Sessions and Abstracts
November 9–12, 2020
CPE Credit Information

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**Delivery Method:** Group Internet – Vertex Exchange 2020 main conference sessions will be presented live with an instructor in a virtual format.

**Field of Study:** Unless specified in the session description, the Field of Study is Taxes.

**Prerequisites and Advance Preparation:** Unless specified in the session description, no prerequisites or advance preparation is needed to attend. Those sessions requiring a basic competency or skill will mention it in the session description so you can ensure that you’re prepared for the session.

**Recommended CPE Credit:** You can earn one CPE credit for each main conference session. CPE credit applies to live attendance only during the main conference. Sessions must be attended in full to receive credit. On-Demand (recorded) sessions are not eligible for CPE credit.

For more information regarding complaint and/or program cancellation policies, please email Michele McEvoy, Conference Coordinator, or call +1 484 595 6332 from 8:00 AM – 5:00 PM EST.

Any statements in this release that are not historical facts are forward-looking statements as defined in the U.S. Private Securities Litigation Reform Act of 1995. All forward-looking statements are subject to various risks and uncertainties described in Vertex’s filings with the US Securities and Exchange Commission (“SEC”) that could cause actual results to differ materially from expectations. Vertex cautions readers not to place undue reliance on these forward-looking statements which Vertex has no obligation to update and which speak only as of their dates.

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Monday’s Schedule

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11.9.20
10:00 – 10:30 AM

Enabling the New World of Tax

In a world facing extraordinary times, we have seen the strength of a global community, the exceptional resilience of our teams, and the power of technology to keep us all connected. At Vertex, we are focused on delivering innovative solutions that enable you to take on the tax challenges emerging in our new world with confidence. Join President and CEO David DeStefano to hear how we are expanding our capabilities and accelerating your time to value with a unified approach to manage tax complexities in our global, digital economy.

Speaker:
David DeStefano, President and CEO

11:00 AM – 12:00 PM

Innovating Tax Technology with Agility and Intelligence

Operating in a world of continuous change and growing complexity is the norm for today’s global tax department. To keep pace, companies need leading edge technologies to automate every transactional touchpoint with simplicity, reliability and security in mind. Join Vertex leaders for a lively panel discussion that highlights our collaborative approach to deliver powerful solutions that meet your needs today and in the future. Centered on creating an exceptional user experience, we are bringing forward agile development practices to enable your end-to-end compliance process and drive greater business intelligence.

Panelists:
Josh Smith, Director – UI/UX
Uwe Sydon, Vice President - Product Management
Venkatesh Jayaraman, Vice President – Software Engineering

Moderated by:
Robin Allen, Senior Director – Program Management
10:00 – 11:00 AM

Reaching Great Heights Together

There are moments when driving to innovation or achieving excellence can feel like an insurmountable climb. In the face of challenge and constant change, there is opportunity. While each of us may not battle high force winds and dangerous crevasses, the environment in which we operate, work and live each day is shifting and evolving at a rapid pace.

Join Kate Shields, Chief Customer Officer, and Stacy Allison, the first American woman to summit Mt. Everest, as they break down these challenges in a bold and authentic conversation. Stacy will share her journey to the pinnacle of the world and how building strong connections and communities helped her achieve this feat. Then, Kate and Stacy will have a conversation on how Vertex is helping our customers achieve new heights during unprecedented times.

Speakers:
Kate Shields, Chief Customer Officer
Stacy Allison, First American Woman to Summit Mt. Everest
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<th>Time Slot</th>
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<td>From Origins to Offering: Tax Categorization with Machine Learning</td>
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<td>Trends in Sales Tax Audits</td>
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<td>Larry Mellon &amp; Diane Yetter (Sales Tax Institute)</td>
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<td>Navigating Tax Complexity When Expanding Your Ecommerce</td>
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<td>Shannon Kelly, Lily Varon (Forrester) &amp; Brian Lange (Something Digital)</td>
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<td>Experience a Common Interface for Everything Vertex</td>
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<td>Mark Sieczkowski, Hannah Stanley &amp; Dan Stover</td>
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<td>Changing Vertex Solutions for a Changing SAP Ecosystem</td>
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<td>Brian Wilchusky, Geof Gajes &amp; Suzy Soo (LCR-Dixon)</td>
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<td>Journey to the Cloud with Oracle and Vertex</td>
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<td>Chris Livingston, Greg Rousseau (Albertsons), Carrie Cook (Albertsons), David Hicks (Oracle), Michael Bek (KPMG)</td>
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<td>Product Tour: Getting Started in Vertex Returns</td>
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<td>Alexander Uskuraitis</td>
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<td>Collaborating with IT for Successful Vertex O Series Implementations</td>
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<td>Dave Parvensky &amp; Angelina Curiel-Spurgeon (GoDaddy)</td>
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### Wednesday’s Schedule

