

CASE STUDY

Vormittag Associates, Inc.

New UI helps spur double digit annual growth

Industry

Enterprise Resource Planning (ERP) solutions

Challenge

Stay competitive by extending current solution to provide customers with cloud-based, HTML5, and other graphic experiences

Results

- Increased average annual growth from 5% to 13%
- Leveraged 39 years of ERP investment
- Helped its customers deliver 99.9% on-time shipments with improved inventory accuracy

Products

- Rocket® LegaSuite® Web

Company

Vormittag Associates, Inc. (VAI) has provided enterprise resource planning (ERP) software and expertise to more than 1,500 customers since 1978. Based in Ronkonkoma, NY, VAI serves industries ranging from hard goods to pharmaceuticals, engineering, and healthcare. The company's flagship products include ERP solutions built for warehouse management, analytics, sales force automation, and more. Specializing in both cloud and on-premises deployment, VAI prides itself on the ability to meet customer needs while simultaneously innovating and improving its offerings.

Challenge

Early in 2010, VAI noted a shift away from on-premises solutions in the ERP space. Customers that once balanced 80 percent on-site with 20 percent cloud operations were moving to the cloud. With business rivals already deep into cloud and web-enabled development, VAI needed a modernization initiative that would keep it competitive—without discarding 39 years of critical IP. The company also wanted to ensure that its investment in a new UI wouldn't preclude focusing on other current customer initiatives.

VAI maintained all major functions with 5250 green-screen interfaces. When the company started working with Rocket, it had multifaceted requirements: a user-friendly interface with flexible grids and embed options, a single sign-on menu to help customers stay organized, and—most importantly—browser-



and mobile-based capabilities—all with faultless integration with the company's other applications. Customers of VAI were also expecting anytime, anywhere computing as well as the built-in responsiveness suitable for mobile deployment. "All of this," explained VAI president and CEO Robert Vormittag, "became critical to us just to be able to compete in the marketplace."

Before turning to Rocket® Software, VAI attempted to use an application that injected HTML interfaces into its screen-scraped products. Because the UI was unyielding, and didn't include the ability to customize by role, account, or data preferences, the user experience was poor. Ultimately, VAI abandoned the project.

Solution

"The browser is the new platform."

VAI selected Rocket® LegaSuite® Web for its ability to repurpose in-place enterprise applications as HTML5 applications that run in any modern web or mobile browser. "It answered the call," notes Vormittag. "Rewriting our ERP apps was never an option and would have required us to start our business from scratch, costing millions of dollars and jeopardizing current customer operations." VAI's customers had been steadily increasing their demand for services in the cloud, and pressure was mounting to make the shift quickly. The

company worked closely with Rocket during the transition, and attributes much of its success to Rocket expert support throughout the entire implementation process.

Results

Since incorporating web-enablement and cloud deployment into its ERP products, VAI has consistently experienced double-digit annual growth, from 5 to 13 percent on average. Thanks to the company's efforts, its customers have also noticed a dramatic improvement in the services they've built on VAI's ERP platform. One customer boasts 99.9 percent on-time shipments and improved inventory accuracy using VAI's S2K Smart Center application.

By leveraging 39 years of ERP investments, VAI was able to dramatically expand its service offerings and stay competitive with other ERP rivals. To date, VAI has more than 175 employees, and fosters a network of resellers that put VAI technology in the hands of distribution, manufacturing, and retail businesses all over the world. With Rocket supporting its modernization initiatives, VAI continues to prosper in new markets. Vormittag is emphatic in stating, "We picked the right partner!"

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Robert Vormittag
President and CEO
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