

SCALING REVENUE

10 things to look for in integrated e-invoicing and billing solutions

A guide for global billing and finance teams

Introduction

GLOBAL BUSINESSES FACE MOUNTING PRESSURE TO STAY AHEAD OF SHIFTING TAX AND INVOICING REGULATIONS.

More than 60 countries have announced – or already require – some form of e-invoicing. These mandates are designed to tighten tax enforcement, ensure accurate VAT collection, and digitize financial operations.

At the same time, the rise of subscription and recurring-revenue models is adding complexity. Billing systems must simultaneously support scale and real-time compliance across a patchwork

of country-specific rules. The challenge for enterprise businesses is meeting those requirements without slowing growth or overstressing internal teams.

AI is also reshaping how finance and tax teams manage these demands. As automation becomes central to reporting and compliance, businesses need systems that support structured data, real-time insights, and cross-platform integration.

Even in regions where e-invoicing isn't required, many businesses are adopting it to stay ahead.

COMMON BENEFITS OF E-INVOICING INCLUDE:

- Faster payments
- Lower processing costs
- Fewer invoicing errors
- Improved audit readiness
- Support for sustainability goals
- An overall stronger foundation for international expansion

Avalara and Zuora's partnership brings together powerful e-invoicing and live reporting capabilities. Together, we help businesses meet local compliance requirements around the globe without disrupting billing operations.

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DISCLAIMER

Tax rates, rules, and regulations change frequently. Although we hope you'll find this information helpful, this guide is for informational purposes only and does not provide legal or tax advice.

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1. Global compliance

Look for an e-invoicing solution that meets the standards of every country you do business in, now and in the future.

TAX COMPLIANCE GETS MORE DIFFICULT AS YOUR COMPANY OPERATES IN MORE MARKETS.

Every country has its own invoicing rules, with wide variance in formats, clearance systems, deadlines, and reporting platforms. Amid rapid changes, staying current is a full-time job.

A strong e-invoicing solution should cover where you are today and where you're headed next. It should keep up with shifting mandates, help you stay compliant, and function without slowing down billing or expansion.

HERE'S HOW THE GLOBAL PICTURE IS CHANGING:

- **Germany** already requires [B2G \(business-to-government\) e-invoicing](#). As of January 2025, B2B e-invoicing is being phased in, with full adoption expected by 2028.
- **Poland** is moving quickly. Large businesses must comply with [B2B e-invoicing rules](#) starting February 2026. The mandate expands to all companies by April 2026.
- **France** starts its phased [e-invoicing rollout](#) in September 2026 with large and medium sized businesses. Small businesses will follow in 2027.
- **Saudi Arabia** has been [implementing B2B e-invoicing](#) in waves. By the end of 2025, it will apply to businesses with an annual income of at least SAR 1.25 million.
- **Australia and New Zealand** made [e-invoicing via the Peppol network](#) mandatory as of November 2024.
- The **UK** is still in the exploratory phase. A [formal consultation on e-invoicing](#) was launched in late 2024.



EU'S ViDA INITIATIVE

The [European Union's ViDA \(VAT in the Digital Age\)](#) reforms rolling out from 2025, will standardize e-invoicing and digital VAT reporting across all 27 member states. These changes are designed to increase transparency and improve tax collection. Businesses operating in Europe will need systems that can adapt quickly to this change and flex with similar mandates emerging in other regions.

In the U.S., there's no central e-invoicing requirement, but companies doing business internationally must comply with each market's rules. Many companies are voluntarily adopting e-invoicing to reduce risk and simplify cross-border operations.



AVALARA AND ZUORA IN ACTION

Expanding into new markets brings new compliance obligations. Avalara and Zuora support international e-invoicing requirements, including real-time reporting and secure archiving, to help you stay audit-ready and scale with confidence.



2. Expandability

Look for an e-invoicing solution that can scale as you expand.

GLOBAL GROWTH RARELY FOLLOWS A STRAIGHT LINE.

New regions, new regulations, and evolving revenue models can all shift your invoicing needs quickly. Your e-invoicing system needs to scale with your ambition.

Some solutions are limited to a handful of countries or require custom builds each time you expand. This slows growth and puts added pressure on internal teams. Instead, look for a platform with broad international coverage,

a clear roadmap for new mandates, and the flexibility to integrate with your existing billing system.