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<th>Time Slot</th>
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<td>Lori Shiel</td>
<td>Peter Olanday &amp; Nate Stohrer</td>
<td>Michael Davis, Michael Bernard &amp; Hannah Stanley</td>
<td>Vince Morasco</td>
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<td>1:30 – 2:30 PM</td>
<td>A Guide to Streamlining Compliance with Outsourcing Services</td>
<td>Customer Story: Leveraging a Hybrid Deployment for Tax Determination</td>
<td>Product Tour: Exemption Certificate Manager</td>
<td>Taking Indirect Tax to the Cloud</td>
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<td>Michael Bernard, Dana Malburg &amp; Larry Mellon</td>
<td>Vince Morasco &amp; Heather Villanueva (LEGO)</td>
<td>Larry Catti</td>
<td>Chris Livingston, Heather Ingram &amp; Amy Eschenbach (Roto-Rooter)</td>
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<td>6</td>
<td>3:00 – 4:00 PM</td>
<td>Best Practices for Upgrading O Series</td>
<td>Today’s Integrations and Beyond</td>
<td>Compliance and Reporting Roadmap</td>
<td>Taking Indirect Tax to the Cloud</td>
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<td>Joshua Moua, Vince Morasco &amp; Ralph Etienne (DMA)</td>
<td>Tony Hutnyk, Sheera Deepack &amp; Geof Gajes</td>
<td>Ravi Sastry &amp; Zach Laurente</td>
<td>Chris Livingston, Heather Ingram &amp; Amy Eschenbach (Roto-Rooter)</td>
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<td>4:30 – 5:30 PM</td>
<td>Take Control of Exemption Certificate Complexity</td>
<td>Coffee Talk: Where the States Will Legislate, Litigate, and Regulate in 2021</td>
<td>Using Edge Computing Technologies for Multi-Channel Retail</td>
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<td>Mike Lott &amp; RaNelle Murray</td>
<td>Michael Bernard, Sue Haffield (PwC) &amp; Nicole Bryant (Grant Thornton)</td>
<td>Matt Thoman &amp; Nate Stohrer</td>
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<td><strong>Product Tour: Using Taxability Drivers in O Series</strong>&lt;br&gt;Alexander Uskuraitis</td>
<td><strong>Speaking a Different Language: How to Translate Sales Tax into VAT</strong>&lt;br&gt;Thomas Steppe &amp; Diane Yetter (Sales Tax Institute)</td>
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<td>8</td>
<td>10:00 – 11:00 AM</td>
<td><strong>Best Practices for Colorado Sales Tax Regulations and Reporting Requirements</strong>&lt;br&gt;Diana Kenneson &amp; Rachael Lund</td>
<td><strong>Optimize Tax Management in SAP Ariba and Coupa</strong>&lt;br&gt;Geof Gajes &amp; Kristin Schwabenbauer</td>
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<td>9</td>
<td>11:30 AM – 12:30 PM</td>
<td><strong>Automating Tax Calculation for Leasing Transactions</strong>&lt;br&gt;Matt Thoman &amp; Michelle McEwan</td>
<td><strong>Product Tour: Vertex Cloud Indirect Tax</strong>&lt;br&gt;Kim Mangan</td>
<td><strong>Mastering the Complexity of Food and Beverage Sales Tax</strong>&lt;br&gt;Sherry Lepore &amp; Mary Frances Wenig</td>
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<td>Exhibit Hall</td>
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<td><strong>Product Tour: Advanced Techniques for Managing Consumer Use Tax</strong>&lt;br&gt;Matt McGinn</td>
<td><strong>A Guide to Improving Tax Return Data Quality, Efficiency, and Compliance</strong>&lt;br&gt;Brian Sparks, Anne Ramsey &amp; Varun Sharma</td>
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<td>11</td>
<td>3:00 – 4:00 PM</td>
<td><strong>A Guide to California Sales Tax Returns eFile Options</strong>&lt;br&gt;Kelsey Reed &amp; Zach Laurent</td>
<td><strong>Product Tour: Generating and Using Reports in O Series</strong>&lt;br&gt;Larry Catti</td>
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On-Demand

Best Practices for Using Batch Client Interface for Testing and More
Joshua Moua

Are you taking full advantage of the Batch Client Interface (BCI)? This tool pushes tax calculations into O Series, re-calculates the invoices, and pushes them into a tax journal, but it can be used in other valuable ways as well. In this session, Vertex support pros will discuss its diverse capabilities for pre go-live testing, monthly data update testing, and even as a quotation tool. We'll share best practices as well as experience from other customers.

By the end of this session, you will be able to:
+ Create a BCI file
+ Run a BCI file through Vertex
+ Analyze BCI file results
+ Gain greater value from the Batch Client Interface tool

Brazilian Tax Reform: Potential Impacts and the Journey Towards Adequacy
Ana Maciel, Fernando Silva, Carolina Verginelli (Deloitte)

New tax reforms being analyzed by the National Congress are expected to bring significant changes to the existing Brazilian tax structure. Is your tax department aware and prepared? In this session, we will go beyond the legal discussions to explore the potential effects of these changes on businesses and share alternatives and best practices that will help you prepare for upcoming challenges. We will also explore how Vertex O Series can help you remain compliant during and after the transitional period of the tax reform.

By the end of this session, you will be able to:
+ Explain how imminent tax reforms in Brazil will transform the current tax environment
+ Identify alternatives to stay in compliance during and post the transitional tax reform period
+ Discuss how Vertex O Series can help companies stay compliant through and post this transition

Learn Anytime, Anywhere with Vertex myLearning
Kerry Kaczorowski

Did you know you have learning available at your fingertips, including eLearning courses, certifications, and how-to videos? Join us for a tour of myLearning, the online learning platform dedicated to Vertex Indirect Tax Solutions. Learn about the platform and explore the available offerings, many of which are free. Maximize the value of your solution with access to our learning, where and when you need it!

By the end of this session, you will be able to:
+ Request a myLearning account
+ Navigate myLearning
+ Identify learning content to meet your needs
+ Demonstrate how to use the search capabilities

Online Marketplaces and Platforms: A US and Europe Perspective
Peter Boerhof, Michael Bernard

Big changes are coming in Europe and have occurred extensively in the US regarding the tax obligations of online marketplaces. Specifically, in Europe, those facilitating cross-border B2C transactions will be deemed suppliers in 2021, resulting in new VAT collection, reporting, and remittance obligations. The rules for US marketplaces are evolving and states are making changes in 2021. Join this session for an update on the 2021 EU VAT changes that are designed to simplify VAT compliance and tackle online VAT fraud – but will have huge repercussions for your business. We will also discuss the impact the Multistate Tax Commission and the National Conference of State Legislators have had on marketplace facilitator legislation in the US.

