



Driving Tax Transformation Through Cloud Adoption:

Three Success Stories



Introduction

Tax transformation isn't just a back-office upgrade—it's a strategic business move. As organizations migrate to the cloud, tax and finance teams are finding themselves at the center of transformation projects that impact everything from compliance to operational efficiency.

This e-book explores three real-world examples of successful tax modernization through cloud adoption. Whether you're just beginning your digital journey or looking to optimize your current systems, these stories offer practical insights and inspiration for change.



Why Tax Transformation Matters

Let's face it—business is more complex than ever. Global expansion, evolving customer expectations, and rapid tech changes are pushing companies to rethink how they operate. And tax? It's right in the middle of it all.

“Whether it's geographic growth, new products, or expanding services, all of that brings new compliance requirements,” says Steve Johnston, Global Solutions Marketing Manager at Vertex. “The challenge is balancing growth with streamlined operations and managing tax risk at the same time.”

Tax transformation is no longer optional. It's a critical part of any digital strategy—especially when migrating ERP systems to the cloud. Including tax early in the planning process can save time, money, and a lot of headaches down the road.

Tax transformation should be an integral part of your larger digital journey



Digital ERP/Finance transformations come with tax risks.

Any ERP implementation can create risk to downstream tax processes. Incremental investment in tax now can help mitigate that and other risks, helping the business move forward with no gaps.



Tax is consistently going to be one of the major “consumers” of the data from the ERP.

The tax function is highly dependent upon accurate, timely data from the ERP. Clients can make sure they are able to get the right data, in the right format, with the right connectivity within the system.



Including tax can be a source of significant ROI and cash savings that can help pay for the project.

We typically see that businesses can drastically reduce their global tax operations costs by leveraging tax automation as part of their ERP/Finance transformation project.



Getting tax “right the first time” is going to be much cheaper and less burdensome than doing it later.

Not looking at the tax function transformation usually results in more manual processes and additional cost. These “workarounds” can be costly and time-consuming.

Customer Story #1: Oracle Cloud Adoption

Our first story is about one of the fastest-growing optical retail companies in the U.S. They operate in over 1,500 stores across 38 states and Puerto Rico and generate more than \$2 billion in annual revenue. As part of a broader digital transformation, this company set out to modernize its finance, supply chain, and merchandising operations by migrating to the Oracle Cloud Suite.

Before the migration, the company's tax processes were fragmented and heavily reliant on manual intervention. They used a Vertex competitor to manage internet sales tax and a local boutique firm to file sales and use taxes and provide rate tables for their 1,500 point-of-sale (POS) systems. Oracle was used only for accounts payable (AP), while accounts receivable (AR) was handled through POS and e-commerce platforms. Additionally, the company faced complexity in managing tax for manufactured and made-to-order products, which added to the operational burden.

The goal of the cloud adoption initiative was to centralize and automate tax processes across all channels—e-commerce, POS, and AP. They wanted to eliminate manual rate updates, streamline reporting, and ensure consistency in taxability across systems. To achieve this, they implemented Vertex O Series On-Demand and O Series Edge. These solutions enabled real-time tax calculation and reporting, even for offline POS systems, and integrated seamlessly with Oracle AP and their e-commerce platform.

Company Overview:

Eyeglasses and contact lenses retailer.

Annual Revenue:

\$2 Billion+

Key Business Challenges:

- Moving finance, supply chain, and merchandising to Oracle Suite.
- Using a Vertex competitor for internet sales as well as a local firm to file sales and use taxes and get rate tables for 1,500 POS systems.
- Using Oracle for AP only. AR done at POS or e-commerce.
- Managing complexity of manufacturing products including made-to-order items.

Customer Story #1: The Results

The results were transformative. The company eliminated the manual process of updating tax rates and rules across disparate systems. AP accruals and invoice verifications were automated, and all tax data was consolidated into a single reporting system.

Vertex Solutions:
[O Series On Demand](#) and
[O Series Edge](#).

“We removed the manual process of updating rates and taxability,” said Gina Chen, Senior Sales Engineer at Vertex. “Now, they have consistency across all sales channels and a single source of truth for tax data.”



Customer Story #2: Utilizing Cloud to Modernize Legacy Systems

Next up is a global technology and services company that offers solutions to measure, manage, and analyze energy, gas, and water usage. With more than 8,000 customers across over 100 countries and annual revenue exceeding \$2 billion, they operate at a massive scale.

As part of a broader modernization initiative, the company began transitioning to Oracle Cloud Infrastructure to host its Oracle R12 ERP system. While this company was already using Vertex's on-premise solution to calculate tax across various geographies, the shift to a cloud-hosted ERP environment introduced new challenges. Their hosted service provider was incurring additional costs to manage the Vertex application, and the company struggled to keep up with software patches and updates. This created inefficiencies and increased the total cost of ownership, prompting them to explore a more streamlined approach.