With automation and AI beginning to shape the future of finance operations, scalability becomes even more critical. Systems built for short-term fixes or limited coverage can quickly reduce efficiency. Choose tools that support long-term adaptability, ensuring your invoicing processes remain compliant, cost-effective, and ready for what's next.



AVALARA AND ZUORA IN ACTION

Avalara's e-invoicing solution grows with your Zuora instance. Start in a few regions and expand seamlessly – no replatforming required.

3. AI readiness

Make sure your invoicing setup can support automation and future compliance models.

“You can't have an automation project without considering or bringing in compliance, and compliance can't really be achieved without automation.”

–Matt Hammond, general manager of e-Invoicing, Avalara

AI IS ALREADY TRANSFORMING COMPLIANCE MANAGEMENT FOR FINANCE AND TAX TEAMS.

[In our survey conducted with Hanover Research](#), 90% of organizations believe that AI is a powerful tool to make finance and tax operations smoother and more efficient.

But adding AI to your workflows isn't just about layering on new tools. Success depends on having the right data structures, systems, and

processes. Teams need consistent invoice formats, real-time reporting, and integration between billing and compliance platforms.

Looking ahead, AI could reduce exception handling, flag compliance risks earlier, and improve audit readiness by pulling data from across systems. But the effectiveness of these capabilities depends on the choices made today – including how invoicing systems are designed, integrated, and scaled.

Teams that proactively move toward automation will be better positioned to adopt AI when it's ready to deliver real results. This doesn't require a full upfront transformation. Start by choosing tools that support flexibility, maintain data quality, and reduce complexity across compliance workflows.

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AVALARA AND ZUORA IN ACTION

Avalara and Zuora give your team the foundation to move faster today and adapt to what's next – including AI-powered automation and smarter compliance workflows.

4. Single API integration

Choose an e-invoicing solution that integrates cleanly and keeps disruption to a minimum.

A STRONG E-INVOICING PLATFORM SHOULD OFFER ONE GLOBAL API THAT SUPPORTS ALL YOUR REGIONS AND REPORTING NEEDS.

Relying on separate connections for each country adds complexity and slows your ability to respond to change. A single integration should allow you to create, send, and track invoices consistently across markets.

TO SUPPORT THIS, LOOK FOR A SOLUTION THAT INCLUDES STANDARD DATA FORMATS WITH LOCAL COMPLIANCE RULES BUILT IN.

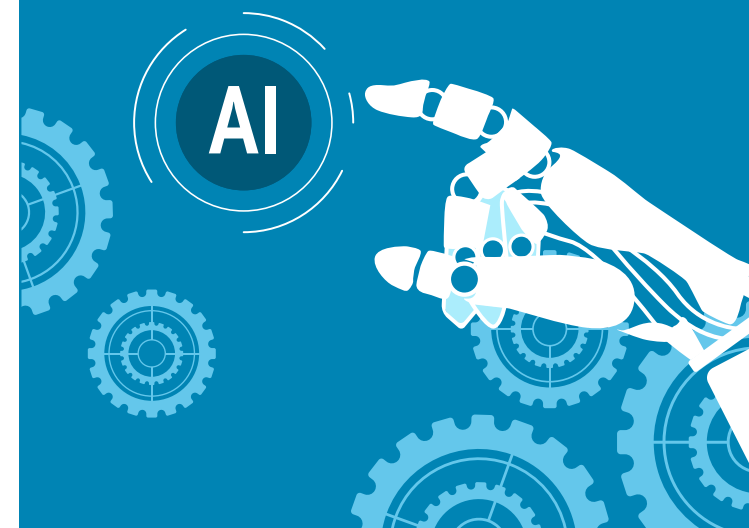
You should be able to enter new markets without reintegrating every time a mandate changes. Real-time visibility into invoice status and error handling is also critical, especially for teams managing high volumes across borders.

FINALLY, API INTEGRATION SHOULD SUPPORT MORE THAN JUST SHORT-TERM COMPLIANCE.

The right setup gives your business long-term agility, enables automation, reduces manual work, and lays the groundwork for AI-powered validation and reporting.

AI AND INTEGRATION

A single, consistent API makes it easier to introduce AI-driven capabilities such as automated validation, smarter exception handling, and real-time reporting. With a unified integration, businesses can take advantage of these tools without adding complexity to their tech stack.



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Avalara's flexible API is ERP-agnostic and integrates directly with Zuora, enabling unified billing and compliance without custom middleware or rework.

5. Speed and simplicity of implementation

Choose a provider that simplifies implementation and keeps your processes running smoothly.