By the end of this session, you will be able to:
+ Understand the business drivers behind the “marketplace movement”
+ Understand the tax policy objectives of marketplaces in the US
+ Understand the VAT changes for e-commerce in Europe
+ Understand the specific situation for marketplaces
+ Understand the impact of Brexit

Opening the “Black Box” How to Automate VAT in Your Business using Vertex O Series
Andy Hallsworth

Indirect tax is complex and changing more rapidly than ever; businesses are complex; getting an accurate VAT determination upfront is more important than ever. Businesses are increasingly looking to 3rd party tax engines to automate VAT determination in their systems (ERPs, eCommerce platforms, procurement platforms etc). In this session we’ll take you under the hood of the O Series tax engine to explain how it works and how customers can use it to improve VAT management.

By the end of this session, you will be able to:
+ Define how O Series improves VAT determination
+ Identify where O Series can impact your VAT lifecycle
+ Develop a plan to use your Vertex tax engine to support VAT across multiple systems

Consumer Use Tax 101
Lori Shiel

Expand your knowledge of consumer use tax fundamentals, exploring tax concepts, terminology, and procurement transactions.

By the end of this session, you will be able to:
+ Define indirect tax types
+ Define consumer use tax
+ Discuss when consumer use tax is the responsibility of the consumer
+ List and discuss complexities involved with consumer use tax
# On-Demand

## Product Tour: What’s New in O Series 9.0

**Lori Shiel**

This session provides an overview of the functional enhancements and technical modernization included in Vertex Indirect Tax O Series 9.0.

By completing this session, you will be able to identify the new enhancements with the 9 release including:

- Enhanced user interface
- Communication tax services
- Federated security
- Latitude and Longitude
- Tax Matrix report
- New database support

## Sales Tax 101

**Lori Shiel**

Expand your knowledge of sales tax fundamentals, exploring tax concepts, terminology, and jurisdiction-specific rules.

By the end of this session, you will be able to:

- Describe nexus
- Describe situs
- Describe tax exceptions and tax exemptions
- List states where there are additional rules imposed at the local level jurisdiction in those states that impact how tax is calculated

## Vertex Portfolio Vision Overview

**Uwe Sydon**

Supporting customer needs and delivering increased value is at the core of the Vertex portfolio. Exchange 2020 includes numerous sessions designed to deliver a clear understanding of how we are bringing new technology and solutions to enhance our customer’s experience today and enable their business growth tomorrow. In this brief pre-conference message from Uwe Sydon, Vice President Product Management, attendees will receive an overview of the Vertex portfolio vision and an explanation of the themes that are common across all products sessions.

By the end of this session, you will be able to:

- Define Vertex Portfolio Vision
- Identify Customer-Driven Portfolio Themes

## Why You Need a Tax Engine when Migrating to S4/HANA

**Peter Boerhof, Roger Lindelauf, Belinda Buvens (P & G)**

This session will discuss why you need to incorporate automation into your VAT processes, why native SAP falls short, and how Procter and Gamble reduced VAT risk and enabled a more efficient and effective VAT process using Vertex O Series.

By the end of this session, you will be able to:

- Define how SAP native VAT capability is insufficient to manage VAT determination
- Identify how O Series can reduce risk in your VAT lifecycle
- Improve efficiency of VAT processes with a Vertex tax engine

## Taxing the Digital Economy: A Developing International Perspective

**George Salis, Christoph Zenner (PwC)**

Today, as countries move quickly to repair damage to their tax bases caused by economic impacts of COVID-19, taxing the digital economy is becoming an urgent global priority. Are you fully aware of the implications of global digital taxation on your corporation, the tax function – and how tax plans are being influenced by the OECD’s Unified Approach under Pillar 1 & 2 and other unilateral DSTs regimes around the world? Do you want to understand how your tax department can prepare for what’s coming? Then this session is for you. Join Vertex experts to explore various DSGT models and the digital tax factors that can impact your tax department. They will also provide direction on the scope of automated compliance and reporting systems corporations will need in the near horizon to meet upcoming digital tax demands.

By the end of this session, you will be able to:

- Explain the basic National and Proposed Global DSGT models & standards
- Identify the digital tax factors that tax departments will need for tax operations and forward planning
- Plan ahead for the automated compliance and reporting systems needed in the near future

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**VERTEX Exchange 2020 U.S.**
### Live Sessions – Tuesday

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<td><strong>COVID-19 and Beyond: Best Practices for Tax Department Operations</strong></td>
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<td>Michael Bernard, Michael Davis, Andrew Bartels (Forrester)</td>
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<td>Join the discussion between Mike Bernard, Vertex Chief Tax Officer, Michael Davis, Vertex Chief Tax Strategy Officer, and Andrew Bartels, Forrester Analyst, to learn about best practices to employ during the COVID-19 crisis and beyond to keep pace with the changing world of tax operations. Topics will include cloud adoption, outsourcing, and using a tax engine in the procurement function.</td>
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<td><strong>Session Level:</strong> Overview</td>
<td>By the end of this session, you will be able to:</td>
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<td>+ Identify some of the key business drivers that are impacting the Tax Department</td>
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<td>+ Recognize the attributes of a digital tax office while considering some of the tax applications/services which achieve that goal</td>
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<td>+ Apply perspective from an industry analyst what kinds of technology investments companies are making within their finance function</td>
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<td>+ Discuss the leading practices which are enhancing the effectiveness of the Tax Department</td>
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| 1:00 – 2:00 PM | **From Origins to Offering: Tax Categorization with Machine Learning**  |
|               | Wes Lau, Todd Cameron, David Deputy, Jacqui van der Leij (eBay)         |
|               | Machine Learning can prove to be a beneficial alternative to the manual processes of mapping tax categories. ML provides automation that removes a significant amount of manual effort for tax teams in the tax categorization mapping process. When a product mapping is fed into our ML model, it learns from large, diverse datasets of product descriptions and their corresponding taxability categories and becomes better at predicting the taxability category when it sees a similar product in the future. In this session we will share our application of machine learning technology and where we are taking it in the future. And, hear from eBay’s Global Head of Tax Technology, Jacqui van der Leij on how Vertex and eBay collaborated to deliver a ML solution for eBay. |
| **Session Level:** Overview | By the end of this session, you will be able to: |
|               | + Identify ways machine learning can improve efficiencies for your business |
|               | + Describe how Vertex is developing machine learning |

