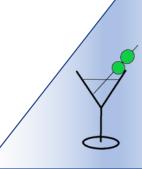
# The QB ' Appy Hour with Liz & Heather

Explore eCommerce Solution Apps & How Supreme Court Internet Sales Tax Ruling Changes Sales Tax for eCommerce Companies

Brought to you by:





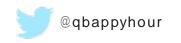
## Your Hosts



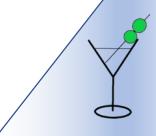
Heather Satterley Satterley Training & Consulting



Liz Scott
Accounting Lifeline







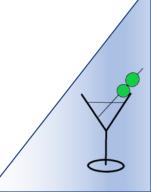
## Thank you to this month's sponsor!



Making sales tax less taxing





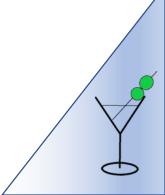


## Agenda

- Welcome!
- Intro to eCommerce
- Let's raise a toast! This month's app sponsor:
- Heather and Liz's coolest thing we did this month
- Next month: Apps for eCommerce

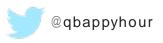






## Welcome!

- Like us on Facebook <a href="https://www.facebook.com">https://www.facebook.com</a>
- Follow us on Twitter @qbappyhour
- Join The QB 'Appy Hour Lounge Facebook Group https://www.facebook.com/groups/qbappyhour/
- Register for the monthly webinar on Zoom
- Thank you for spending an hour getting 'appy with us!





**Webstore** – Allows businesses to be searched for by name and view products for sale on the internet.

**Marketplaces** – Internet site providing location for goods to be sold. This is where 3<sup>rd</sup> party items are hosted for viewing and purchasing. Similar to a consignment store.

**Shopping Carts** – The purpose of a shopping cart is to allow shoppers to select items to be purchase in one transaction. Can be combined with or separate from the webstore software.

**Merchant Service Provider** – The provider of services for processing payments. Can be combined with or separate from the webstore software.

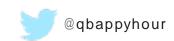
**Sales Tax Calculator** – Calculates Sales tax based on location and type of good. Can be combined with or separate from the webstore software.

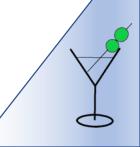
Marketing – Customer service experience. Can be combined with or separate from the webstore software.

**B2B** – Business to Business

**B2C** – Business to Consumer



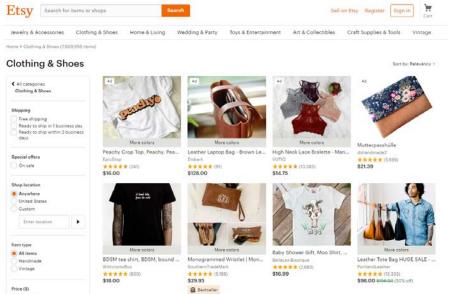




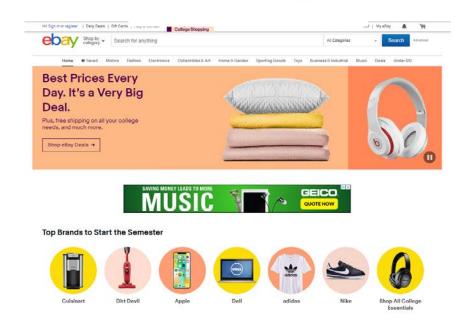
### **Examples of Marketplace and Webstore Platforms -**

Esty and Ebay— Are both a Marketplace, allowing 3<sup>rd</sup> party vendors to sell on their site.









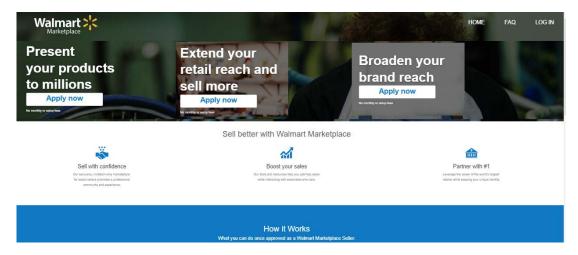




### **Examples of Marketplace and Webstore Platforms -**

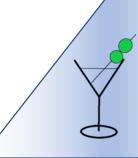
**Amazon and Walmart** – are a retailer and marketplace – Amazon/Walmart retailer can purchase goods directly from a business or Amazon/Walmart marketplace channel can host a business's goods. Amazon is now experimenting with an omni commerce solution.











### **Examples of Marketplace and Webstore Platforms -**

**WooCommerce, BigCommerce and Shopify** – Webstore but also can be used as marketplace allowing other vendors to sell on your site. Can also run like a multi channel with POS solutions with middle wear integrations

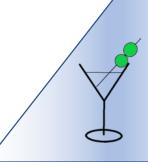












### **Examples of Marketplace and Webstore Platforms -**

Shopify Plus – Multi Channel – using Shopify add ons the flow is similar to Omni channel but still clunky

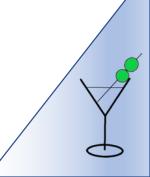
**Lightspeed** - Omni channel Marketplace solutions, iPad only for POS, Inventory management, Customer management, multi vertical conglomerates, scale with retailers, website built on word press, has lightspeed accounting middleware for daily sync. Note: Lightspeed has departments so mapping to a QBO COA is easier











### **Webstore and Marketplace Sales Channels**

**Sales Channel** – is how product is moved from vendor to consumer. Can be online, store location or mobile.



**Multi Channel** – Multi-channel marketing and sales enable customers to not only interact with your products through whatever medium is most natural to them ... but to purchase through that medium directly. Less integrated than Omni or Unified and often requires manual adjustments to inventory across all sales channels.



**Omni Channel Commerce** – All channels including sales and marketing create a single commerce experience across your brand. Omni solutions provide customer consistency for both ecommerce, brick and mortar and mobile POS. Even though the customer experience is consistent Omni Commerce does not always mean one software solution.

**Unified Channel Commerce** – Combines both the preferred Multi channel user experience and the simplified Omni channel consistent branding in a single platform. Unified commerce provides a simple solutions to customers who want to buy online, pick up in-store, buy online, return in-store, and buy online, and ship from store.