WHEN NEW E-INVOICING MANDATES TAKE EFFECT, IMPLEMENTATION DELAYS CAN PUT COMPLIANCE AT RISK AND STRAIN INTERNAL RESOURCES.

Finance and IT teams are often pulled into long, complex projects that compete with other priorities, especially when entering multiple markets at once.

Some providers require country-specific builds, custom onboarding, or lengthy support timelines. These approaches might succeed in isolated cases, but they will often slow down expansion and create long-term maintenance challenges.

A MORE STRATEGIC APPROACH STARTS WITH BUILT-IN FLEXIBILITY.

Look for a solution that offers prebuilt integration with your billing system,

supports regional formats, and provides clear documentation for configuration and testing. Offering self-guided setup options and minimizing reliance on custom code can also reduce time to deployment and ease the burden on internal teams.

The ability to launch quickly and scale with confidence is crucial for global billing teams. Look for a solution that removes bottlenecks, allowing your organization to respond to mandates while staying focused on growth.

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AVALARA AND ZUORA IN ACTION

The Avalara for Zuora e-invoicing connector includes implementation support, helping reduce integration timelines and minimize risk.



6. Secure and compliant hosting

Make sure your provider supports country-specific hosting and data regulations.

AS E-INVOICING MANDATES EVOLVE, COMPLIANCE BECOMES MORE THAN JUST MEETING INVOICE FORMATS OR TIMELINES.

Many countries have introduced strict requirements for storing, accessing, and retaining invoicing data.

Your e-invoicing provider should support localized hosting, enforce strong access controls, and make it easy to comply with international frameworks, including France's [SecNumCloud](#) certification and Saudi Arabia's [Cloud First Policy](#).

Across the EU, all companies must adhere to robust data storage and data protection rules under the [General Data Protection Regulation \(GDPR\)](#).

HOW GDPR IMPACTS E-INVOICING

GDPR is one of the strictest data privacy laws in the world. For e-invoicing, this regulation governs how invoice data is stored, accessed, and transferred across borders. Providers must offer secure, regionally hosted infrastructure, enforce strict access controls, and follow clear data retention rules. Avalara's platform is built to support these requirements as part of a compliant invoicing process.



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Avalara's global infrastructure is built for security, privacy, and compliance. Combined with Zuora's enterprise-grade controls, you can meet regional hosting requirements without creating complexity.

7. Access to the Peppol network for convenient invoicing

Make sure your provider connects to the right e-invoicing networks.

MANY COUNTRIES REQUIRE BUSINESSES TO SEND E-INVOICES THROUGH CERTIFIED NETWORKS.

[Peppol](#) is one of the most widely adopted, as it enables secure and standardized invoice delivery across 90+ countries. It's mandatory in Australia and New Zealand and strongly encouraged in the EU.

PEPPOL IS ACTIVE IN OVER 90 COUNTRIES AND IS USED BY COUNTLESS BUSINESSES AND PUBLIC ENTITIES.

It ensures invoices are validated, correctly formatted, and routed to the right recipient. While originally developed for public sector procurement in the EU, Peppol has expanded globally and is now mandatory for business transactions in Australia and New Zealand. It is also gaining traction beyond the public

sector in the EU, where several member states mandate or actively promote its use.

That said, not every market legally requires Peppol. Some countries rely on domestic platforms or proprietary standards, while others are transitioning to Peppol over time. Regardless, a certified Peppol connection can simplify cross-border invoicing, support real-time validation, and help businesses align with evolving digital reporting expectations.

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AVALARA AND ZUORA IN ACTION

Avalara offers certified access to the Peppol network – a valuable complement for Zuora users expanding into Australia, New Zealand, and the EU. This integration helps meet delivery and formatting requirements without adding custom connections or local workarounds.



8. Real-time invoice status and exception handling

Choose a solution that gives billing and compliance teams better visibility and control.

AS E-INVOICING MANDATES GROW MORE COMPLEX, REAL-TIME VISIBILITY INTO INVOICE STATUS IS NO LONGER OPTIONAL.

Without it, small issues such as formatting errors or missing fields can lead to delays, rejections, and compliance risks.

Finance and billing teams need tools that let them track invoice status across regions, flag exceptions early, and act before problems escalate. Doing so is more difficult with manual processes or disconnected systems, especially as volumes grow.

A STRONG E-INVOICING SOLUTION INCLUDES BUILT-IN VALIDATION, INSTANT FEEDBACK ON REJECTIONS, AND CLEAR LOGS OF INVOICE ACTIVITY.