| 2:30 – 3:30 PM | **Experience a Common Interface for Everything Vertex**  |
|               | Mark Sieczkowski, Hannah Stanley, Dan Stover                           |
|               | Are you leveraging multiple Vertex products? Do you currently have multiple independent deployments of Vertex solutions? Attend this session to learn about how Vertex is creating experiences that are seamless, intuitive, and accessible across the product portfolio. |
| **Session Level:** Overview | By the end of this session, you will be able to: |
|               | + Describe the design thinking approach to supporting our customers with a common user experience |
|               | + Explain how the Vertex User Experience will be delivered |
|               | + Recognize the functional differences between the existing and new Vertex Experience |
|               | + Evaluate the benefits of a common user experience |

| 2:30 – 3:30 PM | **Navigating Tax Complexity When Expanding Your Ecommerce**  |
|               | Shannon Kelly, Lily Varnon (Forrester), Brian Lange (Something Digital) |
|               | The COVID pandemic has rapidly accelerated a general shift towards e-commerce in 2020, maybe more than any other time in history. With 146% growth in all online retail orders in 2020, most, if not all, brick and mortar stores have taken their businesses online to survive the pandemic. At the same time, taxation authorities worldwide will closely examine their indirect taxation strategies to address their pandemic related revenue shortfalls. In this session we will discuss how to navigate the tax complexity of expanding or deploying your ecommerce solutions for B2C and B2B operations. Learn how Vertex helps our customers stay compliant while selling online through our ecommerce partner ecosystem. |
| **Session Level:** Overview | By the end of this session, you will be able to: |
|               | + Recognize best practices for expanding your ecommerce solutions worldwide |
|               | + Describe how to stay compliant when selling online. |
|               | + Identify how Vertex can help manage tax complexity associated with e-commerce |

| 2:30 – 3:30 PM | **Using a Tax Engine to Improve the Procure-to-Pay Process**  |
|               | Michael Bernard, Peter Boerhof, Kristin Warren                       |
|               | Indirect Tax touches every step of the supply chain and is a fundamental part of a best-in-class procure to pay process. As governments in every country look for ways to maximize tax revenues, the focus is turning to supplier tax invoicing. Join this session to learn how a tax engine can support the procure-to-pay side of your business to improve control, visibility, tax accuracy, and audit performance. We’ll discuss global trends; best practices for Sales & Use Tax, VAT management in procurement and accounts payable; and provide insight you can apply in your business to improve compliance and streamline operations. |
| **Session Level:** Overview | By the end of this session, you will be able to: |
|               | + Partner with your procurement and accounts payable colleagues to reduce risk and support business growth |
|               | + Collaborate with IT to leverage a tax engine in your Procure-to-Pay process |
|               | + Improve indirect tax management within the supply chain |
|               | + Identify how tax automation reduces compliance risk and increases cash flow |

| 2:30 – 3:30 PM | **Trends in Sales Tax Audits**  |
|               | Larry Mellon, Diane Yetter (Sales Tax Institute)                     |
|               | Audits are a fact of life for taxpayers, and as states continue to get more aggressive with them in an effort to increase revenues, tax department workloads have increased as well. In this session, presenters will explain the latest state audit trends, share best practices for preparing for audits, and show you how to ensure the best outcome for your business. In addition, you will learn how to use your Vertex data to help you through the audit process. |
| **Session Level:** Update | By the end of this session, you will be able to: |
|               | + Recognize the new audit approach being used by states today |
|               | + Apply best practices for managing audits to significantly improve audit outcomes |
4:30 – 5:30 PM
Changing Vertex Solutions for a Changing SAP Ecosystem
Brian Wilchusky, Geoff Gajes, Suzy Soo (LCR-Dixon)

Our SAP customers face waves of business pressure and change – impacting technology, regulatory compliance and business operations. To address these challenges, it’s critical to understand the connection between our Vertex solutions and SAP applications and technology when determining your roadmaps and business plans. In this session we will share how our solutions for SAP support your tax function today and prepare for the future, including the introduction of the Chain Flow Accelerator for SAP ERP, the newest addition to our Accelerator family. Attendees will learn how we are planning for and responding to SAP’s direction for global tax determination.

Session Level: Overview
By the end of this session, you will be able to:
+ Describe the Vertex commitment to the SAP ecosystem
+ Recognize existing and new solutions to improve the value of your Vertex tax integration
+ Discuss the Vertex response to the latest SAP application and technology direction
+ Identify when to involve Vertex in your SAP implementations
+ Describe common business challenges that can be addressed with PLUS tools

4:30 – 5:30 PM
Collaborating with IT for Successful Vertex O Series Implementations
Dave Parvensky, Angelina CurieSpurgeon (GoDaddy)

In today’s complex business environment, it’s more important than ever to strategically utilize automated tax technology to streamline work and free up staff to deliver even more value to your business. This requires Tax and IT departments working together as one team to implement solutions like Vertex Indirect Tax O Series. Join this customer panel discussion to explore the challenges of deploying and managing cross-functional applications and how Tax and IT teams can collaborate more closely to ensure a successful O Series implementation that benefits your organization as a whole. You will leave with actionable best practices for facilitating a close working relationship between Tax and IT.