**Supply Chain Logistics** — Another growing area of ecommerce due to storage limitations, shipping and inventory management needed for online sales. Logistical solutions can range greatly based on the distribution, size and complexity of the business.

**Warehouse** — Receive and store goods to be sold. A warehouse can be internal or external.

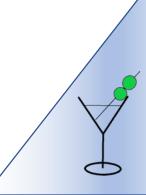
**Inventory Management Solution** – In point of sales inventory management, the software tracks inventory levels, orders, sales, and deliveries.

**Reorder Solution** – Track inventory quantity and reorder stock when low stock, sold past the point of zero or higher demand is predicted. Automated purchase orders reduce time.

**Shipping Solution** - Package orders, print labels and send to courier and allows tracking (some shipping solutions will also aid in returns)







## **E-commerce Definitions**What PL is your Supply Chain?

4PL SCM Solution

3PL Contract Logistics

2PL Storage and Transport

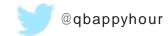
> 1PL Manufacturer

Build and Execute Supply Chain Solutions Obtain Higher Degree of Resource Utilization

Management of Complex Supply Chain

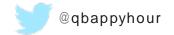
Transport and Warehouse

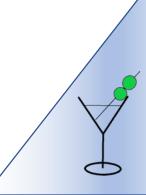
Manufacturer or Trader / Manage own Logistics



## **Ecommerce Solutions App Stacking**







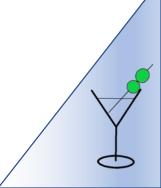
How the Sales Channel is imported into the accounting program is often based on size/volumes of sales and complexity of inventory

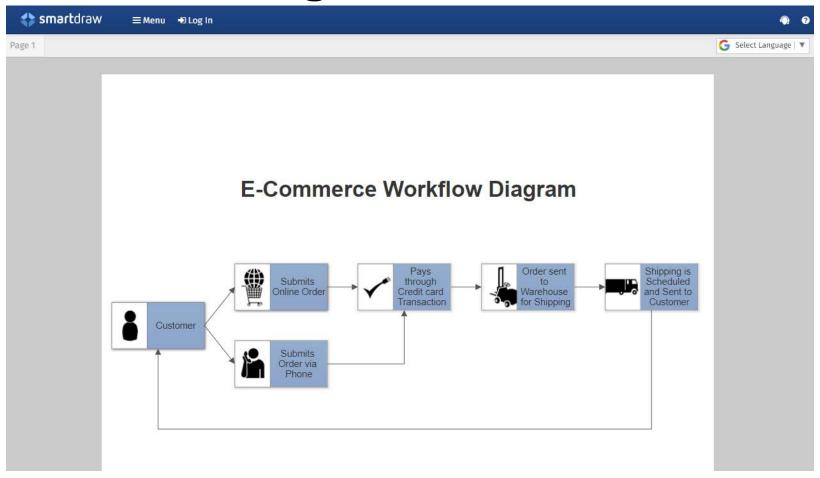
Direct import is fine when the client;

- Doesn't mind that all sales are imported individually
- Doesn't have complex inventory needs
- Has only 1 or 2 Sales Channels
- Warehouses and ships products in house (1PL)





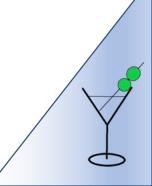




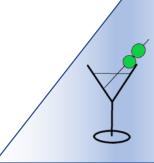
Start by mapping











## Middleware, Buffer/Connector Apps















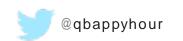








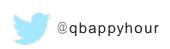




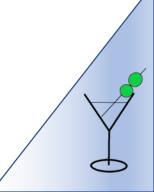
How the Sales Channel is imported into the accounting program is often based on size/volumes of sales and complexity of inventory

Buffer/middleware should be explored when;

- Sales imported individually is not ideal
- Has more complex inventory needs (bundles, landed costs)
- Has more than 2 sales channels
- Uses a logistics partner to warehouse and ship goods



