

# Exactor Client Success Story

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*"From start to finish, Exactor delivers what they promise as to how they do business and work with us as a client. With them it is not just talk, there is great follow-through."*



## Client's Business Profile:

Your Secret Gift LLC ("YSG") is an internet-based retailer. The company was founded in 2007 to give customers the ability to send items and messages anonymously to the recipient. Through its website, [www.yoursecretgift.com](http://www.yoursecretgift.com), Your Secret Gift offers unusual gift ideas for friends, family, bad bosses, co-workers, pet owners, neighbors, and sports fans. Each item is specially selected with a specific audience, use, situation or benefit in mind.

## Client's Business Challenge:

YSG first started looking at sales tax solutions while it was still a small internet startup. Like other startups, YSG's operations were in one location and fulfillment in another and realized they had limited sales tax exposure. Even with limited exposure, compliance would still be complex. The company needed a scalable solution that evaluates transactions in real time, determines where the appropriate nexus occurred, calculate and include sales taxes without impeding the speed of internet sales. Topping this list of requirements was an affordable price for a new startup company facing an unknown revenue stream.

Carol Borthwick, founder and CEO of Your Secret Gift, interviewed several companies before deciding on Exactor. She says YSG also considered performing the sales tax compliance efforts on their own. However, being based in a state like Colorado, with over 60 home rule local filings and no reliable address table available, she found tax efforts to be too complicated, time consuming, and expensive. "It would have been impractical to develop our own solution."

## Outcome:

Borthwick says many vendors she interviewed were simply not geared to work with small companies. While each claimed to cater to the small business market, the complexity of their operations and their pricing structures clearly indicated that they could not provide YSG with the appropriate solution at the desired price point. Borthwick says, "I was impressed by the sense of professionalism and competence from Exactor's low pressure sales approach. When dealing with a provider of a critical financial service such as sales tax compliance, I need a solid, informational sales proposal over that of an aggressive high-pressured one."

Indeed, Borthwick further explains, "Exactor's system works the way it is supposed to and that they deliver what they promise." Per Borthwick, Exactor's representatives "understand the issues we face, they are knowledgeable, which I find to be unusual which means that we don't have to wait for answers. All of this is very reassuring."

Borthwick concludes that "many vendors talk about being your partner, but do not deliver. With Exactor it is different; they really view the relationship as a partnership. From start to finish, Exactor delivers what they promise as to how they do business and work with us as a client. With them it is not just talk, there is great follow-through."

## CONTACT US

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For More Information about Exactor's Sales Tax Software Suite  
feel free to contact your Exactor representative for a consultation.

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Call 800.851.8226 or Email [Sales.Support@exactor.com](mailto:Sales.Support@exactor.com)

With over ten (10) years of experience automating sales tax compliance, Exactor is the premier provider of Sales Tax Compliance Services. Exactor's fully automated SaaS System has been revolutionizing transaction-related tax compliance by providing an enterprise level solution for secure, reliable and accurate sales tax compliance efforts, including calculating taxes in all commercial environments, record keeping, tax processing and the generating and filing of tax returns. Exactor's dynamic Software Suite offers a simple and seamless integration of the Exactor Sales Tax Calculation Module into any business and transaction platform where real time calculation is required. The Exactor engine will then automate the process of generating and filing the returns, so that the user can focus on their sales and running the business, trusting Exactor to manage their transaction taxes. The Exactor suite offers a high level of automation, rapid delivery, and highly scalable results, ensuring an on time, on budget, enterprise-class tax solution to fit the needs of any business.

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