Session Level: Overview
By the end of this session, you will be able to:
+ Communicate effectively with IT about tax needs and goals when implementing Vertex Indirect Tax O Series
+ Build a strong team across Tax and IT departments, complete with clearly defined roles
+ Recognize common challenges working with a cross-functional application
+ Identify room for improvement within your own organization

4:30 – 5:30 PM
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+ Recognize common challenges working with a cross-functional application
+ Identify room for improvement within your own organization

4:30 – 5:30 PM
Journey to the Cloud with Oracle and Vertex
Chris Livingston, Greg Rousseau (Albertsons), Carrie Cook (Albertsons),
David Hicks (Oracle), Michael Bek (KPMG)

As companies move their on-premise applications to the Cloud there are many best practices and processes to consider. Vertex solutions are now available to host on Oracle OCI. This implementation can help remove barriers and improve time to value. Join this roundtable with Oracle, Vertex customers, and Vertex for a discussion about moving to the Cloud and the benefits to realize. We are leveraging the Oracle OCI Infrastructure to offer a single source solution to our customers. Vertex and Oracle have been partners for over 25 years with over 1500 shared customers focused on delivering optimum solutions for your business.

Session Level: Overview
By the end of this session, you will be able to:
+ Understand how your peers, and companies, are using best practices when moving aspects of the business to Cloud (SaaS) offerings
+ Describe Vertex’s solution for Oracle Cloud offerings hosted on Oracle Cloud Infrastructure (OCI)
+ Discuss how Oracle Cloud Infrastructure (OCI) cloud platform supports Vertex Oracle SaaS applications

4:30 – 5:30 PM
Product Tour: Getting Started in Vertex Returns
Alexander Uskuraitis

Learn the essential and foundational elements of Vertex Indirect Tax Returns. Explore what is required to configure Vertex Returns to begin processing sales and use tax returns on a monthly, quarterly, and/or annual basis.

Session Level: Basic
By the end of this session, you will be able to:
+ Create a basic organizational structure and establish tax data settings for your returns
+ Generate and print tax returns for processing
+ Import tax data from a Vertex “front-end” solution
+ Enter tax data manually
+ Run and review a reconciliation report
Live Sessions – Wednesday

11:30 AM – 12:30 PM
Data Intelligence: Tax and Business Decisions
Michael Davis, Michael Bernard, Hannah Stanley

Today’s tax departments possess data which can be used to make intelligent business decisions within their corporate environment. Timely access to this data is key to enabling this process. Vertex Tax Officers, Mike Bernard, who led Microsoft tax department and Michael Davis, tax leader for Nestle will share their combined decades of experience in helping tax departments leverage data intelligence to do higher-value activities and to positively influence their corporation’s business growth strategy.

Session Level: Overview By the end of this session, you will be able to:
+ Apply lessons learned in leveraging data intelligence to maximize tax department efficiencies
+ Identify specific metrics that are important in making business decisions
+ Recognize how timely access to data enables intelligence across tax resources, processes, and technologies, transforming behavior and outcomes throughout the organization

11:30 AM – 12:30 PM
Managing Sales Tax for an Omni Channel Business
Pete Olanday, Nate Stohrer

Modern companies often have many divisions and multiple brands that meet a variety of market needs and sell through a wide variety of platforms. One component of creating a consistent user experience in an omnichannel organization is having a consistent tax calculation for every product, regardless of how or where the customer purchases. This session will review how to properly build a taxpayer hierarchy and product setup to support the end goal of consistent tax calculations across the organization’s multiple selling channels.

Session Level: Overview By the end of this session, you will be able to:
+ Set up a single instance of O Series to manage consistent tax calculation for every delivery, point of sale, and brand in your business

11:30 AM – 12:30 PM
Product Tour: O Series Tax Assist
Lori Shiel

Learn about Vertex O Series Tax Assist, a powerful customization tool that allows you to transform inputs and outputs to accommodate tax requirements. Identify when to use Tax Assist and see first-hand how to set up common Tax Assist rules in Vertex O Series.

Session Level: Basic By the end of this session, you will be able to:
+ Describe Tax Assist and its capabilities
+ Identify when to use Tax Assist rules
+ Create basic Tax Assist rules

11:30 AM – 12:30 PM
Tax Determination Roadmap
Vince Morasco

Want to be sure you’re fully leveraging all the advantages of your Vertex tax engine and maximizing your ROI? Attend this session to hear about fundamental changes made in 2020 that allow us to bring incremental new capabilities to users more frequently. We’ll discuss everything from feature/functionality to content to user experience. You’ll learn how version 9.0 is improving performance, ease of use, and scalability. And we’ll discuss bigger picture topics, like our API strategy and containerization, that will fundamentally improve the value of a Vertex tax engine into the future.

Session Level: Update By the end of this session, you will be able to:
+ Explain how the latest product development strategies will improve usability and tax performance
+ Plan for and apply the latest enhancements across your tax and IT teams
+ Maximize the ROI of your Vertex investment

1:30 – 2:30 PM
A Guide to Streamlining Compliance with Outsourcing Services
Michael Bernard, Dana Malburg, Larry Mellon

Finance leaders are constantly balancing resources to support critical functions. Often, they look outside the organization to deliver operational effectiveness, which frees up resources to refocus on the development of strategies that lead to organizational growth. Outsourcing of sales and use tax compliance is one area that organizations have realized costs savings and efficiency improvements. In the age of COVID-19, outsourcing end-to-end compliance has also allowed for reduced risk, increased reliability, and resource reallocation to align with core business strategies. This session will allow you to hear from tax experts who have benefited from outsourcing their sales and use tax compliance.