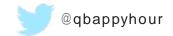


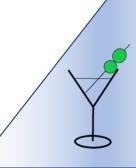


## Middleware, Buffer/Connector Apps

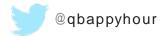


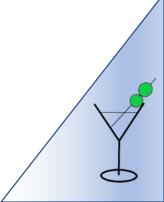




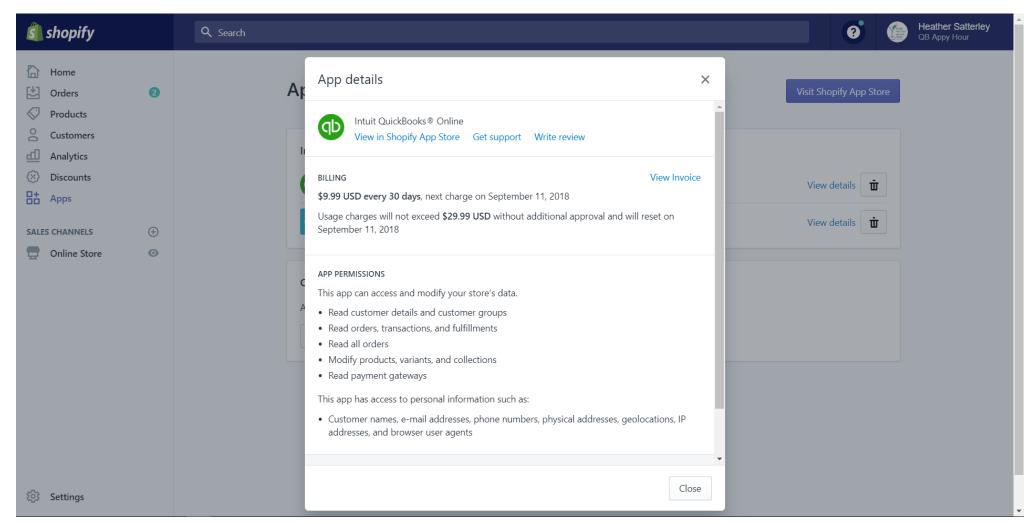


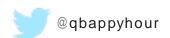
## Demonstration



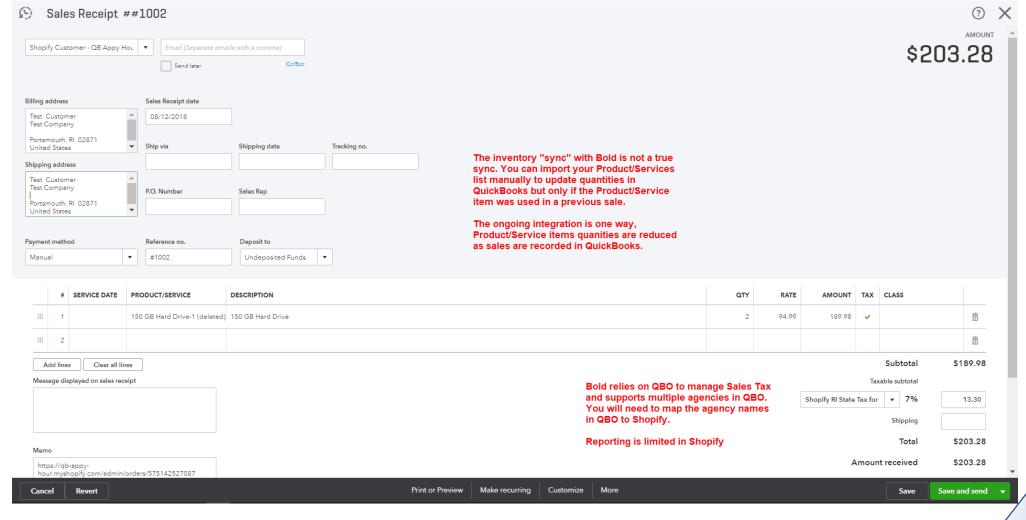


### Shopify has partnered with Bold to sync sales and inventory with QuickBooks



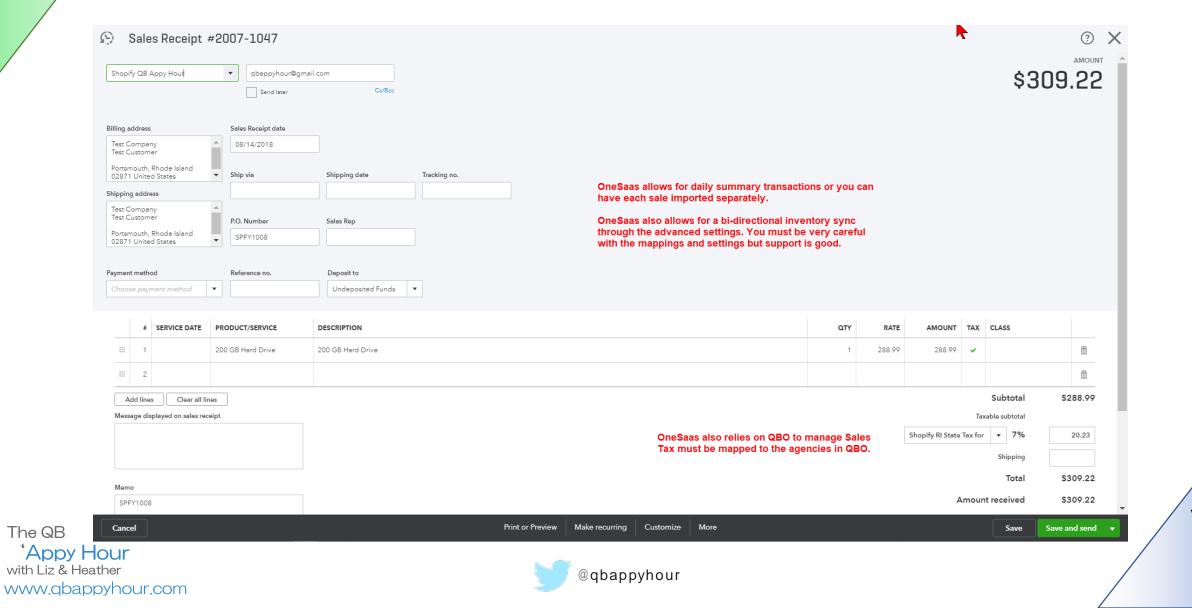


## Sales Receipt Imported from Shopify by Bold

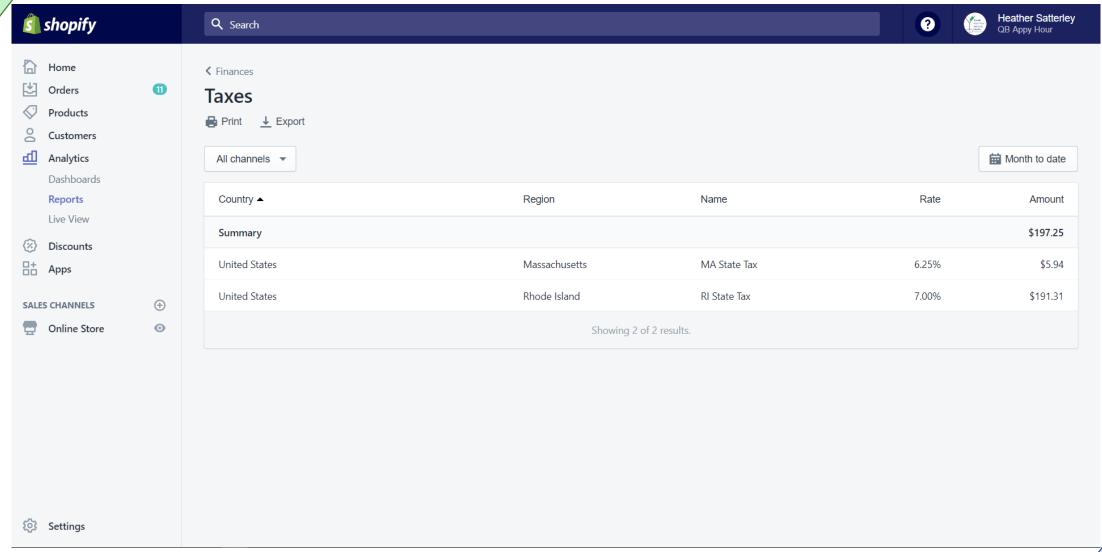




## Another option is OneSaas for Shopify and QuickBooks



### Sales Tax Reporting in Shopify - limited





Let's Raise a Toast to.....Avalara!

