

AVALARA PARTNER PROGRAM GUIDE

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PRIVATE AND CONFIDENTIAL



Contents

- 03 [Welcome](#)
- 04 [Why partner with Avalara](#)
- 05 [About the program](#)
- 06 [Who partners with Avalara](#)
- 07 [Partner benefits](#)
 - [Business benefits](#)
 - [Marketing benefits](#)
 - [Training benefits](#)
- 12 [Get started](#)



A message from Meg Higgins, SVP, Global Partnerships

Nearly 20 years ago, Avalara was founded as a partner-first company. Over the years, our vision has remained steadfast: we celebrate your growth as our collective success. And today we continue to be committed to our partner-first mentality, growing our businesses together, hand-in-hand.

When you partner with us, we'll work alongside you to unlock new opportunities, drive growth, and help build lasting relationships with your customers. We also recognize that every business is different, and one-size does not fit all when it comes to achieving your goals. That's why we've structured the Avalara Partner Program to offer a range of collaboration opportunities, so you can decide what works best for you.

We're committed to optimizing and streamlining the experience for our partners. From getting started with Avalara to referring customers, we are focused on making it easier than ever to do business with us. Thank you for putting your trust in Avalara – we are grateful for your partnership. On behalf of Avalara, we look forward to working together!

– Meg Higgins
Senior Vice President, Global Partnerships

Why partner with Avalara

Sales tax is a huge pain point for many business owners, and partnering with Avalara means you can help them solve it. The Avalara Partner Program enables you to unlock new opportunities, drive growth, and strengthen your position as a trusted advisor to your customers.



It's easier than ever to partner with Avalara

- Flexible engagement opportunities
- Easy-to-navigate program structure
- Optimized digital experience through the Avalara Partner Portal

Peace of mind for you and your customers

- Robust integration ecosystem
- Comprehensive tax management solutions
- Solutions that help keep your customers and clients compliant and future-ready

Drive profitable and sustainable growth for your business

- Fit-for-purpose collaboration, based on your unique goals
- Comprehensive enablement tools and resources
- Impactful incentives that reward your engagement with Avalara

About the program

For partners looking to grow their business, partnering with Avalara offers purposeful collaboration and a shared sense of ownership that amplifies partners' expertise and delivers more value to partners and your prospects and customers.



Refer opportunities

Earn financial incentives by referring customers and prospects to Avalara



Expand services

- Grow your professional services practice and become certified to implement Avalara solutions
- Utilize Avalara tools and technology to provide services directly to accountant clients



Build integrations

Develop certified integrations or embed Avalara solutions into your technology platform

Who partners with Avalara

Technology Partners

Includes software publishers, developers, ISVs, marketplaces/ eCommerce platforms, and OEM/embedded partners

Avalara helps our technology partners keep their customers close, allowing them to build integrations to access tax compliance solutions from within their platforms.

Consulting Partners

Includes service partners, eCommerce agencies, systems integrators, managed service providers, influencers, and consulting firms

Avalara knows consulting partners want to feel confident that the solutions they recommend can be implemented smoothly, on time, and on budget, which is why they choose Avalara.

Accountants

Includes accounting and consulting firms, sales tax experts, tax advisors, bookkeepers, client advisory teams, and tax technology firms

Avalara provides accountants with the tools they need to help deepen relationships and further establish themselves as trusted advisors to their clients.

Partner benefits

The Avalara Partner Program offers tailored support and benefits across partner roles. We offer both flexibility and opportunity, empowering you to reach your unique goals. As your Avalara practice grows, you will unlock incremental resources and financial benefits.



	Technology Partners			Consulting Partners			Accountants		
	PREMIER	PREFERRED	AUTHORIZED	PREMIER	PREFERRED	AUTHORIZED	PREMIER	PREFERRED	AUTHORIZED
BUSINESS BENEFITS*									
Account management	✓	✓	✓	✓	✓	✓	✓	✓	✓
Partner engagement desk access	Prioritized	✓	✓	Prioritized	✓	✓	Prioritized	✓	✓
Partner portal access*	✓	✓	✓	✓	✓	✓	✓	✓	✓
Partner support	Prioritized	✓	✓	Prioritized	✓	✓	Prioritized	✓	✓
Executive sponsorship	✓			✓			✓		
Product roadmap briefings	✓	✓	✓	✓	✓	✓	✓	✓	✓
Partner advisory board eligibility	✓	✓		✓	✓		✓	✓	
Partner awards eligibility	✓	✓	✓	✓	✓	✓	✓	✓	✓
Avalara embedded solutions eligibility	By invitation	By invitation	By invitation						
MARKETING BENEFITS*									
Partner marketing management	Custom	Programmatic		Custom	Programmatic		Custom	Programmatic	
Co-marketing investment eligibility	✓								
Market development funds eligibility		✓		✓	✓				
Event sponsorship eligibility	Prioritized	✓		Prioritized	✓		Prioritized	✓	
Lead generation programs	Custom	Programmatic		Custom	Programmatic		Custom	Programmatic	
Thought leadership development eligibility	✓						✓		
Video customer success story eligibility	✓			✓			✓		
Partner integration webpage	✓								
Marketing collateral and co-brandable assets	✓	✓	✓	✓	✓	✓	✓	✓	✓
TRAINING BENEFITS*									
Training and certification	✓	✓	✓	✓	✓	✓	✓	✓	✓
Demo environment	✓	✓	✓	✓	✓	✓	✓	✓	✓
Continuing professional education (CPE) credits eligibility							✓	✓	✓

*Benefits will be rolling out in the U.S. and Canada beginning Q1 2024. Please contact your partner manager or email PartnerEngagementDesk@avalara.com for details and geographic availability.

