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VAI Introduces S2K Sales Force

Mobile application provides companies with integrated, real-time data

Ronkonkoma, N.Y. -- August 3, 2010 -- VAI (Vormittag Associates, Inc.) (www.vai.net) today announced the availability of S2K Sales Force. Now available on the iPad, S2K Sales Force is designed to provide VAI customers with an advanced, integrated and mobile Customer Relationship Management (CRM) solution that is accessible anywhere, anytime. This new web-based application is available as an add-on option for any module within the S2K Enterprise Software Family. VAI, an IBM Premier Business Partner, offers enterprise resource planning (ERP) solutions for the distribution, manufacturing, retail and service industries, designed to navigate today's global marketplace.

Now, with S2K Sales Force, a mobile, cross-industry CRM solution, VAI customers have access to enhanced, real-time sales data via the integrated S2K platform—completely eliminating the need for a third party CRM application. For VAI, the decision to develop [S2K Sales Force](#) was intended to strengthen the overall value of the S2K product line.

With the mobile iPad interface, S2K users will enjoy improved reporting options, enhanced account management capabilities, easy order creation with the shopping cart utility and increased sales. At the same time, businesses will empower the mobile sales force to provide exceptional customer service—a must in today's market.

“VAI has a reputation for listening to our customer base and incorporating their suggestions into our product offerings,” said Pete Zimmerman, manufacturing segment manager, VAI. “This was the case with S2K Sales Force and our decision to offer it on the iPad.”

For additional information about S2K Sales Force, please join us for a webinar on Aug. 4, 2010 at 2 p.m. (ET). Register at www.vai.net/events/ipad, or call 1-800-824-7776 for more information.

About VAI (Vormittag Associates, Inc.)

VAI is an award-winning software developer and an [IBM Premier Business Partner](#). Designed for the mid-range market, S2K Enterprise Resource Planning (ERP) Software Suite is used by a wide variety of mid-sized companies worldwide, with a number of clients in the manufacturing, distribution, retail, food and related service industries. Advanced applications such as Warehouse Management Systems, EDI, CRM and [e-Business](#) provide companies the power to leverage their information technology investment. VAI is headquartered in Ronkonkoma, New York, with branch offices in Miami, Orlando, Chicago and Oroville, California. For more information, please contact Diane Dady at 800-824-7776, ext. 236 or visit www.vai.net.

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