



HIA-LI Success Story: Increasing your Company's Exposure with your HIA-LI Membership



Bob Vormittag
President & CEO
VAI



HIA-LI Member: VAI

As a small technology start up company in 1978, Vormittag Associates Inc. (VAI) planted roots on Long Island with the goal of growing the company through its software development for IBM customers. The local region provided VAI with a wealth of IBM customers along with the ability to build a strong technology team by drawing upon Long Island's diverse talent pool. Today, VAI is a highly successful, award winning software developer, which designs enterprise management software for the IBM Power™ Systems platform. VAI's S2K Enterprise Software is used by a wide variety of companies worldwide, with clients in the manufacturing, distribution, retail, metals, food and related service industries. From its modest beginnings in 1978, VAI, now headquartered in Ronkonkoma, New York, has offices in Florida, California and Illinois, and employs 127 people.

Bob Vormittag, President and CEO of VAI, believes that it's vitally important for a company to be involved in its community and to use networking resources as a way to build business. **"As a member of the HIA-LI, we're provided the benefit of networking with world-class companies,"** said Vormittag. **"Not only local and regional firms, but national and international businesses as well. VAI utilizes many of the HIA-LI's resources and participates in the association's events throughout the year, including the annual HIA-LI Trade Show and Conference each spring. This brings us face-to-face with existing clients, related technology companies, and many potential customers that we may not have had the opportunity to meet otherwise."**

As an HIA-LI member, VAI is also able to raise its visibility profile because of the news media's use of the HIA-LI as a valuable source for references. **"We've had many articles written about our company as a direct result of our HIA-LI membership,"** said Vormittag. **"We are continually contacted by the local media because of our HIA-LI affiliation, while also benefiting from news coverage because of VAI's presence at HIA-LI events and sponsorships. Our HIA-LI membership has led to some great PR for our company over the years."**

VAI prides itself on customer satisfaction and its involvement in the community, which helped the company win the prestigious HIA-LI Business Achievement Award for two straight years, first as a small business winner and then in the large business category. **"The small and large business achievement awards have been tremendous recognition events for VAI,"** said Vormittag. **"As an IBM Premier Business Partner, it is very important to excel in customer satisfaction, which is a consideration by the HIA-LI for the award. The HIA-LI also identifies Long Island companies that contribute time to local community causes and activities. This dual recognition has been extremely positive for VAI, and has had a direct affect on helping us expand over the past several years."**

"VAI is committed to staying on Long Island and continuing to expand our operations," says Vormittag. **"The area is strategically located to benefit from the numerous opportunities available in the Tri State region, while providing a repository of qualified technology professionals. As a matter of fact, we're currently working with Stony Brook University to develop an employee mentoring program. Although Long Island presents challenges in terms of affordable housing, this is offset by the areas robust business opportunities. Long Island remains a vibrant business region, and offers VAI a terrific future roadmap for growth and prosperity."**

How Can The HIA-LI Help Grow Your Business?

HIA-LI helps Long Island businesses prosper. For over 30 years, we have been the recognized voice for business on Long Island and a powerful force and economic engine for regional development. We provide a forum for business leaders to network, problem solve and obtain advice on critical issues facing their businesses. Our member companies represent tens of thousands of business professionals. We're headquartered in and support one of the largest industrial parks in the United States. HIA-LI programs and events promote strategic partnerships, targeted networking, and information sharing and business advocacy. Members benefit from our committees, educational programs, career resources, research capabilities, mentoring opportunities and business advisory services. For more information, visit <http://www.HIA-LI.org> or call 631-543-5355.

VAI
VAI provides Enterprise Software for the wholesale distribution, manufacturing, retail, food, and service industries with advanced applications such as Warehouse, EDI, CRM, Business Analytics and e-Business.

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