Session Level: Overview By the end of this session, you will be able to:
+ Recognize the value of streamlining Indirect Tax Returns
+ Increase staff ROI through refocusing staff toward higher value work
+ Reduce audit risk through the use of an outsourcer utilizing automation tools, structured process and reporting
+ Reduce cost of Indirect Tax Compliance
+ Improve governance and controls

1:30 – 2:30 PM
Customer Story: Leveraging a Hybrid Deployment for Tax Determination
Vince Morasco, Heather Villanueva (LEGO)

Vertex presents a unique hybrid offering for indirect tax determination – on-premise, single-tenant cloud, and multi-tenant cloud deployments. In this session we’ll discuss how companies can improve total cost of ownership and scalability with the right deployment or combination of deployments. You’ll hear from our customer at Lego Systems how they leverage the Vertex tax engine both on-premise and in the cloud to meet the needs of specific business units in their organization. And you’ll learn how to evaluate the options and assess your needs.

Session Level: Overview By the end of this session, you will be able to:
+ Evaluate the three deployment options for a Vertex tax engine and define the differences
+ Define how a hybrid approach can improve scalability for a complex business
+ Determine the ideal deployment(s) for your business
1:30 – 2:30 PM
Product Tour: Exemption Certificate Manager
Larry Catti
Learn how to use ECM in a typical workflow situation to exempt your customers using the certificates they provide to you, correspond with them for missing or invalid certificates, and test exemption results from valid or invalid certificates.

Session Level: Basic
By the end of this session, you will be able to:
+ Enter certificate record information with saved certificate images
+ Batch validate certificates
+ Create Letter Batches for customer correspondence
+ Utilize the Certificate Validation Rules report
+ Use the Transaction tester to test exempted customers

Prerequisite: Experience working in Vertex O Series prior to attending this session and knowledge of your organization’s certificate exemption processes

3:00 – 4:00 PM
Best Practices for Upgrading O Series
Joshua Moua, Vince Morasco, Ralph Etienne (DMA)
Are you ready to migrate your on-premise instance of O Series to version 9.0? In this session, presenters will summarize the key new features that version 9.0 has to offer, and walk through proven best practices for an upgrade project. You’ll learn how to prepare for migration, what the migration process involves, and how to test your migrated environment.

Session Level: Update
By the end of this session, you will be able to:
+ Plan the O Series 9.0 migration project
+ Leverage best practices to perform the migration
+ Test your migrated environment to ensure success

3:00 – 4:00 PM
Compliance and Reporting Roadmap
Ravi Sastry, Zach Laurente
Compliance and IT requirements are continually changing, as are business organizations and their locations. What’s NOT changing is the need to do more with less within your tax department. Join this session to learn how Vertex Indirect Tax Returns - North America can help! Vertex experts will cover Vertex Returns roadmap progress over the past year and will introduce Release 11.7 enhancements in the areas of tax compliance, enhanced reporting, e-filing and processing improvements. They will also discuss plans for 2021 Releases so you can plan ahead for your business.

Session Level: Update
By the end of this session, you will be able to:
+ Assess the broad portfolio of Vertex Compliance Solutions and their benefits
+ Recognize the roadmap plans for our Compliance Solutions
+ Maximize the value of using the new Vertex Returns 11.7 release

3:00 – 4:00 PM
Today’s Integrations and Beyond
Tony Hutnyk, Sheera Deepack, Geoff Gajes
Seamless integrations are crucial for optimum performance of your tax calculation engine. At Vertex, integrations have always been at the forefront of our development. In this session we will share our integration strategy, product roadmap and initiatives. We will focus on our SAP and Oracle integrations as well as other best-in-class ERP platforms including Microsoft, SalesForce, WorkDay and more.

Session Level: Overview
By the end of this session, you will be able to:
+ Describe the Vertex direction for SAP, Oracle, and additional key integrations to support tax/IT planning
+ Discuss how the Vertex integration roadmap supports global business
Live Sessions – Wednesday

4:30 – 5:30 PM
Coffee Talk: Where the States Will Legislate, Litigate, and Regulate in 2021
Michael Bernard, Sue Haffield (PwC), Nicole Bryant (Grant Thornton)

A lot has happened in 2020 and the year is not over yet. Michael Bernard, Vertex Inc., Chief Tax Officer will lead a discussion with Sue Haffield (PwC) and Nicole Bryant (Grant Thornton) on the significant issues which have affected state transaction tax issues. We’ll look at the measures which were invoked and, more importantly, what 2021 may bring. We’ll discuss activity on the legislative side where states were faced with tax policy issues around the pandemic. New regulations called for delayed reporting and remitting of sales tax. Many states delayed audit activity. Several key state tax cases were decided by the courts. States experienced great shortfalls in revenues and had to institute significant measures by raising tax rates, cutting services and staff and taking on additional debt. The tax policy agenda was overshadowed by the pandemic.

Session Level: Update
By the end of this session, you will be able to:
+ Identify the significant tax issues which have emerged from 2020
+ Recognize the economic severity to state and local revenues due to the pandemic and what approach states and locals may take to address those ongoing issues in 2021
+ Appreciate and act on policy changes which are likely to occur in 2021
+ Review significant state tax cases and their impact on corporate taxpayers

4:30 – 5:30 PM
Take Control of Exemption Certificate Complexity
Mike Lott & RaNelle Murray

The sales tax audit has become a painful process with serious consequences for businesses. Penalties for noncompliance are higher than ever and most experts agree that regulatory and audit activity will only increase. Most companies simply cannot comply without some level of automation. This is particularly true for management of exemption certificates – one of the biggest sources of audit risk. Join this session to learn how to streamline your current, labor-intensive certificate management process using Vertex software and services. We’ll review the Exemption Certificate Manager and Exemption Certificate Wizard software tools, and Exemption Certificate Services to help you get control over certificates and reduce audit risk.

