CARTELL · CETEC CUSTOMER STORY

Connecting Cartell's tax records to its daily Cetec workflow

An EFS Networks integration between Cetec ERP and Avalara AvaTax.

The business problem

Cartell's previous business system was already integrated with Avalara AvaTax for sales tax. When Cartell moved its operations to Cetec ERP, that integration had to come with it, so the switch would not disrupt the sales tax process staff already rely on, while keeping exceptions visible.

What EFS changed

EFS Networks upgraded Cartell's Avalara integration to work with Cetec and operates it as an AWS-hosted service, so Cartell could change ERP systems without breaking its sales tax process. Recurring synchronization and nightly checks keep the two systems aligned. Staff can request an order-tax estimate separately from committing a completed transaction.

Cetec does not provide webhooks for this workflow, and its API limits changes to invoices after creation. EFS designed change detection and reconciliation around those constraints. The integration also handles exemption-certificate information, credit memos and returns, with exceptions investigated through ongoing support.

Progress with a defined scope

Cartell went live on September 1, 2026. During the first-week review (September 1–4), differences were traced and fixed or explained. In an October 23 technical review, EFS reported measured synchronization timing at Cartell of approximately 45 seconds on average and 75 seconds at worst. Those observations are specific to Cartell; they are not a service-level guarantee.

The next proposed addition is an optional tax panel on Cetec pages. It is separate from the live synchronization service; installation and its additional certification process remain to be confirmed.

> **“We appreciate that EFS kept our sales tax process working through our move to Cetec. The integration connects tax information to the transactions we already work with, so our team can focus on exceptions and understand what needs attention.”**
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> Isaac Vaughn, Lead Accountant, Cartell, Inc.

Working with Cetec and AvaTax? Start with the transaction, exception or reconciliation step your team needs to improve.