Their goal was to simplify the maintenance required by their hosting provider and reduce the overall cost and complexity of managing their tax technology. Vertex proposed a migration from the on-premise solution to Vertex O Series On-Demand, a cloud-based alternative that would eliminate the need for separate infrastructure management while maintaining all existing functionality.

Company Overview:

Utility infrastructure technology provider that offers solutions to measure, manage, and analyze energy, gas, and water usage.

Annual Revenue:

\$2 Billion+

Key Business Challenges:

- Transitioning to Oracle Cloud Infrastructure to host the Oracle R12 ERP system.
- Needing to incur additional cost for the management of Vertex by their hosted service provider.

Customer Story #2: The Results

The transition was seamless. Vertex handled the upgrades directly, ensuring that the organization was always on the latest version without requiring intervention from their IT team. This not only lowered the cost of ownership but also improved performance and reliability. The business continued uninterrupted, and the tax team benefited from consistent functionality and enhanced capabilities.

Vertex Solutions:

Vertex O Series On-Premise (moving to Vertex On-Demand)

Reflecting on the success of the migration, Chris Cafarelli, Consulting Practice Leader at Vertex noted, “It just shows that Vertex, with our cloud-based solutions, delivers the same capability in the cloud as we do on-premise. They had confidence in knowing there’s no loss of functionality—only improved performance, improved capability, and constant updates.”

This story illustrates how even organizations already using Vertex can unlock new efficiencies and reduce operational burdens by moving to the cloud. For them, the shift to Vertex On-Demand was a strategic step toward modernizing their legacy systems while preserving the integrity and scalability of their tax operations.



Customer Story #3: SAP Cloud Adoption

Our third story involves a North American wholesaler with over 6,700 employees and \$3.3 billion in annual revenue. With operations spanning offices, distribution centers, and manufacturing facilities across the U.S., Canada, and the U.K., the company faced mounting challenges in managing its tax processes as it prepared to modernize its ERP infrastructure.

Prior to their cloud migration, the organization relied heavily on manual processes. Compliance reporting and returns were outsourced but still required manual oversight. More than 5,000 exemption certificates were collected manually and stored in SharePoint, creating inefficiencies and audit risks. Their procure-to-pay (P2P) operations were also manual, with taxes paid as charged—without validation—leaving the company exposed to potential errors and overpayments. Additionally, their growing direct-to-consumer business introduced complexity in determining the correct taxing jurisdictions, especially when fulfilling orders through retail partners.

At the time, this company was using Vertex Q Series for sales tax rates within SAP ECC. As they prepared to migrate to SAP S/4HANA and integrate SAP Ariba, they recognized the need to overhaul their tax infrastructure to match the scale and sophistication of their new ERP environment.

Their goals for cloud adoption were clear: automate AP processes with SAP and Ariba, streamline exemption certificate management using Vertex's Exemption Certificate Wizard (ECW) and Exemption Certificate Manager (ECM), and eliminate the manual maintenance and storage associated with Q Series. To achieve this, they implemented a suite of Vertex solutions including O Series On-Demand, SAP Accelerator, ECM, ECW, the Ariba Connector, and Managed Services Outsourcing (MSO).

Company Overview:

Lawn, garden, and pet products manufacturer.

Annual Revenue:

\$3.3 Billion+

Key Business Challenges:

- Completing work manually:
 - Compliance outsource returns (reports)
 - Collecting 5,000+ exemption certificates manually and storing them in SharePoint
 - P2P and paying taxes as charged
- Facing taxing jurisdiction problems related to fulfillment for retail partners.
- Moving to S/4HANA and adding SAP Ariba in the future.

Customer Story #3: The Results

Exemption certificates became more accurate and consistently updated, reducing audit risk and manual effort. The company saved significant time by outsourcing returns and automating reporting. Tax calculation on purchase orders was now automatic, and AP accruals were more precise thanks to improved invoice validation. These changes not only streamlined operations but also freed up resources for more strategic initiatives like audit defense and refund reviews. The result was a fully integrated, end-to-end solution.

Vertex Solutions:

[O Series On-Demand](#), [SAP Accelerator](#), [ECM](#), [ECW](#), [Ariba Connector](#), and [managed services](#).

“They went from manual everything to automated everything,” Gina said. “It freed up resources for audit defense and strategic work.”



Lessons Learned

So, what can we learn from these stories?

First, timing matters. “The best time to integrate tax is during your ERP implementation,” says Chris. “That’s when decisions are being made about future processes.”

Second, choose a solution that grows with you. “Pick something you won’t outgrow in three years,” Gina advises. “Look for certified integrations and strong support.”

And finally, collaboration is key. “Make sure tax, IT, and any third-party partners are all talking,” Gina adds. “And be ready for change—it’s a good thing!”



