

VAI AND PROTON COLLABORATE TO INTEGRATE AI-POWERED CRM AND ECOMMERCE PERSONALIZATION TECHNOLOGY

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VAI, an ERP software developer, and Proton, an AI-powered customer relationship management (CRM) solution purpose-built for distributors, are entering into an agreement whereby VAI is integrating Proton into its offerings for mid-market B2B companies.

“This partnership enhances VAI’s portfolio of revenue-generating solutions and services. By collaborating with Proton, we equip sales reps with proactive recommendations for customer engagement and deliver personalized product suggestions to customers as they shop online,” said Ralph Sosbee, director of ecommerce for VAI. “This unified approach ensures a consistent customer experience across all sales channels, encouraging more informed purchasing decisions, larger order sizes, and higher

profit margins. It’s about creating a unified ecosystem that anticipates and meets the needs of both customers and sales teams.”

Distributors use Proton for complete visibility into customer activities and untapped opportunities, driving new business and share of wallet growth while reducing customer churn, according to the company.

Proton proactively pinpoints high-priority customers for sales teams, detects products due for customer reorder, and identifies potential wallet-share gaps across various sales channels. Proton also offers an ecommerce personalization feature as an add-on.

This tool creates tailored product suggestions for each customer, based on their activity across

different channels. Additionally, the CRM interface allows sales teams to view customer actions on ecommerce sites, facilitating timely follow-ups on abandoned carts and enhancing customer conversations, according to the company.

“Our collaboration with VAI merges mutual strengths to provide a complete sales enhancement solution, more efficient sales management, enhanced customer interactions, and increased digital sales,” said Benj Cohen, founder and CEO, Proton. “Customers typically see a 5x return on investment in terms of gross margin when using our solutions.”

For more information about this news, [visit www.proton.ai](http://www.proton.ai) or <https://www.vai.net>.

