



Fine-Tuning a Transaction Tax System

Wednesday, July 16, 2008
Noon - 1:00pm EST

Many of today's sales tax engines still rely on USPS Zip Codes or Zip Plus Four technology. While this may be fine for routing surface mail, it leaves a lot to be desired when it comes to correctly assigning tax jurisdictions. This session will focus on more modern, GPS-based technology that can add pinpoint accuracy to today's transaction tax systems. Attendees will learn how the application of this technology can improve accuracy by 10%, 20% or even 30% - accuracy that translates into appreciable savings in taxes.

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Featured Speakers



Robert Meador
*Director of GeoTAX Product
 Management,
 Pitney Bowes*

Bob Meador has been active in the GIS industry for more than 20 years, and has extensive experience in the use of business geographics tools to solve location-based business problems - including tax jurisdiction assignment - in a wide range of vertical industries. He's currently responsible for the Enterprise Tax Management product line, which encompasses sales and use tax, payroll tax, insurance premium tax, and business personal property tax.

Bob has been a speaker on tax-related

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CPE Information

subjects at numerous industry conferences and webinars including FTA, IPT, ESRI, GITA, and Telestrategies Tax. He's very active in the Streamlined Sales Tax Project and is on the Board of Directors of the Business Advisory Council.

Prior to joining Pitney Bowes, he was with Geographic Data Technology (now TeleAtlas North America).



Tim Walsh
Senior Director, Product Management,
ADP Taxware

Tim Walsh is responsible for the ongoing product management of Taxware Enterprise, TaxSolver, and the Sales and Use Tax Solution. He has been associated with the Taxware product line for more than a decade and has worked in a number of functional areas within the company including Tax Research, Sales, and Product Management.

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Prerequisite: None
Level of Knowledge: Basic
Advanced Preparation: None
Delivery Method: Group Internet, Q&A
Recommended CPE: 50 minutes = 1 CPE credit

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