Matthew Hammond



## Avalara AvaTax

Tax Compliance Done Right

## The Avalara Watermelon Crush



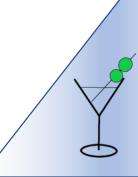
### **RECIPE**

• Yields 4 cocktails

### **Ingredients**

- 6 c. watermelon frozen cubes
- ¼ c. sugar
- 1 T. freshly squeezed lemon juice
- 1 c. white rum
- Add Sprite to taste
- and lemon slice





## Avalara



### **Matthew Hammond**

National Sales Manager (919-627-9784) matthew.hammond@avalara.co m



### **Get compliant with sales tax in 2018!**

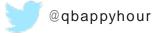






### Accurate

End-to-end tax compliance solution: calculation, tax document management, and returns



### **Efficient**

Born and managed in the cloud: real-time updates to sales tax rules and rates

### Integrated

600+ integrations into ERP, POS, ecommerce, billing, and CRM systems

## Wayfair vs South Dakota

Supreme Court rules in favor of the state, and economic nexus.

### Who's on the hook for sales tax?

Sellers not currently registered that have more than \$100,000 in gross revenue from taxable sales, or 200 or more separate transactions for goods, electronically delivered products, or services.

### **Advice to Remote Sellers**

Keep an eye on all states in which you do business and closely monitor your transaction history and nexus laws already in place. When it comes to staying up to date with economic nexus and your obligations, the Avalara Tax Advisory Services team is here to help. Our Tax Advisory Services team is a group of tax experts that can:

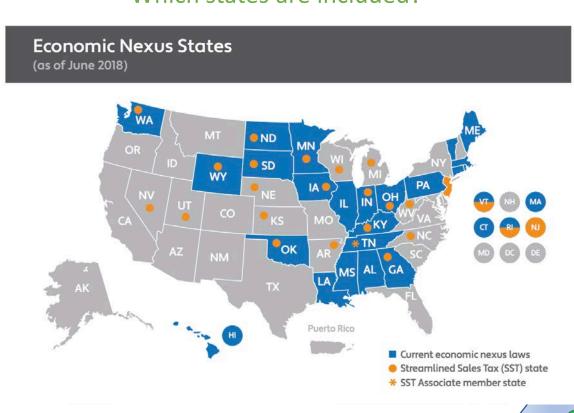
- Help you determine where you have nexus
- Provide ongoing monitoring services to see when new nexus is established
- Help you register in new jurisdictions
- Navigate the tasks related to establishing new nexus

The QB

'Appy Hour
with Liz & Heather
www.qbappyhour.com



Which states are included?



### **Economic Nexus and the Future of Sales Tax**

What does the Supreme Court of the United States (SCOTUS) ruling on South Dakota v. Wayfair, Inc. mean for remote sellers?



Now that SCOTUS has ruled in favor of South Dakota, the big question asked by many remote sellers is "What does this mean for my business?" We tapped our resident tax policy experts to help answer commonly asked questions.

#### 1. What was the South Dakota v. Wayfair, Inc. case all about?

The state of South Dakota petitioned the Supreme Court to overturn a long-standing rule that a company must have "physical presence" inside of a state before the state has the legal authority to require it to collect and remit sales tax. South Dakota was successful in convincing the court to expand its authority to impose tax obligations on remote sellers via its economic nexus rule.

#### 2. What does "economic nexus" mean?

Economic nexus is a tax collection obligation imposed on companies that have a certain level of economic activity within a state. Unlike nexus that's based on physical presence, economic nexus is based entirely on sales revenue, transaction volume, or a combination of both. Like many sales tax laws, economic nexus criteria vary by state, but all aim to level the playing field between non-collecting out-of-state sellers and brick-and-mortar businesses.

### 3. What triggers economic nexus in South Dakota? What are the sales/ transaction thresholds (de minimus) requirements?

To trigger economic nexus in South Dakota, a remote seller must have \$100,000 in taxable sales or 200 separate taxable sales transactions delivered into South Dakota in the current or previous calendar year. The state believes a company with \$100,000 in South Dakota sales is the equivalent to \$30 million in sales nationwide. However, it's important to look at the law's exact. requirements and your business transactions in South Dakota to see if/how it could affect you.

#### 4. What types of companies will be impacted by South Dakota's economic nexus law?

South Dakota's economic nexus law applies to remote sellers (online and off-line) that are not currently registered with the state and meet the threshold requirements, which are annual sales in excess of \$100,000 or 200 sales into the state.

### 5. Outside of physical presence, what other nexus-related laws should remote sellers keep an eye on?

South Dakota's law applies to taxable sales made to consumers.



- · Does not change what is tax exempt
- · Will apply to service providers (not just tangible personal property) as South Dakota taxes lots of services
- · Will apply to manufacturers and wholesalers who sell direct to consumers

### 6. If a company is already registered in South Dakota, does this court decision apply to them?

This ruling should not affect any company already registered and collecting in South Dakota.

### 7. How soon will South Dakota's law go into effect. When do companies need to register?

TBD. South Dakota has not published or explicitly stated when their law will go into effect.

### 8. What about other states? Are any imposing the same type law? If so, when do they go in effect?

There are several other states with economic nexus rules similar to South Dakota. These include: AL, CT, GA, IA, IL, IN, KY, LA, MA, ME, MS, ND, OH, PA, RI, SC, TN, VT, WA, and WY. Each has different statutory start dates and sales/transactions requirements that trigger nexus.

