



VL OMNI Joins Handshake Partner Program to Provide Agile and Scalable Data Integration to Multi Channel Businesses

VL OMNI offers real-time, 100% data integration for growing multi channel businesses

OAKVILLE, Ontario, Canada — August 8, 2017 — [VL OMNI](#) today announced a partnership with [Handshake](#) to bring scalable, agile, truly 100% data integration to our mutual customers looking to automate key flows between applications and trading partners. As part of the Handshake Partner Program, VL OMNI is now able to offer clients custom B2B eCommerce and mobile commerce solutions powered by Handshake, the leading mobile-first B2B commerce solution for manufacturers, distributors and wholesalers.

"We are excited to work with Handshake as a partner to seamlessly integrate manufacturers and distributors who are taking their omni-channel strategy to the next level. " said Wayne Thompson, Manager of Business Development a Strategic Partnerships at VL OMNI.

As a Handshake Partner, VL OMNI will bring a new level of integration, service, and support for its B2B clients needing mobile sales order entry and eCommerce solutions. Companies of all sizes use Handshake to digitally transform their in-person and online selling, solving a deep need for companies with sales reps and customers often still submitting orders via paper order forms, Excel spreadsheets, emails, faxes, and phone calls.

"The Handshake Partner Program provides companies with the right tools to enhance their offering and deliver a mobile-first, B2B commerce solution," said Michael Elmgreen, Chief Marketing Officer at Handshake. *"Handshake works with some of the most respected eCommerce agencies and systems integrators, and we're thrilled to welcome VL OMNI to our partner ecosystem to service manufacturers, distributors, and wholesalers and accelerate their revenue growth."*

About VL OMNI

Accelerate growth with VL OMNI. VL provides agile and scalable SaaS data integration to scaling upper SMB and enterprise-level omnichannel business across a number of sectors, including omnichannel retail. Over 200 businesses trust VL OMNI, an agile point to multi-channel integration middleware platform, to move data seamlessly through their infrastructure as they grow, expand and accelerate their business. Accelerate growth with VL OMNI: Your trusted integration platform for real-time accurate customer order data, shipment details, inventory, and prices. Learn more about VL OMNI at www.VLOMNI.com.



About Handshake

Founded in 2010, Handshake is the B2B Commerce platform that helps manufacturers and distributors grow their business by making it easy for their customers to order the right products from them, in-person and online. Handshake solutions include:

- Handshake Rep is a [mobile sales order entry](#) app that allows sales reps to write orders faster and gives them the product and customer information they need to have more strategic customer conversations.
- Handshake Direct is an omni channel B2B ecommerce solution that complements field sales reps by giving buyers the convenience of 24x7 ordering and product education through a custom [B2B eCommerce portal](#) and [B2B mobile commerce](#) app.

For more information, visit <https://www.handshake.com/>.