE

Create a captivating online store

With the robust ecommerce platform from BigCommerce, you have the tools to create a visually appealing and user-friendly online store. Customize your store's design, layout, and navigation to align with your brand identity. Take advantage of additional BigCommerce features and integrations, such as product recommendations, customer reviews, and social media integration, to enhance the overall customer experience.

Offer more accurate and transparent pricing

Avalara AvaTax helps customers provide more accurate and transparent pricing. With automated tax calculations integrated into your BigCommerce store, customers can trust that the appropriate tax is applied to their purchases. There are no surprises during checkout, contributing to a positive customer experience.

Seamlessly serve international customers

Avalara supports international tax requirements including VAT and GST, allowing you to expand your business globally while providing a seamless shopping experience for international customers. You don't need to worry about figuring out the latest tax calculations, and customers experience a smooth cross-border purchasing process.

DELIVER AN UNPARALLELED CUSTOMER EXPERIENCE
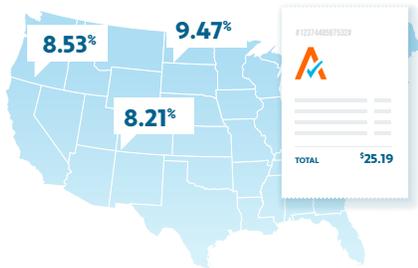
Access real-time inventory visibility

As orders are placed and fulfilled, inventory levels are automatically updated across your sales channels, including your BigCommerce store. This real-time visibility into inventory ensures customers can confidently make purchases without worrying about whether items are in stock and ready to be shipped. These satisfied customers are more likely to become brand advocates who recommend your business and contribute to your growth.

Streamline order processing and fulfillment

The integration of BigCommerce and Avalara also contributes to customer satisfaction by improving order processing and fulfillment. When a customer orders from your BigCommerce store, Avalara's tax automation solution automatically calculates the applicable taxes and informs your order management system. This seamless integration streamlines the fulfillment process, reducing errors and delivery delays.
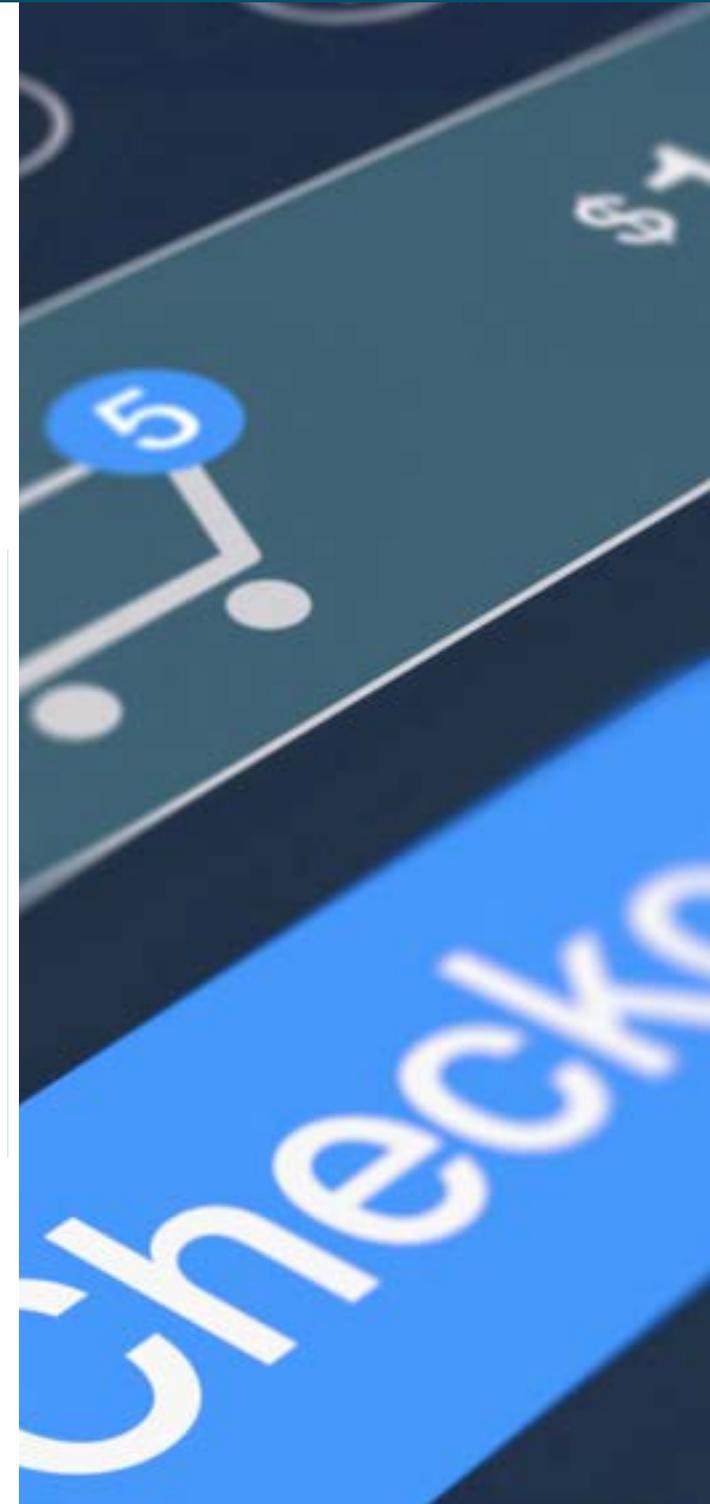
Our goal was to make this company successful. Avalara allows us to do this. It lets somebody that's much smarter than us worry about taxes so we can focus on running our business.