#### 9. Does physical presence still trigger nexus?

Yes, The SCOTUS ruling adds economic nexus to the existing list of activities that create nexus and does not impact any other state nexus laws. Nexus is still enforced when companies have substantial physical presence in another state. For more on nexus, go here.

### 10. How should remote sellers go about determining whether they have nexus in South Dakota and other states?

We recommend that you work directly with a SALT CPA tax advisor who can counsel you on nexus-related requirements and laws. We have an extensive partner referral program with tax experts and SALT CPAs who would be happy to work with you and provide nexus studies. Here is a list of our CPA partners.

You can also work directly with Avalara's Tax Advisory Services for a nexus study or other related tax compliance engagements. Contact us at 877-759-6520.

### 11. Where can I go for more info on South Dakota v. Wayfair, Inc. and background on economic nexus?

We have a resource on Avalara.com that covers South Dakota v. Wayfair extensively. It has a detailed FAQ, overviews, and links to other resources by tax policy experts, media reports, and our blog. You can find it here

#### About Avalara

Avalara helps businesses of all sizes achieve compliance with transaction taxes, including sales and use, VAT, excise, communications, and other tax types. The company delivers comprehensive, automated, cloud-based solutions designed to be fast, accurate, and easy to use. The Avalara Compliance Cloud® platform helps customers manage complicated and burdensome tax compliance obligations imposed by state, local, and other taxing authorities throughout the world.

Avalara offers more than 600 pre-built connectors into leading accounting, ERP, ecommerce and other business applications, making the integration of tax and compliance solutions easy for customers. Each year, the company processes billions of indirect tax transactions for customers and users, files more than a million tax returns, and manages millions of tax exemption certificates and other compliance documents.

## **NEXUS-CREATING ACTIVITIES**

A GROWING LIST

**Affiliates** 

Trade shows

Commissions to resellers

Investors / board meetings

Marketing / web advertising

**Drop shipments** 

Multistate locations

Maintenance / service / repairs

Owned / leased real property

Hosted data centers

Field sales / service staff

Licenses / royalties / fees

Direct / online sales

Inventory

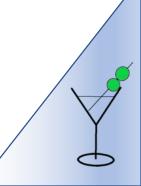


## ZIP Codes: The Wrong Tool for the Job

- ✓ Taxing jurisdictions don't always follow ZIP Codes!
- ✓ Individual counties and municipalities levy sales taxes in addition to state rates
- ✓ Tax rates can vary significantly <u>within</u> a ZIP code
- ✓ ZIP codes
  - Are a blunt instrument for determining sales tax rates and boundaries
  - Will almost certainly lead to calculation mistakes.
  - Can lull you into a false sense of security







## **Avalara**



### What Does This Mean for the Amazon FBA Merchant Seller?

### **Amazon FBA States**

| AZ  | СО | CA  |
|-----|----|-----|
| CT  | DE | FL  |
| GA  | IL | IN  |
| KS  | KY | MA  |
| MD  | MN | NV  |
| NC  | NH | NJ  |
| OH  | PA | SC  |
| TN  | TX | VA, |
| WA, | WI |     |

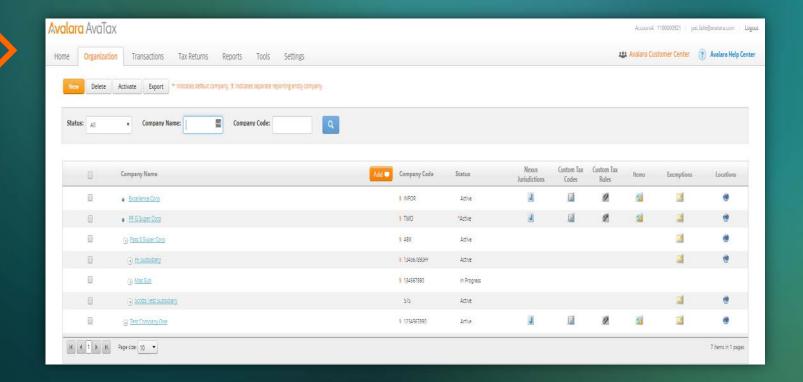


The QB Means state has no sales tax 'Appy Hour with Liz & Heather www.qbappyhour.com



## Cloud Based Connected System





### **Step One:**

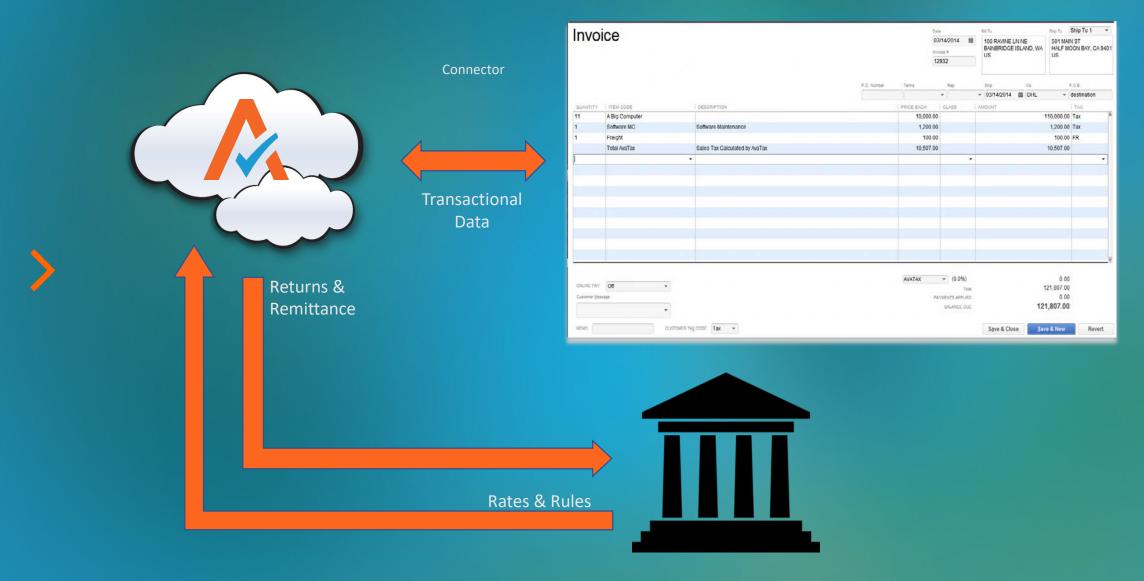
Connect Avalara into any one of your order entry points