It should also provide human-readable versions of machine-generated invoices. This helps

finance teams review data, catch issues early, and maintain transparency during audits or internal checks.

These real-time capabilities set the foundation for future improvements, including AI-driven exception handling, smart categorization, and faster resolution of errors.

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Avoid billing blind spots. Avalara's monitoring tools provide visibility into e-invoice status directly alongside your Zuora workflows. This helps teams catch issues early and resolve errors faster.



9. Tax compliance

Choose a platform that keeps you prepared, not scrambling.

E-INVOICING REGULATIONS ADDRESS MORE THAN FORMAT AND DELIVERY.

In many countries, invoice data is submitted to tax authorities immediately, with no room for corrections. Every invoice must be accurate and compliant from the start.

A strong e-invoicing solution will apply country-specific tax rules, format invoices correctly, and retain records in compliant formats for long-term access.

FLEXIBILITY IS ALSO KEY, AS RETENTION AND REPORTING STANDARDS VARY ACROSS JURISDICTIONS.

Audit-readiness flows naturally from this foundation. Solutions should include time-stamped logs, secure access controls, and exportable records for regulators and internal teams. Automated reporting makes it easier

to catch issues early and stay compliant across markets.

When compliance is built into every invoice, companies reduce their risk, improve consistency, and stay ahead of evolving tax requirements.



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Avalara ensures every invoice created in Zuora is tax-compliant, locally formatted, and ready for real-time reporting. Avalara's reporting and archiving tools maintain clear audit trails and meet local requirements.

10. Responsive support and operational resilience

Choose a provider that helps keep your invoicing on track, no matter where or when issues arise.

GLOBAL OPERATIONS REQUIRE DEPENDABLE SUPPORT, AS DOWNTIME, COMPLIANCE GAPS, OR BLOCKED INVOICES CAN QUICKLY CREATE RISK.

Whether your finance teams are in London, Singapore, or New York, you need help that's available on demand, in the language you work in, and across the channels your teams rely on.

SCALABLE SUPPORT IS CRITICAL FOR GLOBAL TEAMS.

A provider should offer live assistance, access to multilingual help resources, and documentation that empowers internal teams to troubleshoot and move forward. Look for providers with flexible support models that scale with your footprint and billing complexity.

SUPPORT IS ALSO A SIGNAL OF LONG-TERM RELIABILITY.

A vendor's ability to resolve issues quickly and consistently is as important as their technology. Choose a partner that combines global coverage with responsive service so your invoicing stays uninterrupted, even as requirements shift.

"Our CIPS, they bring this wealth of expertise, they bring all these different components and value to the table that can help remove typical problems that result in delays associated with rollouts."

—Matt Hammond, general manager of e-Invoicing, Avalara

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Avalara provides enterprise-grade support across time zones and languages. Paired with Zuora's reliable infrastructure, the result is a platform that helps billing teams stay consistently responsive and operational.

Take the next step in global invoicing

Navigating global e-invoicing is complex, but the right platform can simplify it. Whether you're adapting to shifting tax mandates, expanding into new markets, or laying the groundwork for AI-driven automation, the right solution helps billing and compliance stay in sync.

Avalara E-Invoicing and Live Reporting is built to support those goals. It's integrated with Zuora's billing infrastructure to deliver real-time reporting, local compliance, and the flexibility to scale with your operations without unnecessary complexity. With built-in global coverage, a single integration point, and the tools to support automation and visibility, Avalara and Zuora offer a practical, future-ready foundation for compliant growth.

ABOUT AVALARA

Avalara makes tax compliance faster, easier, more accurate, and more reliable for 41,000+ business and government customers in over 75 countries. Tax compliance automation software solutions from Avalara leverage 1,200+ signed partner integrations across leading ecommerce, ERP, and other billing systems to power tax calculations, document management, tax return filing, and tax content access. Visit avalara.com to improve your compliance journey.

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ABOUT ZUORA

Zuora powers the modern quote-to-cash lifecycle for subscription, consumption, and hybrid business models. Our cloud-based billing, revenue, and payments platform is designed to handle complex monetization at scale, enabling businesses to launch new products, expand globally, and adapt pricing without IT bottlenecks. With 1,000+ customers in 30+ countries, Zuora integrates seamlessly with Avalara to automate compliance, support global e-invoicing mandates, and deliver accurate, timely billing in any currency or market.

Learn more at zuora.com