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Tax 2.0 Launches as First Ever Online Community Focused on Optimizing Corporate Tax Operations

Unique combination of strategic planning tools, social networking and content sharing provides collaborative forum for transforming corporate tax departments

San Francisco, CA – October 31, 2011 – (66th Annual TEI Conference) – Over the past decade, a combination of technological advances, regulatory changes and economic factors have combined to create a new world for companies. Not surprisingly, the pace of change has meant that every corporate department has had to embrace some level of transformation in their operations.

The corporate tax department has been no exception, and senior corporate tax professionals point to a need to collaborate across the industry to identify best practices and improve the speed, quality and transparency of their department's output.

To meet these challenges and help transform corporate tax operations, a new, collaborative online community, **Tax 2.0** (tax2point0.com), was launched today at the 66th Annual Tax Executives Institute (TEI) Conference in San Francisco, CA.

Tax 2.0 offers a groundbreaking combination of strategic planning tools, social networking, and sharing of content and best practices among members. The result is the first ever online community that leverages web 2.0 technologies to optimize and transform corporate tax operations.

Michael Davis, Vice President and Executive Director, Taxes for **Nestlé** and Executive Director of Tax 2.0, notes that collaboration and knowledge sharing is essential to meeting the shared challenges in corporate tax operations and compliance.

"The age we live in presents a unique set of circumstances for corporate tax professionals," said Davis. "Fortunately, the age also provides the technologies to share our insights, successes and expertise as



corporate tax professionals. Tax 2.0 leverages our power of collaboration to transform obstacles into opportunities, which benefit the entire tax industry.”

The functionality of Tax 2.0 emerged from a series of Executive Forum meetings of corporate tax executives. During these meetings, the group defined its core mission: to drive performance excellence by fostering innovation and defining best practices in tax administration.

“The collaborative approach we took in developing the site was essential to developing the set of core features and tools that support that mission,” said Jon Sappey, Director of Industry Relations for [Vertex Inc.](#) and Tax 2.0.

Features of [Tax 2.0](#) include:

- **A social (and collaborative) network for tax:** Members will create individual and corporate profiles, allowing them to interact, make one-to-one connections and establish groups, in a secure and private environment.

“At its core, the site enables corporate tax professionals to connect and learn from each other, and benefit from the experience of peers and peer companies,” said Davis.

- **Toolsets:** Tax 2.0 offers members a strategic planning toolset for tax optimization developed with the input of more than 330 corporate tax professionals. This unique resource includes a comprehensive assessment, customizable scorecard, roadmap for tax optimization, shared industry assumptions and a customized Total Tax Transformation report for each member company. Every year, with the help of its members, Tax 2.0 will develop additional tools based on specific aspects the Total Tax Transformation framework.

“Used in concert, the toolset will enable members to learn where their tax department stands compared to others; collaborate on their roadmap for transformation, and agree on how to measure success,” said Sappey.

- **eMarketplace:** In the near future, Tax 2.0 will provide members with information about companies that provide services and technologies for tax professionals. Members will determine the level of contact between their companies and the service providers.

Sappey noted, “The eMarketplace will provide members with services and technologies that aid developmental plans. The idea is to provide access to the resources companies may want, but allow them to determine how much or little information they receive.”

To join the Tax 2.0 community, members are asked to visit www.tax2point0.com and complete a membership application.

Tax 2.0 membership is open to all corporate tax professionals. Basic membership is free; Executive Membership, which is open to senior executives, is \$500 after an initial trial period.

**About Tax 2.0**

Tax 2.0 is an innovative coalition of senior corporate tax professionals organized to facilitate the creation of a shared industry vision and a strategic approach to impart positive change and advancement of the corporate tax industry and profession.

The Tax 2.0 mission is to drive performance excellence by fostering innovation and defining best practices in tax and administration. To this end, Tax 2.0 will support an open community of tax professionals and develop industry-driven resources to help its members achieve the vision for the future of the industry.

For more information or to join the Tax 2.0 community, visit www.tax2point0.com, or email info@tax2point0.com.

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