

VAI, RIVA LAUNCH INTEGRATED ERP, CRM FOR MIDMARKET

Leveraging VAI's S2K ERP software and Riva's CRM integration platform, the joint offering enables users to synchronize their CRM and email systems and access CRM data on mobile devices.

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Vormittag Associates Inc. has released a fully integrated S2K enterprise resource planning (ERP) and customer relationship management (CRM) product for midmarket customers to give them faster access to critical business information.

The joint offering was developed with Riva CRM Integration, the developer of Riva, an advanced CRM integration platform for Microsoft Exchange, Office 365, IBM Domino and Novell GroupWise that enables users to view and manage CRM data from Exchange and Office 365 email clients and mobile devices.

With Riva's software development kit (SDK), VAI integrated its S2K ERP and CRM software. With built-in integration for mobile devices, the tool enables users to synchronize their CRM and email

systems and access CRM data on mobile devices, including iOS, Android, BlackBerry and Windows Phone smartphones and tablets. It can drive one-way or two-way integration with the S2K ERP and S2K CRM to email systems.

"Our midmarket ERP customers want a fully integrated solution that gives them immediate visibility of critical information—such as sales analysis modules, accounting and inventory data—right at their fingertips," said Dan Bivona, VAI sales director, in a statement. "In the past, they could only access this data via enterprise systems. With this solution, they can get CRM data on their email systems and mobile devices, which are extremely critical for high-performance sales teams that want to improve productivity and customer service."

The integrated product is expected to boost productivity and accountability at midmarket companies, according to VAI. By synchronizing all relevant customer service and sales information and making it visible across multiple devices and platforms, "organizations will be better informed with reliable CRM data required to make important business decisions, close sales and serve customers regardless of their location."

In addition, organizations, contacts, leads, tasks and calendar events can be better synchronized between the CRM and email systems. It also provides greater control over how the synchronization works, which makes it attractive to midmarket ERP customers that rely on reliable data integration to make critical business decisions, said VAI.



Vormittag Associates, Inc.
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