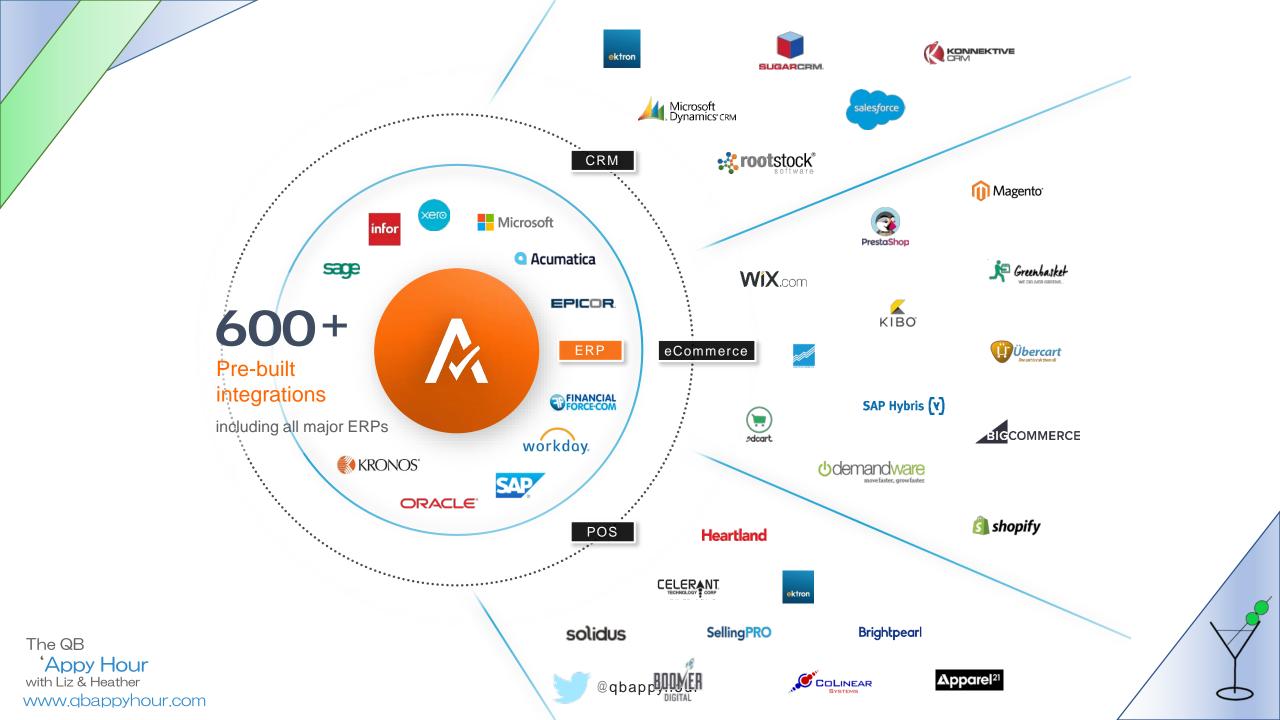
 ERP, E-Commerce, Billing, CRM, POS, or all of the above

### **Step Two:**

Configure your administration console for all of your business units, product lines, or connected solutions

#### How AvaTax works - a Tax Engine in the Cloud





# Implementation Overview





2. Configure
your tax
profile

3. Install and configure your integration

Estimate: 5 minutes

Estimate: 5 - 60 minutes

Estimate: 20-60 minutes





Estimate: 5 minutes per jurisdiction



Estimate: 5 minutes



Estimate: 60 minutes

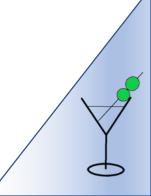
Avalara Help Center Webinars, Videos, How To



Implementation Expert with Quick Start











Seamless integration with • Enterprise • Pro • Premier

Avalara offers end-to-end compliance for your customers sales tax needs.





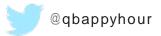
www.avalara.com

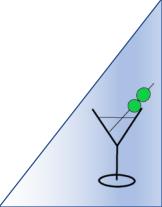
# Avalara

Tax compliance done right

# Questions?



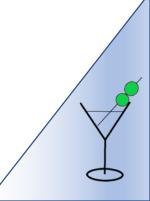




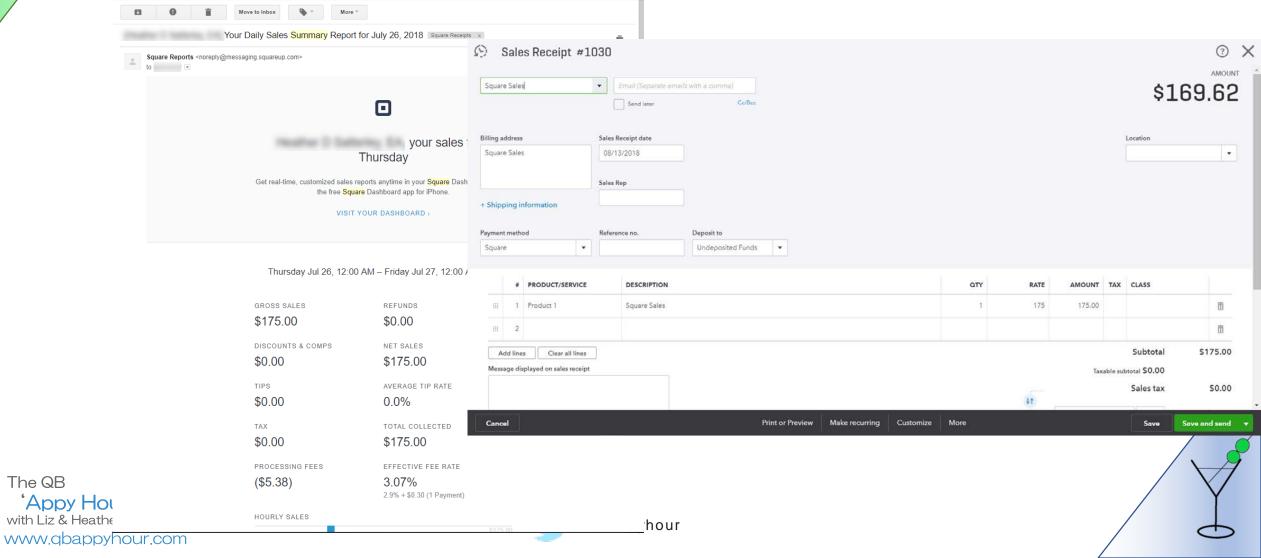
# liz and Heather's Goolest thing we've done with an app this month





