

ERP PROVIDER VAI PARTNERS WITH PROTON ON CRM INTEGRATION

The deal will integrate Proton.ai's CRM and eCommerce personalization technology into VAI's ERP offerings for mid-market B2B companies.

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ERP software developer VAI and AI-powered CRM solution provider Proton.ai announced an agreement in which VAI is integrating Proton into its offerings for mid-market B2B companies.

The firms said the partnership enhances each their offerings by equipping sales reps and customers with better intelligence and product recommendations, along with a more consistent customer experience across all sales channels.

"VAI's ERP experience and Proton's CRM capabilities form a potent solution for elevating sales and operational efficiency," said Ralph Sosbee, Director

of eCommerce for VAI. "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. 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."

A Jan. 9 news release explained that distributors use Proton for complete visibility into

customer activities and untapped opportunities, driving new business and share of wallet growth while reducing customer churn. Ultimately, Proton makes teams more productive with less input, the release states.

"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 of Proton. "Customers typically see a 5x return on investment in terms of gross margin when using our solutions."

