

Cloud Modernization, Cost Savings, M&A Support: A SaaS Company's Confidence in Vertex

Overview

Sandy leads tax operations for North America at a global financial services reporting company. Her team faces the complex challenge of managing sales tax compliance across a diverse and ever-changing financial landscape in the U.S., Canada, and the UK.

A longtime user of Vertex O Series, the company's recent transition to O Series On-Demand was driven by the need to modernize their tech stack, reduce infrastructure costs, and support e-commerce growth. As Sandy explains, *"The financial piece was a huge driver, but I also positioned it to leadership as modernizing our software solution. Everybody's going to cloud-based solutions, so that was huge."*

The Challenge

- **Complex compliance:** Managing sales tax for 10 legal entities across over 12,000 taxing jurisdictions in the U.S., Canada and managing VAT in the UK is complicated. And filing over 200 returns monthly—each with unique jurisdictional requirements—is complex and time-consuming.
- **Manual processes:** The company's legacy environment included a mix of older billing systems and manual processes for tax engine maintenance, requiring the tax team to run reports and import data using batch tools. This patchwork approach increased the risk of errors and made reconciliations time-consuming, especially as the business grew and compliance demands intensified.
- **Audit defense:** The need for robust, accurate transaction data to support audit readiness and avoid costly errors.
- **Growth through mergers and acquisitions:** Frequent acquisitions demanded scalable, flexible tax solutions that could quickly onboard new entities, new products, and new selling channels.

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Sandy, Tax Operation Leader, Financial Services Reporting Company

Company Profile:

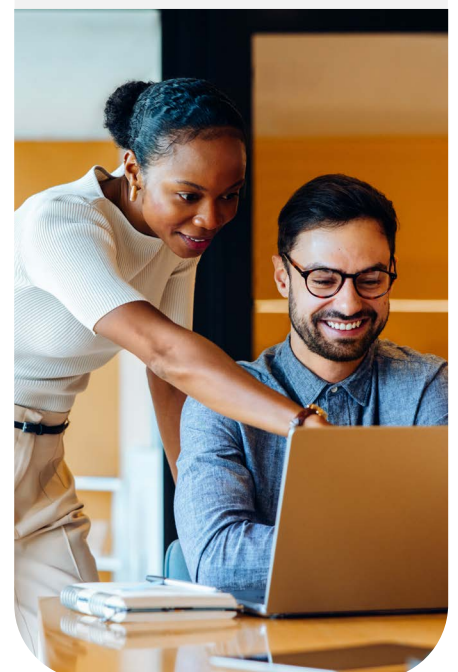
- Financial Services Industry
- B2B and B2C
- \$2.2 billion in revenue

Vertex Solutions:

- Vertex O Series (North America Sales Tax, Value Added Tax)
- Vertex Indirect Tax Returns - North America

IT Systems:

- ERP: Oracle R12
- Billing: Salesforce
- Payment Processing: Stripe



The Solution

The tax team was able to transform their indirect tax operations by focusing on modernizing their technology stack, reducing manual processes, and moving to Vertex O Series On-Demand integrated with their existing Oracle, Salesforce, and Stripe business systems. Vertex technology and support provided the team with a strong partner and the right indirect tax automation tools to manage their day-to-day operations.

- **Migration to on-demand**

The move to Vertex O Series On-Demand delivered immediate cost savings—\$250,000 in the first year alone—by eliminating server and maintenance expenses. The migration was driven not only by cost savings, but also by the need to eliminate infrastructure and server maintenance, reduce reliance on IT for monthly tax rate updates, and modernize the company's tax technology. The team also wanted to consolidate multiple tax platforms into a single, cloud-based solution that could scale with the business and support integrations with new e-commerce channels.

"We're using Stripe now for some of our subscription-based business. And Stripe only integrates with cloud-based platforms."

- **Integrated tech stack**

The Vertex tax engine is fully integrated with Oracle, Salesforce Billing, and Stripe, supporting seamless e-commerce transactions and subscription sales. Vertex provides real-time tax calculation for every sale. Integrating the Vertex tax engine across multiple transaction platforms ensures accurate tax determination and centralized reporting for all digital transactions.

"We want everything to go to Vertex. It's got the granularity we need, it's got the accuracy we need, and it's got the reporting we need. We need the reporting all to be in one place."

- **O Series tax engine**

Vertex O Series automates complex tax calculations, supports real-time tax determination, and enables the creation of custom tax rules to address nuanced business scenarios. The platform's flexibility allows the team to manage taxability for a wide range of products and services, ensuring compliance across all jurisdictions.

"Sales tax in the United States is complicated. Vertex can handle all that complexity. In addition, our business is complicated. So having the conditional rules and the flexibility to create our own tax drivers and Tax Assist rules allows us to configure a system that really fits our needs."

- **Global Professional Services**

Vertex Global Professional Services partnered with Sandy's team and their database administrators to implement the O Series tax engine and support the technical integrations and ongoing optimization.

- **Returns**

Vertex Indirect Tax Returns streamlines the preparation, filing, and management of more than 200 monthly returns for hundreds of jurisdictions. The solution automates data imports from the O Series tax engine, generates draft returns, and provides tools for review and reconciliation, reducing manual effort and supporting timely, accurate filings.

"Once we import from O Series into Vertex Returns, we just generate a draft return. We couldn't do it without Vertex Returns."

"We want everything to go to Vertex. It's got the granularity we need, it's got the accuracy we need, and it's got the reporting we need. We need the reporting all to be in one place."



Results

- **Cost savings:** \$250,000 saved in the first year after moving to cloud deployment; ongoing reductions in maintenance and contract costs.
- **Automation & accuracy:** Automated workflows have replaced manual reconciliations, reducing the risk of human error and freeing up the tax team to focus on higher-value work. The ability to customize reports and track compliance across multiple entities has improved audit readiness and provided greater visibility into tax operations.
- **Scalability:** Frequent acquisitions are a hallmark of the organization, and the Vertex tax engine supports and simplifies rapid onboarding of new entities, new products, and new selling channels, making merger and acquisition transitions seamless. Sandy described how, with each acquisition, they could quickly adopt the parent company's tax rules and set up new jurisdictions. According to Sandy, *"The tax integration process is the easiest part of an acquisition."*
- **Audit defense:** Having Vertex in place gave the company a strong foundation for audit readiness. Sandy noted that audits "have largely resolved themselves without any additional taxes due because we do a good job," crediting their robust processes and reliable data. She also emphasized that using a recognized, world-class platform like Vertex provided credibility with auditors, helping to establish the company's reputation and status during reviews.
- **Customer support:** Responsive support, with issues resolved within 24 hours, ensures business continuity.



Conclusion

Vertex continues to be the trusted partner for this tax team, supporting ongoing growth, compliance, and modernization. With integrations across Oracle, Salesforce, and Stripe, and a robust e-commerce capability, Vertex solutions can help support their future business needs.

"I feel like Vertex is always going to be our partner for tax. I don't just believe it—my boss believes it and he's a strong advocate for it. I think he knows that as long as Vertex and I are working on it, he doesn't have to worry about tax."