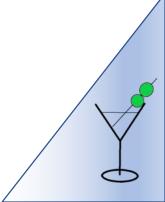


Use Email Parser by Zapier to Create Summary Sales Receipts in QuickBooks from Square



# Demonstration





## Setup Email Parser by Zapier

- 1.Setup an account at <a href="https://parser.zapier.com">https://parser.zapier.com</a>
- 2.Create a mailbox and forward an email
  - Mailbox name can be customized (letters and numbers only!)
- 3. Create your Initial Template
  - ➤ Highlight field data and give it a name
  - Select as much or as little data as necessary
- 4. You can create extra templates to increase accuracy and make the parser smarter

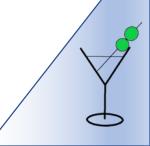
Hello. I'm a friendly robot. :|]

- 1. I give you an email address.
- 2. Send me some emails you want to use as templates for extracting data.
- 3. Highlight and {{name}} parts of the emails you'd like to extract.
- 4. Choose where you want me to send you the extracted emails.
- 5. Send me emails, I'll send you data.

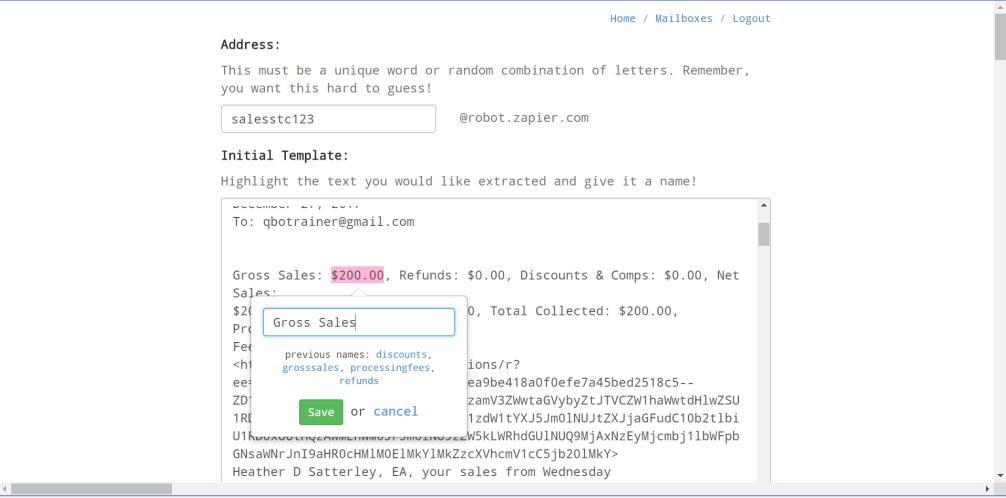
Create Mailbox

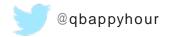


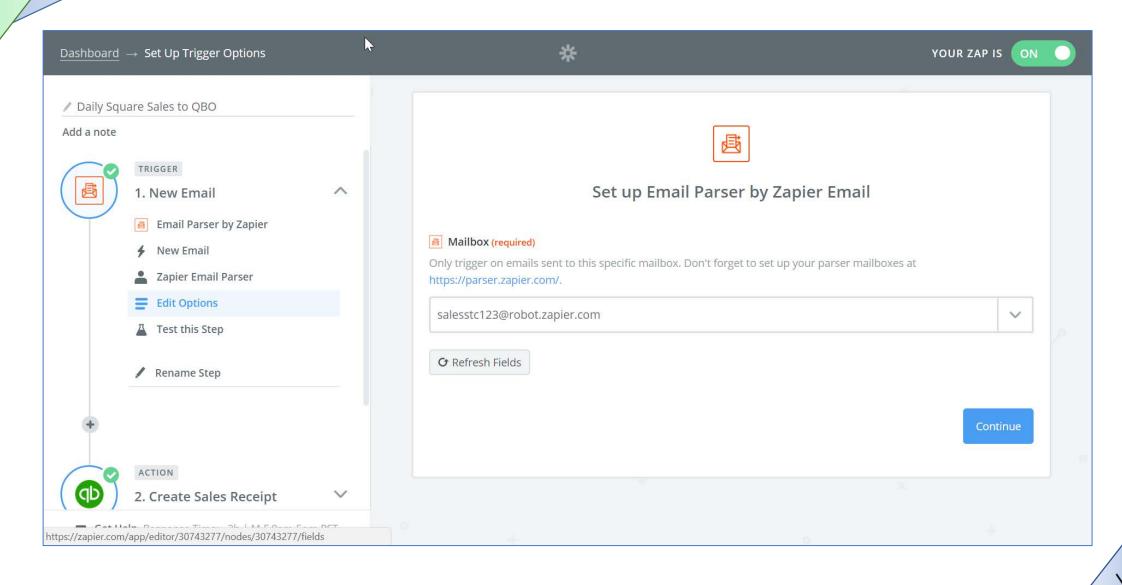


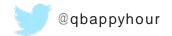


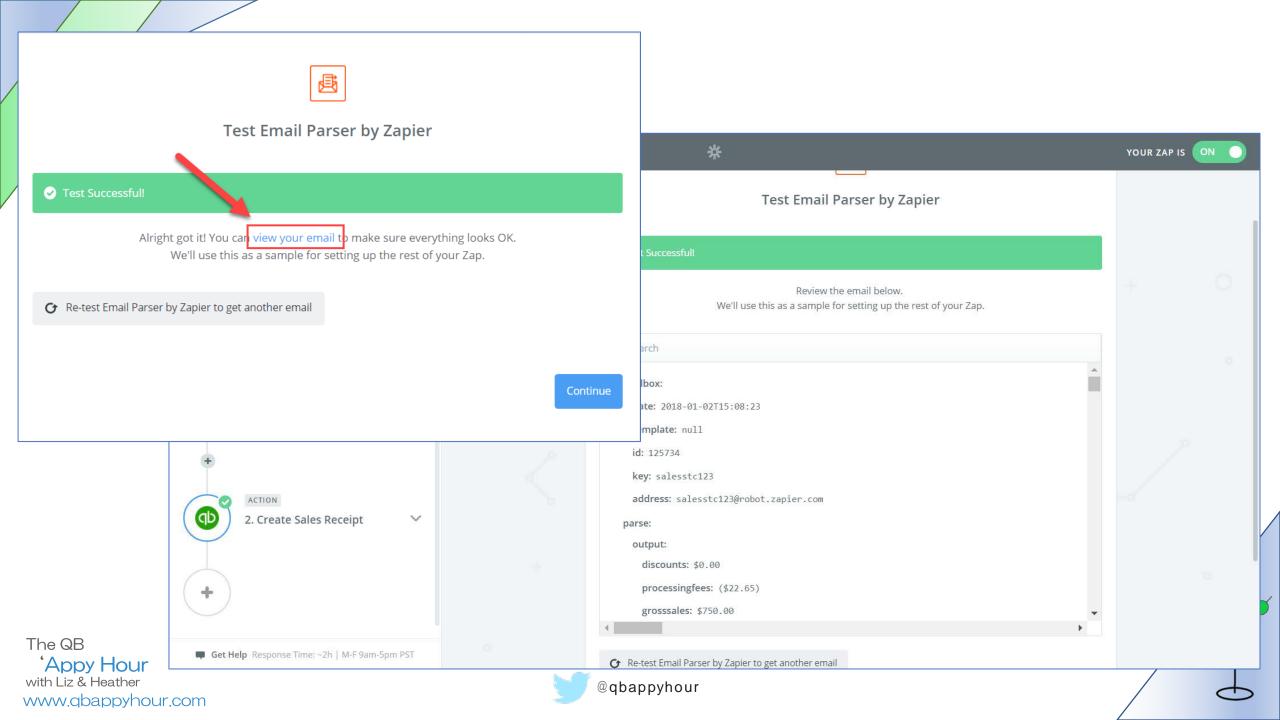