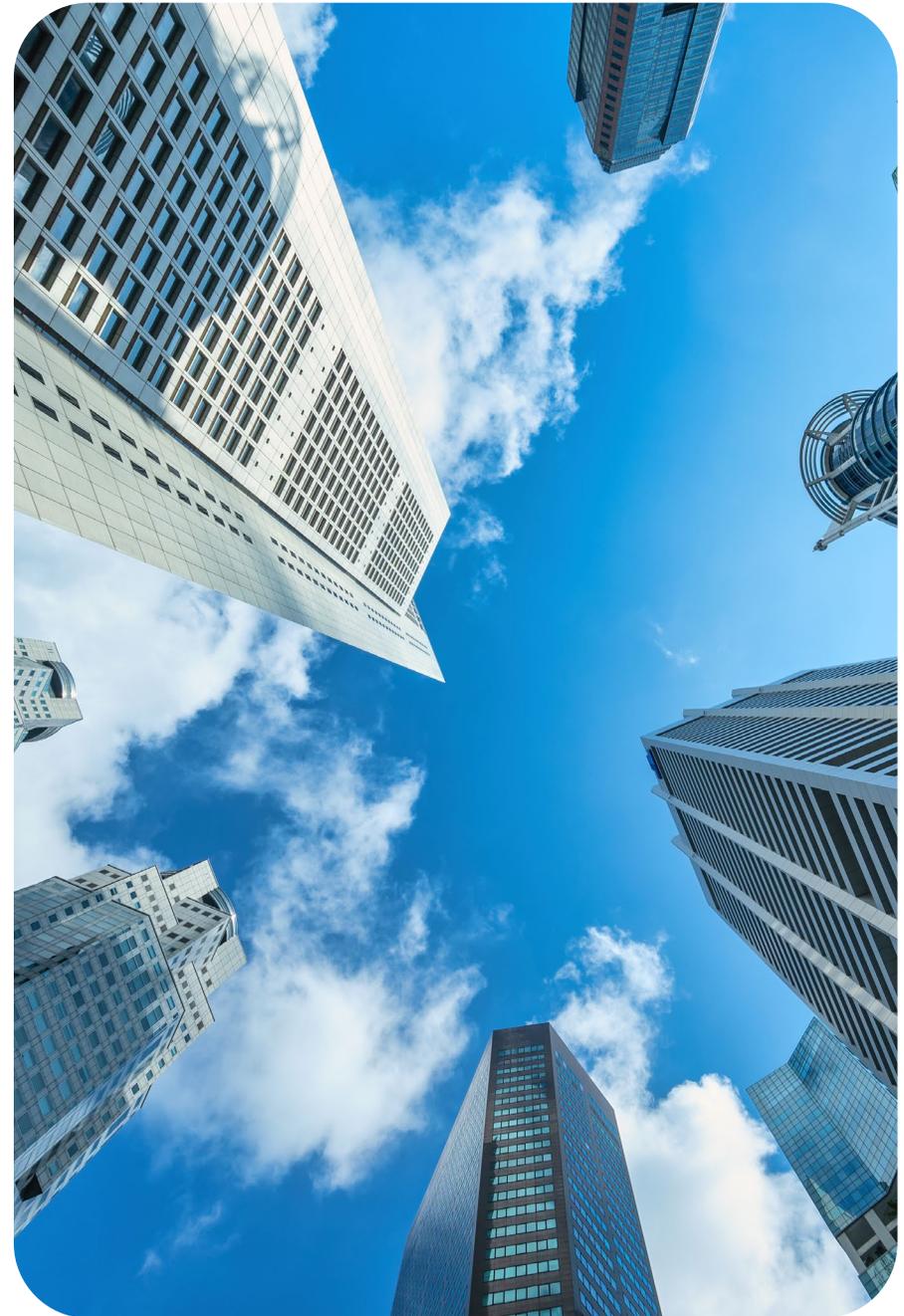
The Vertex Advantage

These stories highlight the power of Vertex’s cloud solutions to simplify tax, reduce risk, and support growth. With deep ERP integrations, global capabilities, and award-winning support, we help businesses transform with confidence.

“Vertex doesn’t just make tax better—it makes the business better,” said Chris. “We enhance the ERP experience, not disrupt it.”

And that’s why customers stick around. “Our median customer relationship is over 18 years,” Steve noted. “That says a lot about trust and value.”

- **Comprehensive Tax Lifecycle Coverage:** End-to-end platform for managing tax content, calculation, exemption handling, returns, reporting, and payments.
- **Deep Integration Ecosystem:** 150+ integrations across ERP, CRM, HCM, billing, procurement, e-commerce, marketplaces, and more.
- **Trusted by Leading Enterprises:** 40+ years in tax technology and 4,000+ customers globally.
- **Proven Customer Satisfaction:**
 - 99%+ retention rate during ERP transformations.
 - Only tax tech provider with HDI Support Center Certification.
 - Recognized three times as the highest-rated SaaS tax vendor for customer satisfaction in IDC’s SaaSPath Survey.





Getting Started

Cloud adoption is more than a tech upgrade—it's a chance to rethink how your organization handles tax. These success stories show that with the right partner, transformation is not only possible—it's powerful.

Ready to start your own journey?

[Learn more about our enterprise solutions.](#)

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