

Avalara's dedication to teamwork and innovation garners acclaimed Pinnacle Award in 2022



Avalara's continued partnership with SAP and work in the enterprise ERP space was acknowledged by receiving a 2022 SAP Pinnacle Award in the New Partner Application category. SAP presents its Pinnacle Awards annually.

"With the SAP Pinnacle Awards, we recognize top-performing partners who have excelled in helping customers become best-run businesses," said Christian Klein, chief executive officer of SAP SE. "The winning partners have been chosen based on their commitment to customer value creation, exponential growth, and simplification. Together, we support our customers on their journey to becoming intelligent, sustainable enterprises."

Avalara's commitment to its partners' success is demonstrated through the simplicity of its platform, which allows for easy onboarding and implementation – and enables the long-term success and retention of its customers. Moreover, Avalara strives to embrace its partners' go-to-market strategies, such as SAP's **RISE with SAP**.

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“When SAP launched RISE with SAP, Avalara listened,” said Frank Hanzlik, vice president and general manager of Global Partner Development at Avalara.

“To Avalara, RISE with SAP, in combination with SAP Business Technology Platform (BTP), was a call for ISVs to recognize that simplification was just as important to a customer’s success as product feature enablement.

Avalara has invested heavily, across its portfolio, in moving all SAP integrations to BTP; providing the customer with a single point of integration and a massive reduction in the need to customize S/4HANA. The future requires a maintainable ERP. SAP has enabled ISVs to be a part of the future with SAP Business Technology Platform.”

Avalara’s SAP partnership team has been relentless in uniting its strategies with SAP-driven strategies that help the entire SAP ecosystem. Receiving the Pinnacle Award has allowed the team a day to celebrate an early victory in one of Avalara’s many important relationships.



► **Learn more about Avalara’s SAP integrations.**



*Avalara representatives at the SAP Pinnacle Awards 2022 ceremony (left to right): Karine Elsen, vice president of Partner Marketing; Melissa Dallmeyer, director of Strategic Partnerships; Erik van der Hoeven, vice president of Product Management, Global Calculation.