

## ProfitKey Partners with Avalara to Automate Tax Compliance

**SALEM, N.H.**, March 23, 2021 – ProfitKey, a leading provider of ERP solutions and services for small and medium-size custom manufacturers and job shops, today announced it has partnered with [Avalara](#) (NYSE:AVLR), a leading provider of tax compliance automation software for businesses of all sizes.

ProfitKey is now part of Avalara's "Certified for AvaTax" program, which features integrations that perform at the highest level, providing the best possible customer experience. As a result of this partnership, ProfitKey's customers can now choose [ProfitKey's PKI ERP integration](#) with [Avalara's AvaTax](#) to deliver sales and use tax calculations within existing business applications at the time of checkout or billing — in real time.

It's no secret that small and medium-sized manufacturers struggle constantly to hold a place in today's competitive and changing market. ProfitKey knows manufacturing inside and out, and their solutions are specifically designed to help customers improve efficiencies, optimize productivity and increase profitability.

"We're excited to partner with Avalara to provide our customers with an automated way to calculate sales tax," commented Kevin O'Keefe, ProfitKey CEO. "Managing sales tax manually is complex and costly; our integration with Avalara helps our customers efficiently achieve compliance so they can get back to business. Additionally, I will add that we are using Avalara internally at ProfitKey, and we are a very happy customer."

Greg Chapman, senior vice president of partner management at Avalara said, "ProfitKey understands the needs of its customers, and their PKI ERP offering reduces complexity for their customers in many ways. We understand that digitization of business processes is not an option, it is essential; we are proud to offer fast, accurate, and easy tax compliance solutions to our shared customers."

ProfitKey is now an [Avalara Certified](#) partner. Certified partners pass a series of criteria developed by Avalara to ensure the connector's performance and reliability, thereby helping mutual customers benefit from a seamless experience with Avalara's tax compliance solutions. The ProfitKey integration to Avalara's AvaTax is available immediately from ProfitKey.

### ABOUT PROFITKEY

Founded in 1979, ProfitKey provides integrated ERP/MES solutions and services designed for small and medium-size manufacturers and job shops operating in make-to-order, make-to-stock, engineer-to-order, and other discrete manufacturing environments. These proven solutions are designed to improve operational performance, control costs and enhance profitability. ProfitKey's full-featured solutions are supported by the industry's most experienced professionals who help customers transform and grow their businesses. More information at [profitkey.com](http://profitkey.com).

## ABOUT AVALARA

Avalara helps businesses of all sizes get tax compliance right. In partnership with leading ERP, accounting, ecommerce, and other financial management system providers, Avalara delivers cloud-based compliance solutions for various transaction taxes, including sales and use, VAT, GST, excise, communications, lodging, and other indirect tax types. Headquartered in Seattle, Avalara has offices across the U.S. and around the world in Brazil, Europe, and India. More information at [avalara.com](http://avalara.com).