Business benefits

Account Management

Partners are aligned with the partner account management team to help build your Avalara practice. They can help you with business planning, opportunity management, technical solution development, and more. Access is determined by your program tier.

Partner Engagement Desk access

The Partner Engagement Desk offers direct support to help you maximize your Avalara Partner Program benefits including support on portal navigation, assistance with opportunity registration, and guidance on co-branding Avalara assets and executing Avalara campaigns.

Partner Portal access

The Avalara Partner Portal serves as the central hub for all partner program information, sales, and marketing resources, as well as opportunity management and tracking. This includes access to co-marketing campaigns, incentive statements, and mobile friendly pages. You'll also find Avalara news, training, certifications, development tools, and more.

Partner Support

All Avalara partners can receive technical support, including:

- Dedicated, experienced support resources focused wholly on partners
- Management of partner escalations on behalf of mutual customers
- Support for both technical and non-technical questions regarding Avalara products, processes, and solutions

Executive Sponsorship

Eligible partners will have access to an Avalara executive sponsor, fostering deeper collaboration between partner organization leaders and the Avalara leadership team.

Product Roadmap Briefings

Partners are invited to quarterly product webinars covering the latest in new product releases, integrations and key strategic updates from Avalara. These webinars are led by Avalara product experts and include implementation demonstrations as well as live Q&A.

Partner Advisory Board

The Avalara Partner Advisory Board is a forum where select partners can foster deeper relationships with Avalara executives and leaders from other partner organizations. You can ask about product offerings and the market landscape, offer feedback on program successes and opportunities, and help guide Avalara partner strategy.

Partner Awards

The Avalara partner awards program is designed to recognize and celebrate the outstanding contributions of our valued partners. There are award categories to recognize and highlight top performers.

Avalara Embedded Solutions

The Avalara Included program is designed to support eligible partners that would like to purchase and distribute certain Avalara solutions directly to their customers. These solutions include Avalara AvaTax, Avalara e-Invoicing and Live Reporting, and Avalara AvaTax for Communications.

Marketing benefits

Partner Marketing Management

Partners who meet certain criteria are eligible to receive marketing support from an Avalara marketing expert dedicated to driving partnership success. This includes collaboration on marketing programs such as demand-generation campaigns, events, programs, and other marketing initiatives to help you meet your unique business objectives.

Co-Marketing Investment

Co-marketing investment enables Avalara and the partner to join forces to promote Avalara solutions available through the partner's platform. Eligible partners can work with Avalara partner marketing managers to develop a strategy and business case to achieve shared business goals.

Market Development Funds

Market development funds (MDF) empowers and enables partners to amplify marketing efforts and fuel business growth. Eligible partners gain access to funds that can be utilized for pre-approved activities to drive marketing leads.

Event Sponsorship

Avalara offers event sponsorship opportunities based on partner eligibility, strategic business alignment, and funding availability.

Lead Generation Programs

Avalara helps partners generate leads cost efficiently through access to demand generation offers including content syndication, social content, webinar programs and more.

Thought Leadership Development

Avalara offers opportunities to co-author whitepapers, blogs, guides, and other publications to eligible partners.

Video Customer Success Story

Video customer success stories are a great way to showcase both partner and Avalara success. Select customers are featured, side-by-side with their partner, and invited to speak to their real-world success.

Partner Integration Web Page

Partners can highlight their integration on Avalara.com through a custom partner integration web page.

Marketing Collateral and Co-Branded Assets

Partners will have access to Avalara marketing and sales assets that can be co-branded and customized with the partner message through the Avalara Partner Portal.

Training benefits

Training and Certification

Avalara offers sales enablement training on Avalara solutions and services, including how to position Avalara to address your customers' and clients' unique challenges. Avalara also offers product implementation training and certification as an Avalara Certified Implementation Expert.

Demo Environment

Avalara partners can obtain free sandbox environments for testing and demos. Contact your Strategic Alliance Manager (SAM) for details.

Continuing Professional Education Credits (CPE)

Partners can access courses and receive continuing professional education credits (CPE) for many of our certified implementation training and Avalara for Accountants training. Only available for eligible partners and select courses.



Questions?

Email PartnerEngagementDesk@avalara.com

Apply to become a partner by completing the Avalara Partner Program application online.

