



# AVNET HELPS LONG-TIME PARTNER, VAI, DELIVER ROBUST & INTEGRATED ERP FUNCTIONALITY TO THE IBM SYSTEM I COMMUNITY



Vormittag Associates, Inc. (VAI) is a software developer of enterprise resource planning solutions for all types of businesses. VAI's business software provides the power and unsurpassed value that companies need to address key industry requirements and deliver bottom-line results.

VAI is headquartered in Long Island, NY.

As the pressures of globalization, profitability and customer satisfaction increase, businesses of all sizes across all industries are arriving at the same, nearly indisputable conclusion: operating with anything less than a fully integrated enterprise resource planning (ERP) solution with functionality specific to their industry exacts a heavy toll, one that's becoming increasingly difficult to absorb.

A non-integrated system lacks automation and the ability to generate reliable, real-time information, handicapping front-line managers and executive decision-makers alike. Those same deficits impact nearly every measure of performance, from productivity and profitability to customer satisfaction.

Avnet Business Partner and IBM Premier Business Partner, Vormittag Associates, Inc. (VAI) provides enterprises of all sizes across a range of industries with the integrated enterprise-wide functionality they need to meet the challenges specific to their business. VAI "verticalizes" its ERP solution – S2K – by plugging industry-specific modules into the solution's backbone, consisting of comprehensive financial and distribution functionality.

"We're one of the only software packages that can meet the needs of manufacturers, retailers and distributors," says Dan Bivona, VAI's sales director. "We're able to modify and integrate the product so seamlessly that each customer enjoys the benefits of a solution virtually unique to their set of business challenges." He also points out the value of VAI's tightly integrated suite of e-commerce business solutions, which enables companies, no matter what their business model – B2B, B2C or Business-to-Employee—to leverage the web to lower costs, increase sales and improve productivity. For manufacturers, some business challenges are universal, including on-time shipping, order accuracy, process and resource optimization and cost control, while others are specific to the demands of a given vertical, such as medical equipment, food processing or metal fabrication. VAI's retail customers have an entirely different set of challenges, primarily the need to make inventory and pricing decisions faster

than ever—for multiple store locations. Product availability is critically important and S2K, along with the VAI's ebusiness product, provides up-to-the minute information on availability.

"Our modular approach and e-business capabilities allow us to offer versions of S2K specific to retailers and distributors as well as manufacturers in distinct verticals," Bivona says. "That flexibility is our single biggest differentiator."

## Avnet/VAI partnership maintains focus on the future

VAI selected Avnet as its value-added distributor nearly 20 years ago in order to gain access to the Avnet partner base, a large number of which were—and are—IBM partners with IBM System i expertise. This access remains vital to the success of VAI's go-to-market strategy, which utilizes a dealer channel of independent partners that work with VAI in a joint arrangement to market and resell the S2K solution, which runs exclusively on the IBM System i.

Beyond simply providing VAI with an avenue for expanding their dealer channel, Avnet also plays an active role in supporting the company's marketing and business development efforts. VAI's Bivona estimates that his company executes distinct lead generation campaigns with 20 of its Avnet-affiliated partners, and each of those campaigns receives co-funding support from Avnet. Approximately 50% of VAI's leads come through Avnet directly or one of VAI's Avnet-affiliated dealers.

In 2007, Avnet and VAI also collaborated on the "Ignite" Campaign and "Bring Back Solution" campaign, both of which were designed to drive IBM System i business through solution selling. In both cases, Avnet provided administrative and telemarketing resources, calling hundreds of potential S2K customers from prospect lists provided by VAI. "Avnet doesn't wait for us to approach them. If they have the opportunity to offer us campaigns, they're proactive in getting us involved," says Lisa Visconti, VAI's Director of



