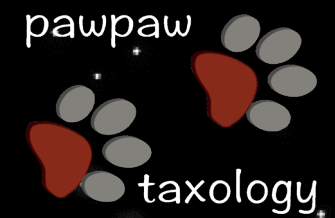

Fighting Fire with Fire:
*The Digital Thought-
Process for Solving
Digital Problems in Tax*



Geoff Peck

24 March 2022

2nd Tax Digitalization Online Symposium

Unprecedented Change

New Digital Service Taxes

Tax Transparency

BEPS

Process Improvements

Reputational Risk

Transfer Pricing

Non-tax incentives

E-Invoicing

Pillar I

Total Taxes

Pillar II

Public CbCR

Green Incentives

Data-driven regulatory scrutiny

Broader commercial topics

Business Models

Sustainability

ESG

Are You Ready?



*“I felt lost, and that ...
... I was missing the digital turn and ...
... becoming professionally outdated.”*

VAT Compliance Professional



*“I was fire fighting a lot of the time ...
... I became overworked, frustrated, ...
... less efficient, and lost confidence.”*

International VAT Manager

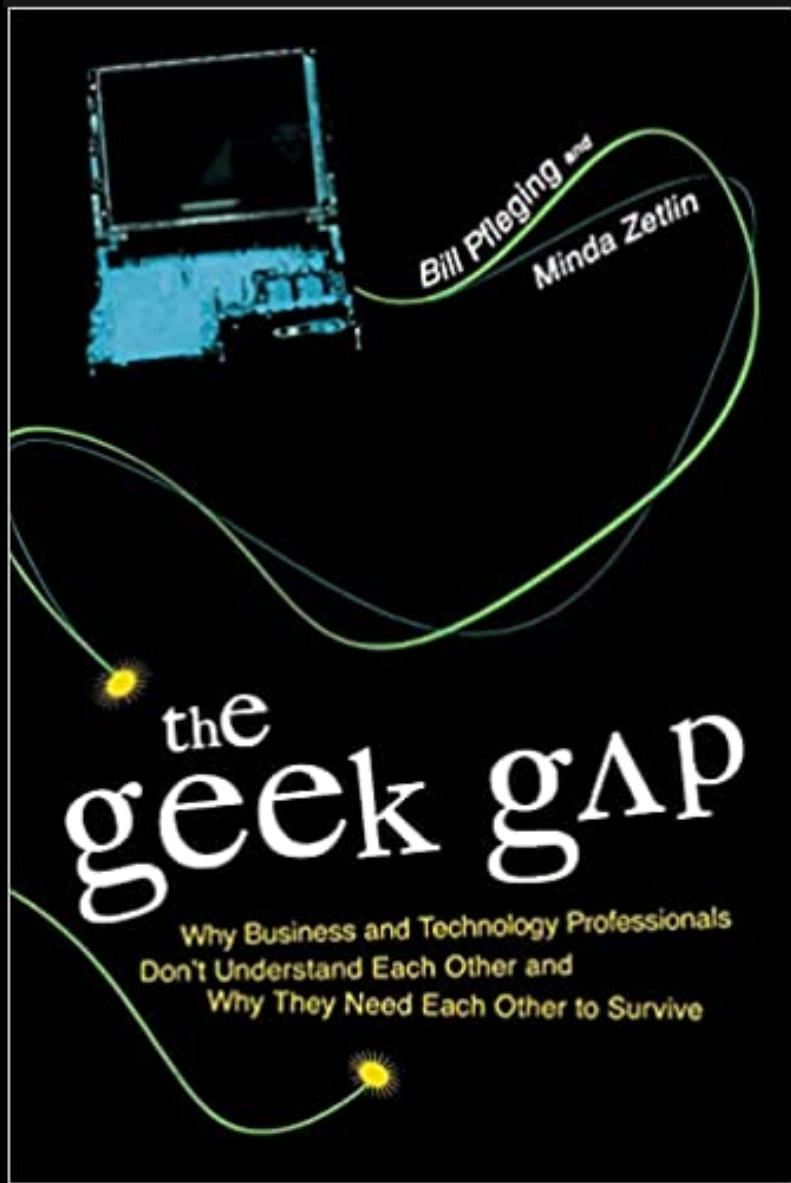


*“I saw issues at many levels. I missed ...
... the connection with (tax) stakeholders.
... It was a walk in the desert.”*

Executive Manager – Managed Services Tax



... it's logical.



