This presentation was developed by the Certified Service Provider community for use by the SSUTA Governing Board in educating legislators, lobbyists, analysts, and the media about simplifications made possible by the SSUTA, in conjunction with the technology implementations of the various Certified Service Providers.
Let’s start out with the problem.

Calculating accurate local sales tax used to be difficult.

Now the solution … is already available today.

Certified Service Providers have proven systems available today that make local sales tax calculation easy (and affordable) for merchants of any size.
Our opponents say that determining accurate local sales tax for so many jurisdictions is still too difficult, and that it would cost too much.

To which we point out . . .

people also used to say that the world was flat – but that did not make it true.
Certified Service Provider systems are available today to:

1. Automatically determine applicable sales tax rates . . .
2. Based upon the exact jurisdiction of the transaction.
3. These systems also automatically account for exemptions, including sales tax holidays and entity- and item-based exemptions.
4. They also automatically take care of all tax returns and remittances.
CSPs offer immediate benefits to merchants of all sizes!

1. Outsourced to trusted third parties

2. Easy to install and use

3. Fully automated compliance with taxability rules and exemptions, which ensures that...

4. Accurate local sales tax can be calculated and collected with...

5. Zero ongoing maintenance by merchants, because the CSPs automatically monitor and update all applicable tax data.

6. All of this happens transparently to the merchant...

7. and can be achieved with standardized and very affordable – even free – options from the CSPs.

8. And because the raw data that enables the CSP systems comes from the states themselves, which have also tested and verified the systems, merchants relying upon CSP services are fully indemnified in the unlikely event of a miscalculated rate.

9. Finally, CSP services have already been integrated with most major e-commerce shopping carts and accounting systems available today.

Let's go ahead and take a look at these now.
In most e-commerce shopping carts, CSP services are:

Easy to install, and . . .

Easy to enable. Then, once enabled, the CSP services . . .

Automate the application of all taxability rules and . . .

Automatically manage adherence to product-, entity-, and calendar-based exemptions, which taken together ensure that . . .

Accurate local sales tax rates can be applied in real-time . . .

Without any periodic maintenance or burdensome updating schedules.

Finally, the entire system operates transparently, without any interruption in the checkout process for customers.

Now, moving on to accounting systems . . .
In most major accounting packages, including QuickBooks and SAP, CSP services are:

Easy to install, and . . .

Easy to enable. Then, once enabled, the CSP services . . .

Automate the application of all taxability rules and . . .

Automatically manage adherence to product-, entity-, and calendar-based exemptions, which taken together ensure that . . .

Accurate local sales tax rates can be applied in real-time . . .

Without any periodic maintenance or burdensome updating schedules.

Finally, the entire system operates transparently, without any interruption in the accounting process for users.
Merchant sales tax returns are generated for the merchant’s approval.

Upon merchant approval, returns are filed with each jurisdiction.

The merchant makes a single automated payment for all sales tax remittances.

The CSP distributes the proceeds to all jurisdictions.

The merchant is assured of on-time filing and compliance, and avoids any possible late-filing penalties and interest.

The CSP acts as the primary responsible party in the event of any state audits.
The CSP program is not a concept – it is already up and running.

Many CSPs have been providing services for over 5 years.

CSPs are currently supporting thousands of multichannel merchants, including operations with retail, internet, mail order, and call-center sales.

CSPs are already processing millions of transactions every year.

CSPs offer a wide range of options for merchants of any size and budget – some are even free!

The CSP program is a great example of a successful public-private partnership – a partnership that marries the sound practices of revenue departments across the country with the entrepreneurial spirit and technical savvy of small businesses in our local communities. Of this the governing board should be particularly proud.
In conclusion . . .

The undue burden cited by the Supreme Court in *Quill* and *Bellas Hess* no longer exists.

So . . .

Don’t let anyone tell you the world is flat . . .

and . . .

Don’t let anyone tell you that collecting local sales tax would be too difficult or expensive.