

Customers of Widget UK can now view stock, pricing and product information directly on their iPhone

Submitted by: Widget UK
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Widget UK Ltd, a distributor of consumer electronics to retailers and resellers (<http://www.widget.co.uk/customers.aspx>), has launched its own iPhone app to allow customers and suppliers to view stock, pricing and product information from their own iPhone.

The data, which is held on Widget's Maginus ERP system, has been made available to customers via a portal on the website www.widget.co.uk (<http://cart.widget.co.uk/Default.aspx>) for some time. This change makes the same data easier to use for customers who work with their phone as much as with their desktop computer.

The app also allows Widget's vendors to see stock and sales of the products they supply to Widget.

Currently the app is for the iPhone only, and is available via the iTunes app store. (<http://itunes.apple.com/gb/app/widget/id451274295?mt=8&uo=4>)

"Widget has always looked to use the latest information technology to make commerce easier for its customers and suppliers alike," commented chairman Mark Needham. "This app will help make it easier to order and supply to Widget."

ENDS

About Widget UK Ltd (<http://www.widget.co.uk>)

Widget UK Ltd distributes a tightly focussed range of products from manufacturers such as TomTom, Cisco, Orbitasound and now Fitbit. Widget UK Ltd sells only to trade, and not directly to the public. Its customers are UK retailers and resellers, including Dixons Retail, Tesco, Maplin, Comet, Amazon.co.uk, Dabs.com, Play.com, QVC, Ideal Shopping Direct, Computacenter and SCC.

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