



**Espresa**  
Powering Great Workplaces®

**CASE STUDY**

**Avalara**

**Navigating Challenges to  
Pioneer the Future of HR**





“A dedication drove the decision to provide freedom of choice and to provide consistent experiences for employees across multiple countries. We have a headquarters in the UK, with a handful of other people scattered across Europe in various countries. We had to find a solution that allowed us to provide global equity to all of our people, and that’s where Espresa came in.”



**Tabitha Mondragon**  
Director of Global Benefits  
Avalara

Avalara is a dynamic force and testament to unwavering innovation in global tax compliance SaaS. Fusing cutting-edge technology with a deep understanding of customer needs, Avalara strives for excellence and seamless brand experiences with both their customers and employees.

## THE PROBLEM

Avalara pursued a benefits strategy to reflect a unified mission and values tailored to their global and distributed employee needs. HR and people operations teams encountered global budget constraints and per-country requirements, which did not offer parity or equality of benefits.

This lack of cohesion was amplified by the complexities of global benefits management both for HR and for finance, further fragmenting Avalara's goal of a people-first ethos.



## THE SOLUTION

Formerly working as a consultant with Willis Towers Watson (WTW), Avalara's Director of Global Benefits, Tabitha Mondragon had seen the positive impact of Lifestyle Spending Accounts (LSA) to serve diverse employee populations.



**Tabitha Mondragon**  
Director of Global Benefits,  
Avalara

### Beyond payroll, LSAs are a universal solution for creative and flexible reimbursements.

Tabitha had recommended Espresa to her clients as a consultant and determined it to be the solution for Avalara.

"Espresa is our solution. No more fragmented programs. We prioritized flexibility and freedom. We want to empower well-being, to promote person-first benefit offerings. 'benefits with a focus on you. It's about empowering well-being, acknowledging what matters individually."

### Cultivating a supportive workplace

The aftermath of the pandemic created consistently shifting outcomes for Avalara. The human side of their business created a new approach. With a spotlight on total well-being and an intensified focus on mental health, human resources are connected in meaningful ways that continue to help transform their business.

Avalara's LSA puts employees in the driver's seat. Mental health and remote work are hurdles, especially for those who joined during the work-from-home era. Initiatives like scheduled connections and work-free meeting hours are also helping to foster camaraderie and culture connections.

## Global Flex Wallet

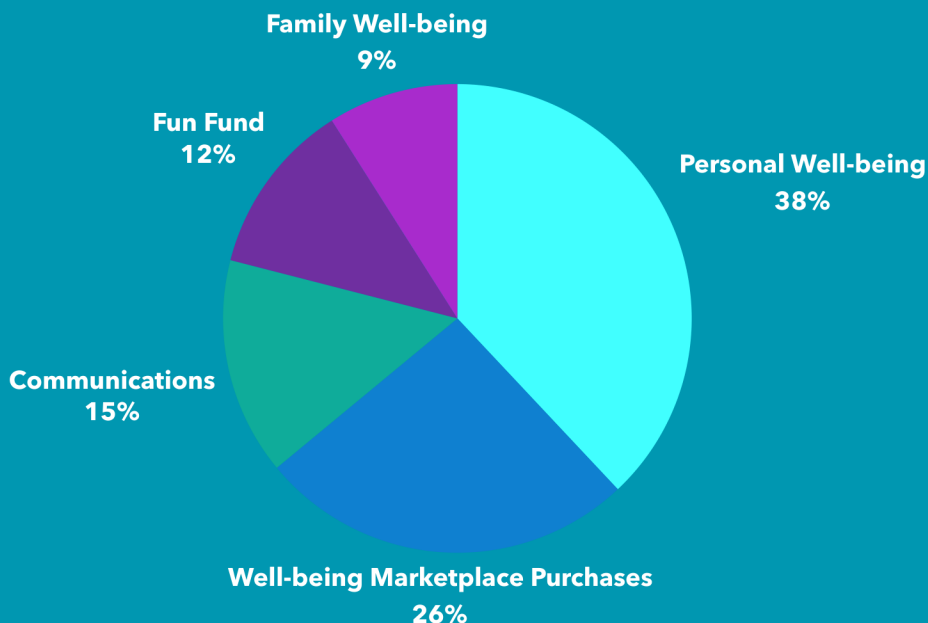
### Global wallets

- + Personal Well-being
- + Family Well-being
- + Fun Fund

\$1,200 USD  
US LSA Plan

April 2023  
Launched Off-Cycle

- Access to Funds
- + Reimbursement
- + Marketplace



**92%**  
MSAT





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## Measuring moments that matter

Avalara is a champion of people-first culture, cultivating programs to reflect the values of each individual.

Seamlessly transitioning previous programs into one cohesive benefits platform, Avalara's partnership with Espresa helped usher in a new era of people-first benefits regardless of geography or distribution of workforce.

Avalara succeeded in delivering parity of benefit solutions that reflect the company mission and vision while authentically reflecting the needs and wants of its people and culture.

**Espresa is Powering Great Workplaces®  
with benefits people love.**

Driving global employee engagement programs, Espresa is inclusively available in all languages, time zones, and currencies. And, with Espresa LSA Plus™, companies can power flexibility and freedom of choice with integrated total well-being, recognition, and community in a single app.

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