... magical thinking!

The Taxology Manifesto

The Four Taxology Values

We value ...

1

Collaboration
& Workshops

over

Presentations
& Project Plans

2

Vision &
User Stories

over

Requirements
& IT

3

Data &
Data Literacy

over

Business Process
Automation

4

Continuous
Innovation

over

Corporate
Structure

The 5 Pillars of Tax Digitalization

Realising the Tax Digitalisation Vision

People

Human capital recalibration, not just list of new skills
Commercial awareness
Creativity, adaptability
Tech-savvy
Upstream data ownership

Process

Decay of labour-intensive compliance processes
Digital tax control frameworks
Disclosure of 'method'
Continuous improvement

Technology

Cannot just be left to IT
Taxpayers transparent to digital tax authorities
Quality of automation
Projects
Advanced technologies

Data

'Clean' data
Holistically "mirror" the real world
From process-centric to data-centric
Data privacy, protection & sovereignty
Data sciences

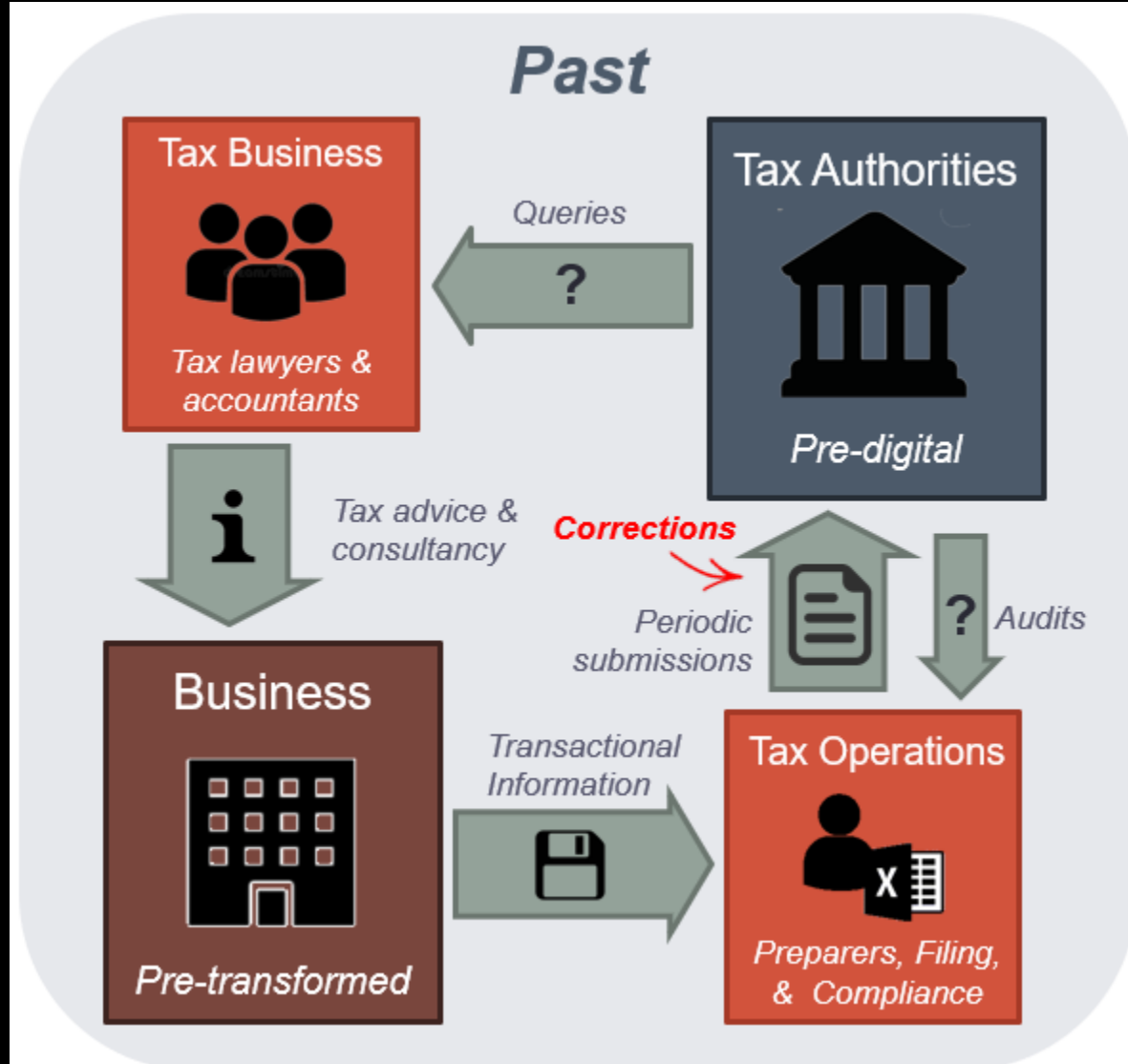
Community

Mindset
Corporate Culture
Commoditise tax solutions as-a-service
Customer's full digital experience
Ecosystems
Speed, agility

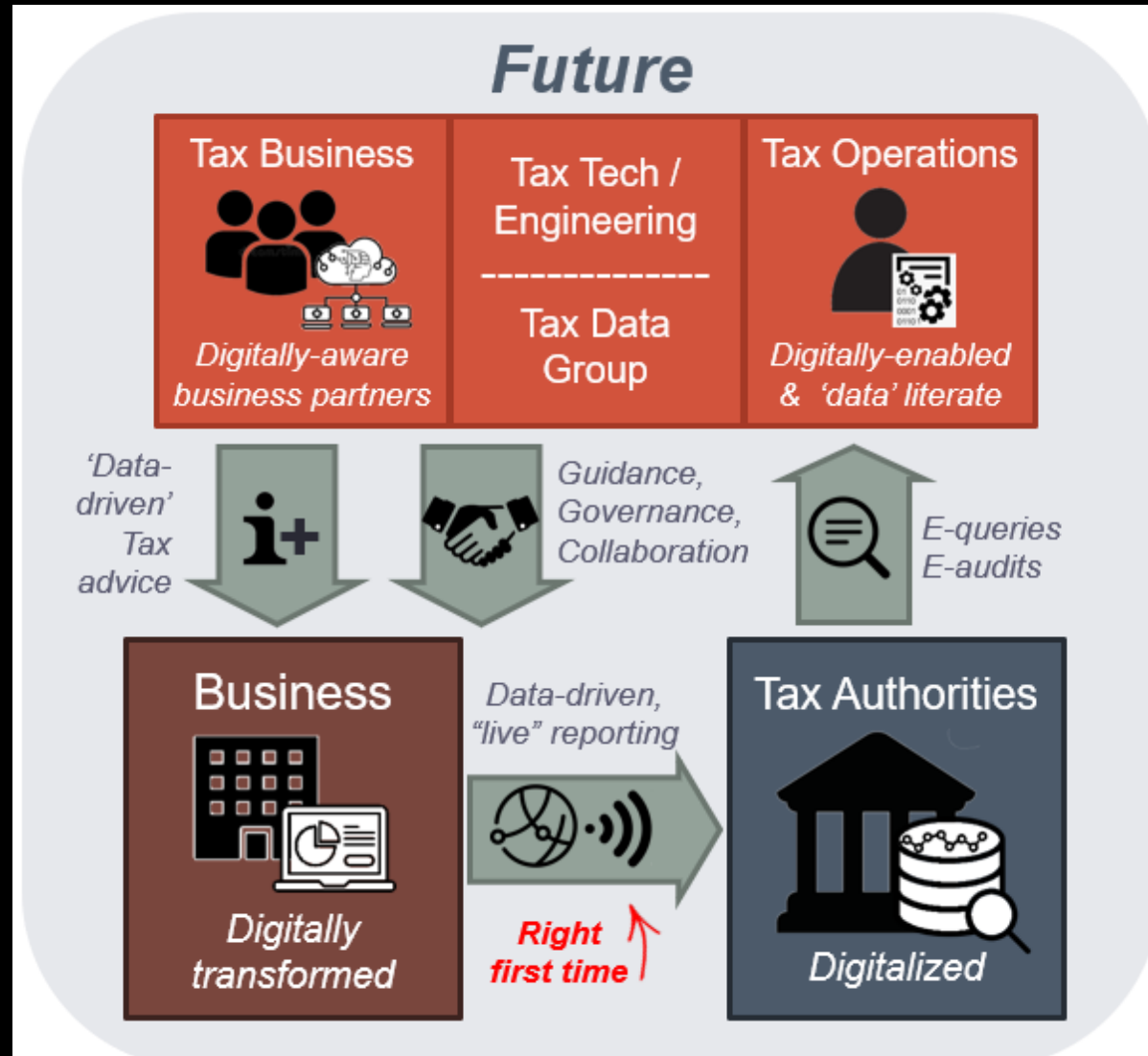
Change / program mgt. – overcoming resistance – transformation know-how & tools