Session Level: Overview
By the end of this session, you will be able to:
+ Create an exemption certificate management strategy utilizing the full complement of Vertex software tools and services
+ Automate the collection, validation, and maintenance of tax exemption certificates
+ Launch your own self-service certificate submission for your customers
+ Set up automated notifications to manage expired and missing certificates
+ Setup convenient online storage for your exemption certificates

4:30 – 5:30 PM
Using Edge Computing Technologies for Multi-Channel Retail
Matt Thoman, Nate Stohrer

Multi-channel retail organizations face complex challenges to ensure accurate, consistent, timely tax calculation across all sales channels and through peak selling times. Edge computing promises a faster, more consistent, and scalable solution. It can reduce reliance on network connectivity, improve scalability, and increase transaction speed for tax calculations, all without sacrificing accuracy. Attend this session to learn how to utilize edge computing principles when deploying your O Series tax engine across your in-store, online, mobile, and other sales channels. We’ll discuss using the Local Indirect Tax Engine (LITE) and/or the Retail Tax Extract (RTE) for all tax calculations, even when web services are available.

Session Level: Overview
By the end of this session, you will be able to:
+ Define the value of edge computing principles for retail tax operations
+ Set up O Series across a multi-channel environment using edge computing principles
+ Determine the best use of the Local Indirect Tax Engine (LITE) and the Retail Tax Extract (RTE)
10:00 – 11:00 AM  
**Product Tour: Using Taxability Drivers in O Series**  
Alexander Uskuraitis

Learn how to manage taxability for what you buy and sell using taxability drivers in Vertex O Series. Explore how to add taxability drivers, research taxability categories, create taxability mappings, and review automatic and conditional rules.

**Session Level: Overview**  
By the end of this session, you will be able to:

+ Add taxability drivers for products and product classes
+ Perform taxability analysis by researching jurisdiction-based tax treatment logic in taxability categories
+ Create taxability mappings by mapping taxability drivers to predetermined taxability logic in taxability categories

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10:00 – 11:00 AM  
**Speaking a Different Language: How to Translate Sales Tax into VAT**  
Thomas Steppe, Diane Yetter (Sales Tax Institute)

More U.S. businesses today operate globally, at least in some capacity. This means not only selling products and services around the world, but also supporting customers through a complex supply chain that can meet customer needs anywhere. But when is your international business required to register and collect tax in a foreign country where you do business? How can U.S. sales tax teams -- which are increasingly responsible for collecting VAT tax and ensuring compliance -- manage VAT compliance with improved accuracy and excellence? Join this session for expert insights into the similarities and significant differences between VAT and U.S. sales tax.

**Session Level: Overview**  
By the end of this session, you will be able to:

+ Explain the differences between sales & use tax and VAT and how they are structured
+ Translate common sales tax concepts and terms into VAT concepts
+ Identify how different tax structures treat common scenarios (for example, resales and services)

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11:30 AM – 12:30 PM  
**Best Practices for Colorado Sales Tax Regulations and Reporting Requirements**  
Diana Kenneson, Rachael Lund

The Colorado Department of Revenue made recent changes to their Sales Tax reporting requirements, which creates significant impact and burden to retailers located in and out of the state. Join us for an informative session that will explore the state & local reporting requirements, impact to your company, and proper setup and validation of your information for tax return remittance. Topics covered will include nexus criteria (in state, out of state, marketplace facilitator), registering physical locations and non-physical sites, tax return setup for paper and e-file, and tax return analysis before remittance, as well as the latest information on the Sales and Use Simplification Project.

**Session Level: Overview**  
Upon completion of session, you will be able to:

+ Interpret the Colorado law for nexus requirements (physical and economic)
+ Determine Colorado state registration and filing requirements
+ Apply best practices for proper setup of tax returns, eFile, physical locations, and non-physical sites
+ Identify and troubleshoot the most common reporting errors for paper and electronic filing
Live Sessions – Thursday

11:30 AM – 12:30 PM
Managing Tax Complexity for Communication Services
Lori Shiel, Dale Varga, Wes Lau

This session shows how O Series manages tax for traditional and non-traditional communication service providers. We'll discuss the tax data elements that impact communication taxes imposed at Federal, state, and local jurisdictions and how to leverage O Series functionality to setup those tax data elements.

**Session Level: Overview**  By the end of this session, you will be able to:

+ List tax data elements that impact tax determination for telecommunication taxes
+ List O Series menus used to setup taxability drivers for communication taxes
+ Discuss line-based tax requirements
+ Describe how O Series setup options for taxability drivers that impact tax determination for telecommunication taxes
+ List tax data elements that impact tax determination for telecommunication taxes
+ Discuss line-based tax requirements and how line details impact telecommunication taxes
+ Utilize Vertex Indirect Tax O Series menus used to setup taxability drivers for telecommunication taxes
+ Discuss Vertex O Series setup options for taxability drivers that impact telecommunication taxes

1:30 – 2:30 PM
Product Tour: Vertex Cloud Indirect Tax
Kim Mangan

Learn about Vertex Cloud Indirect Tax, a cloud-based sales and use tax automation solution. Explore the capabilities and see first-hand how to simplify the calculation and reporting of sales tax and consumer use tax.

**Session Level: Basic**  By the end of this session, you will be able to:

+ Configure registrations, tax returns, and exceptions in Vertex Cloud
+ Use the Calculate Taxes tool to perform tax calculations and test your configuration
+ Use an adjustment file to import tax data into Vertex Cloud
+ Produce and view returns and reports in Vertex Cloud
+ Use the Help Center to find answers to your Vertex Cloud questions

11:30 AM – 12:30 PM
Optimize Tax Management in SAP Ariba and Coupa
Geof Gajes, Kristin Schwabenbauer

Procurement platforms such as SAP Ariba and Coupa bring big advantages to the procure-to-pay process, but tax issues can arise if a tax engine is not used to apply sales, use and VAT tax codes. Join this session to learn how the Vertex tax engine can support your business – from requisitions and POs, to invoices, and payments. We'll discuss how integrating Vertex with your ERP or a procurement system such as SAP Ariba and Coupa, can improve control, visibility, tax accuracy, and ultimately, audit performance.

