

# VAI INTRODUCES MESSAGING APPLICATION FOR CLOUD ERP SOLUTION

October 4, 2021 • Virtual PBX • Tracey E. Schelmetic

Today, it's impossible to ignore the fact that global supply chains have been interrupted by the COVID-19 pandemic. There are empty shelves in the supermarkets, a lack of new appliances in appliance stores and even a shortage of semiconductors in the technology industry. Companies need to become more clever when it comes to using enterprise resource planning to mitigate the effects shortages have on their operations.

Cloud ERP solutions provider VAI recently announced that its communications and messaging application, S2K Business Alerts, is now available through its S2K Enterprise Management software solutions for the hardgoods, food, and pharmaceutical industries. S2K Business Alerts is powered by technology from cloud communications company, Twilio, which offers a platform for businesses to engage with customers and reach anyone in the world with a high-quality

communication experience.

The Twilio Customer Engagement Platform can be used to build digital experiences using popular communications channels like SMS, WhatsApp, voice, video, email, and Internet of Things (IoT). Twilio's programmable APIs are a set of building blocks developers can use to create the exact customer experiences they want.

VAI developed S2K Business Alerts to interface through its S2K Enterprise, out of a need to reach customers and employees quickly and easily via application-to-person (A2P) or person-to-person (P2P) messaging. The software provides a set of channel Application Program Interface (API) communications tools. VAI customers and employees can now create a two-way communication channel to talk with clients.

S2K Business Alerts enables phones, VoIP, and messaging

to be embedded into web, desktop, and mobile software.

The application can send System Messaging Services (SMS), Multi-Messaging Service (MMS), or Rich Communications Services (RCS) through VAI S2K Workflow Alerts. Any information that can be put on an S2K Alert can leverage Twilio to automatically notify anyone with a cell phone. Examples of this include automatic "thank you" notifications to new customers, past-due customer invoice alerts, shipments processed - but not shipped, and notifications to contacts such as warehouse supervisors, vendors, and transportation companies.

"We're excited to announce that VAI now provides integration capabilities through our S2K Business Alerts application," said Maggie Kelleher, director of business development at VAI, in a statement. "With this solution, users can send instant customer alerts and SMS notifications to employees or customers to

**VIRTUALPBX**



800.824.7776 | [sales@vai.net](mailto:sales@vai.net) | [www.vai.net](http://www.vai.net)

alert them of shipment status,  
completed repairs, rental status,  
and much more. It's a way to

provide a quick notification  
service that will ultimately save  
our customers and employees

time, allow for a smooth  
communications flow, and vastly  
increase service and support.”

**VIRTUALPBX**



800.824.7776 | [sales@vai.net](mailto:sales@vai.net) | [www.vai.net](http://www.vai.net)