Senior leadership rethink & shift stance = info gathering, education, strategy, "unlearning".

Structure of the Tax Function – Before



Structure of the Tax Function – After

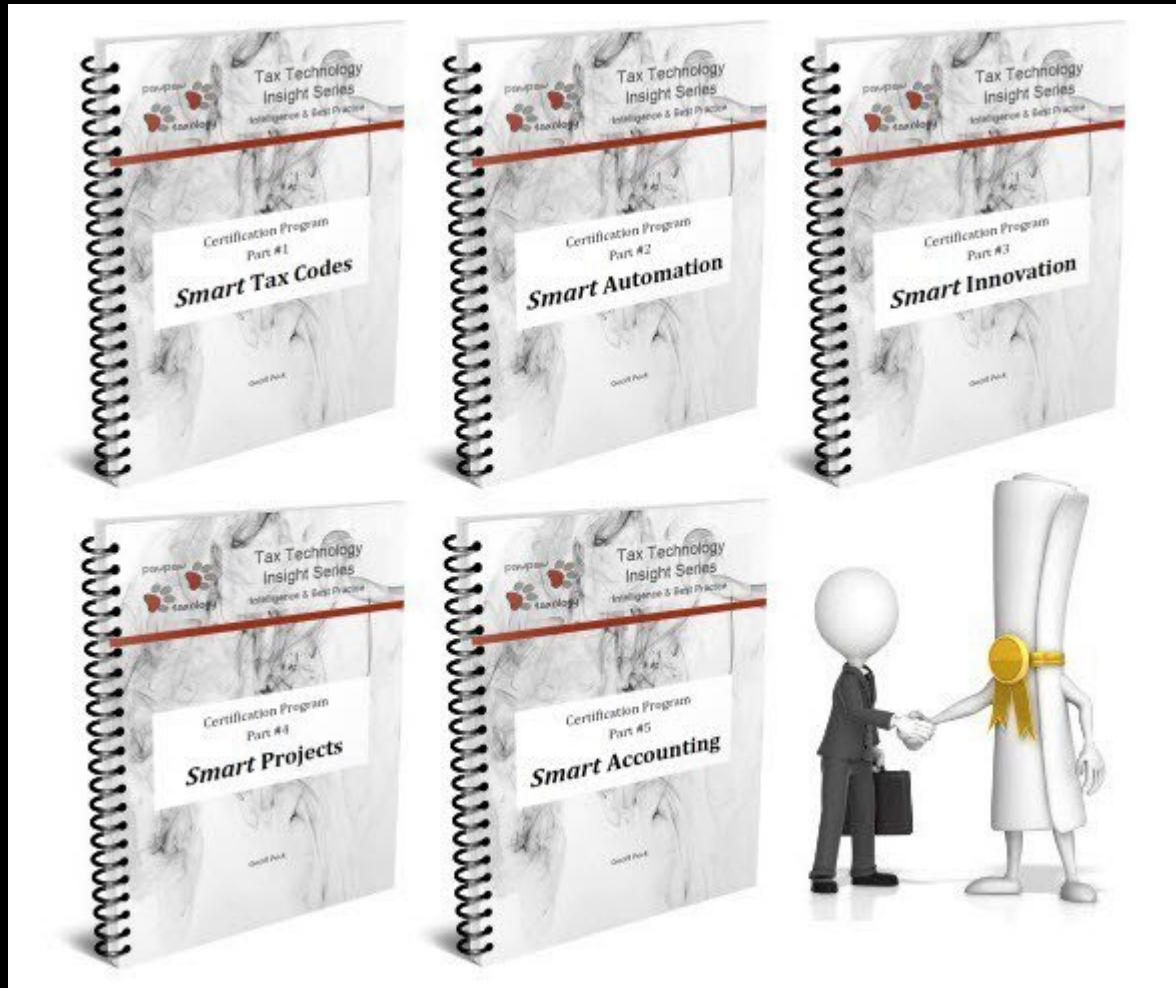


How Taxology Works



Taxologists

Smart Tax Technology



- Starting point for everyone
- Today's tax professionals in today's tax departments
- Start with a vision
- Real technology, digitalization, and transformation
- Practical, accessible, low-cost, personal
- Low-risk and non-disruptive

It had to be about you!

Announcing!



BREAKING NEWS

Bootcamp launch delayed.
Coming soon!

Bootcamp launch delayed. Coming soon!

Taxology Community Bootcamp

- *Based on Smart Tax Technology*
- *Community – max size 20*
- *Immediate access Day 1*
- *Six shared evening sessions*
- *Sessions start 4/5pm BST/CST*
- *Ask questions, materials, discussion*
- *Session ends when last person leaves*
- *Start date determines the weeknight*

Normally USD\$ 647

	Mondays Group 1	Wednesdays Group 2	Thursdays Group 3
Week 1	4 Apr	20 Apr	5 May
Week 2	11 Apr	27 Apr	12 May
Week 3	18 Apr	4 May	19 May