**Session Level: Overview**  By the end of this session, you will be able to:

+ Learn about key industry trends shaping Indirect Tax in Procurement
+ Gain knowledge of the key tax moments in the P2P Process
+ Identify what questions your organization should be asking itself, best practices, and key benefits in implementing tax into your procurement transformation

1:30 – 2:30 PM
Mastering the Complexity of Food and Beverage Sales Tax
Sherry Lepore, Mary Frances Wenig

There are complex, evolving sales tax rules surrounding food and beverages – and it’s vital that companies stay aware of their responsibility to collect them. In this session, presenters will discuss what food items and beverages (including alcoholic beverages) are currently subject to sales tax in the U.S. We will then dig deeper, exploring how COVID-19 has driven huge changes in food and beverage preparation and delivery and what these changes mean from a tax perspective.

**Session Level: Overview**  By the end of this session, you will be able to:

+ Differentiate between “prepared” food and “non-prepared” food
+ Compare and contrast how taxability is impacted by how food is prepared and where it is served
+ Describe the latest changes to sales tax rules for food and beverage taxes Post-COVID-19
+ Examine the Post-Wayfair impact on your company’s responsibility to collect food and beverage taxes
+ Identify when special licenses and tax forms are required separate from sales and use tax forms

1:30 – 2:30 PM
Automating Tax Calculation for Leasing Transactions
Matt Thoman & Michelle McEwan

In this session, we will explore the complexities of calculating transaction tax on a lease and provide an overview of how Vertex automates lease tax in a way that is unique to the industry. We’ll discuss how Vertex Indirect Tax O Series manages the multiple receipt events and add-on charges that add complexity to the tax calculation over the life of the lease. And you’ll understand how jurisdictional differences can add complexity.

**Session Level: Overview**  By the end of this session, you will be able to:

+ Describe the complexities of charging tax on a lease transaction
+ Explain how Vertex O Series automates the basics of lease tax
+ Set up custom tax policies related to leasing within Vertex O Series
Live Sessions – Thursday

3:00 – 4:00 PM
A Guide to Improving Tax Return Data Quality, Efficiency, and Compliance
Brian Sparks, Anne Ramsey, Varun Sharma

Would you like to improve tax return data quality, reduce audit risk, and increase tax staff efficiency? Join this session to learn what a technology ecosystem with Vertex Data Integrity and Vertex Returns would look like and how it can help enhance data quality and compliance. This will include a high-level view of the configuration and setup, benefits, and value delivered. We will also present a real-life case study on how our own Vertex Outsourcing Services business has used this configuration to streamline and improve the efficiency and scale of their operations, while providing enhanced support to their clients.

Session Level: Overview
By the end of this session, you will be able to:
+ Recognize the value and benefits of using Vertex Data Integrity and Vertex Returns together to improve data quality and compliance
+ Establish import profiles so that data can flow easily from system to system
+ Establish rules that improve data accuracy in Vertex Returns
+ Apply lessons from Vertex Outsourcing Services’ use of Vertex Data Integrity and Vertex Returns to improve the efficiency and scale of your business operations

Prerequisite: Proficiency in using Vertex O Series and knowledge of consumer use tax concepts

4:30 – 5:30 PM
A Guide to California Sales Tax Returns eFile Options
Kelsey Reed, Zach Laurente

California mandates electronic filing for taxpayers. Manual entry is most often utilized but is time-consuming and error prone. Find out how you can spend less time entering data online and double-checking work, with fewer errors. Join this session to learn how Vertex Indirect Tax Returns can help! This session will give you a chance to learn about our enhanced eFiling options – Direct Transmission and Upload. You will have the opportunity to see both eFiling methods in action, while providing the setup and maintenance requirements for each, allowing you to make an informed decision to meet your business needs.

Session Level: Basic
By the end of this session, you will be able to:
+ Recognize the differences, shortcomings and benefits to each CA eFiling method
+ Determine the best CA eFiling method and process for your organization
+ Implement and manage your CA eFiling process effectively

3:00 – 4:00 PM
Product Tour: Advanced Techniques for Managing Consumer Use Tax
Matt McGinn

Are you facing challenges when calculating use tax on purchases for use by your business or in the course providing good and services to your clients? Have you had a negative use tax audit experience that resulted in significant underpayments with penalties and interest owed? Do you need to improve your current use tax calculation process to increase your bottom line? If so, join us as we discuss methodologies to get the most out of Vertex O Series utilizing advanced features and techniques, such as Tax Assist and Flexible Fields.

Session Level: Advanced
Upon completion of the session, you will be able to:
+ Use Vertex O Series advanced features to manage consumer use tax
+ Create Tax Assist Rules, an Allocation Table, and a Lookup Table
+ Use external tables and information during calculations
+ Import records into Tax Assist tables
+ Recognize the synergies needed between your ERP system and Vertex O Series to ensure you capture required data elements for use tax calculations
+ Utilize Flexible Fields
Prerequisite: Proficiency in using Vertex O Series and knowledge of consumer use tax concepts

4:30 – 5:30 PM
Product Tour: Generating and Using Reports in O Series
Larry Catti

Learn about the reporting capabilities of Vertex O Series using both standard reports and data extracts. Learn which reports offer the most flexibility, how to create filters, schedule reports, and perform a data extract.

Session Level: Intermediate
By the end of this session, you will be able to:
+ Identify Vertex O Series reporting capabilities and options
+ Use Vertex O Series reports to capture data needed for your business processes
+ Generate standard reports
+ Build custom (data extract) reports
Prerequisite: Experience working in Vertex O Series prior to attending this session and knowledge of your organization’s data and reporting needs
Please save the date and join us next year!

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