#### Select the data you want parsed and give it a name



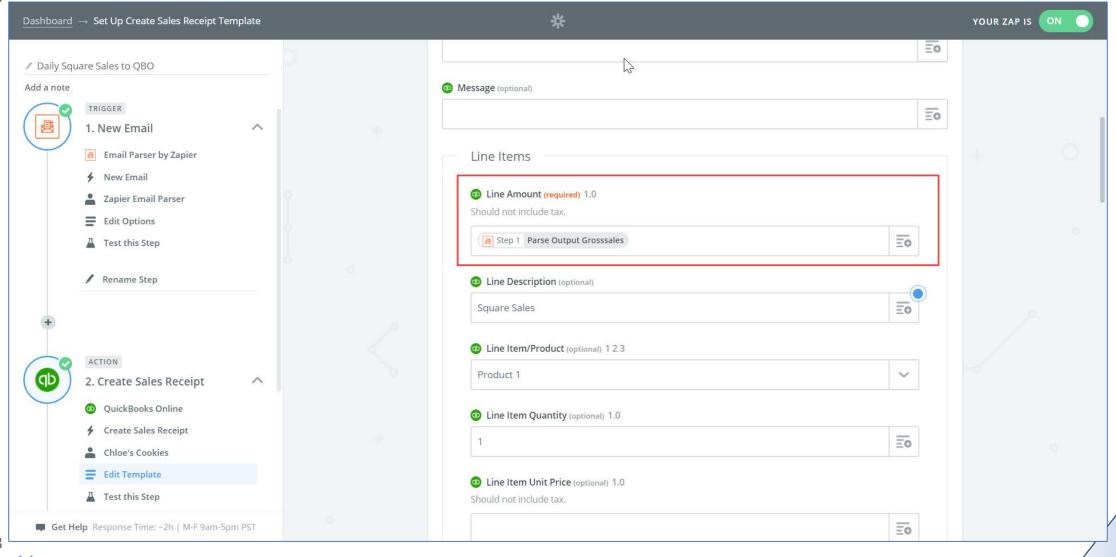








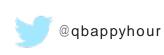
#### Map the parsed fields to the fields in the Action App



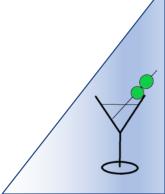


### Visit our website www.qbappyhour.com

- View recorded episodes
- Learn about our sponsors and get drink recipes from our Bar Book
- Read our blog
- Send us a message ©







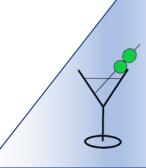
## Thank you! Don't forget to

- Visit our sponsor website!
- Like us on Facebook <a href="https://www.facebook.com">https://www.facebook.com</a>
- Follow us on Twitter @qbappyhour
- Join The QB 'Appy Hour Lounge Facebook Group https://www.facebook.com/groups/qbappyhour/
- Register for the monthly webinar on Zoom
- Thank you for spending an hour getting 'appy with us!



The QB





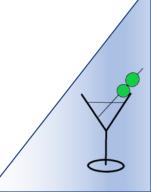
## Thank you to this month's sponsor!



Making sales tax less taxing







#### Join us next month!

Special guests: David Leary and

**Annie Terry** from the Intuit

Developer group



Meet last year's finalists!

Voting begins Aug 16<sup>th</sup>!

Sept 11<sup>th</sup> at 4:00 PM EST





