

Partner Program



Become a VAI Reseller

In today's software solutions and services market, finding the right products to help you remain competitive and grow your business is critical. Equally important is finding the right partner to provide the sales, marketing, and technological support you need to be successful. VAI is that partner.

As a Premier IBM Business Partner, VAI has been actively marketing Power System based enterprise solutions through its partner channel since 1991. With our industry-specific family of enterprise products, you can increase hardware and software revenues and greatly improve profit margins. What's more, you can expand your customer base with VAI solutions as your Value Add Enhancement.

It is not just what we deliver, it's how we deliver that makes the difference. Our Partner Program has provided the support and resources needed to generate quality leads, create market awareness, reach new prospects, and offer competitive pricing. Plus, we offer the most aggressive commission plans in the industry.

Tailored to Fit your Business Model

When you team with VAI, you enter into a true partnership. Our goal is to deliver the expert support you need to be successful. Since there is no "one size fits all" level of support, we customize program offerings to meet your specific needs and focus our efforts where you need us most—marketing, sales, technology, and implementation.

Sales Support

Gaining traction with new solutions can take time. We help your sales team get up to speed quickly with VAI software solutions and provide support at every stage of the sales process. Early in the cycle, we help develop sales strategies and identify the target market, so your sales representatives can more easily identify the best candidates. We also personalize demonstrations that highlight key benefits and specific capabilities. In the final stages of a sale, we help complete proposals and implementation plans, arrange customer site visits and provide any additional customer information that may be required.

Marketing and Demand Generation

In order to meet your sales objectives, you need a well-filled pipeline of qualified prospects. With the VAI Partner Program, you get support for a variety of different marketing initiatives, such as seminars, webinars, direct mail, and telemarketing—all designed to generate high-quality leads. We provide the resources you need to make your marketing efforts as successful as possible. We can work with you to customize an annual marketing plan that will allow you to get the most from your IBM relationship.

A Proven Leader

Year after year, VAI has been recognized by industry experts for setting the standard of excellence. As an IBM Beacon Award winner, we have achieved a high level of customer satisfaction by providing innovative on demand business solutions.

Why Partner with VAI?

Increase profit margins
Expand into new markets

Offer greater value to your customers
Improve hardware sales

Tools for More Effective Opportunity Tracking and Management

When it comes to managing VAI opportunities, we make it as easy as possible. The VAI Partner Portal is your single resource for lead tracking and management. Acting as the control center, the Portal provides easy access to the data you need to more effectively track and manage your VAI opportunities. With its customizable graphical interface, you can tailor the Portal to meet your specific needs. Check in as often as you like—to view new opportunities, product updates, and much more.

Visibility to IBM

By teaming with VAI, you can leverage the power and support of one of the world's most respected technology brands. Our partnership enables you to increase your visibility to IBM and more effectively utilize the resources available throughout the organization.

VAI Reseller Markets

Industries

Medical
HVAC/Plumbing Heating
Electrical Supply
Food
Electronics
Janitorial

Automotive
Building Supply
Pharmaceutical
Apparel
Industrial

Specialty Solutions

Food and Grocery
Pharmaceutical
Warehouse Management
Customer Relationship Management
eBusiness/WebSphere Portal

For more information, contact VAI at sales@vai.net, or 1.800.824.7776

"VAI delivers—with joint marketing programs, on-site demo assistance, timely commission payments, and world-class technical support."

- SMC Data Systems, Inc.





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