Week 4	25 Apr	11 May	26 May
Week 5	2 May	18 May	2 Jun
Week 6	9 May	25 May	9 Jun

	Mondays Group 3	Wednesdays Group 4	Thursdays Group 5
Week 1	16 May	1 Jun	16 Jun
Week 2	23 May	8 Jun	23 Jun
Week 3	30 May	15 Jun	30 Jun
Week 4	6 Jun	22 Jun	7 Jul
Week 5	13 Jun	29 Jun	14 Jul
Week 6	20 Jun	6 Jul	21 Jul

Special Offer Today Only

Symposium Price \$497

Yes, We Are Ready



“[I learned] what digital transformation really means and how to switch on the data-centric mindset.”

VAT Compliance Professional



“[I gained] a clear vision, an understanding of global aspects, the possibility to be a force of proposition, and a sense to work.”

International VAT Manager



“For me, it was a total new view. It met ... my expectations and beyond. It is the ... biggest compliment from a customer.”

Executive Manager – Managed Services Tax

... it's taxological.



Bootcamp launch delayed. Coming soon!

Taxology Community Bootcamp

<https://pawpawtaxology.groovepages.com/conference-offer>

Virtual coffee tables now!

Smart Tax Technology

Learn more: <https://pawpawtaxology.com/program>

Act Now!



Act Now!