CIO | RETAIL AND MANUFACTURING

The Total Economic Impact of Avalara, A Forrester Total Economic Impact Study Commissioned by Avalara, February 2024

A simpler way to sell

The integration of BigCommerce with Avalara offers brands and retailers the opportunity to meet customers where they're shopping, focus on growth opportunities, effortlessly expand their footprint, and deliver an unparalleled customer experience.

By integrating these solutions, businesses can seamlessly sell products across multiple channels, ensuring more accurate tax calculations and a consistent shopping experience. Moreover, the integration streamlines tax compliance, freeing up time and resources to focus on driving business growth. With the ability to explore new markets, channels, and products, businesses can diversify their offerings and cater to different customer needs. Ultimately, this integration empowers businesses to deliver exceptional customer experiences, build brand loyalty, and drive repeat purchases.
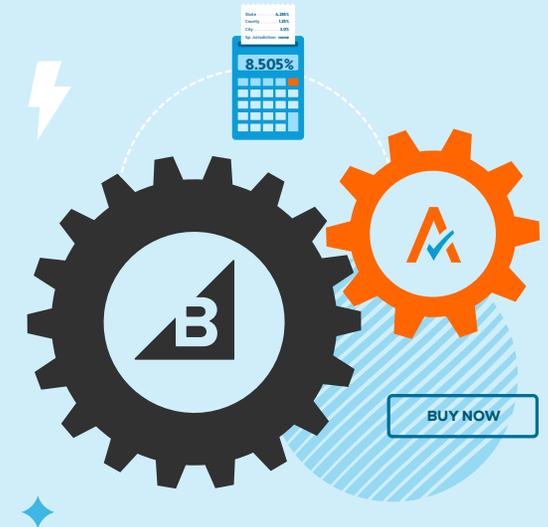
Combining the power of BigCommerce with the simplicity of Avalara enables merchants to:

✓ **Create a seamless omnichannel experience**

✓ **Simplify tax calculations and compliance**

✓ **Save time with automation**

✓ **Effortlessly expand to new markets and regions**

Get started

Are you ready to unlock your ecommerce business potential?

Don't let the complexities of tax compliance and omnichannel selling hold you back. Contact us today to connect with an Avalara tax expert and embark on your journey toward simpler tax compliance, real-time access to actionable data, and increased revenue.