

Mobisystems ties up software supply agreement with Vow Wholesale



Six months on from the initial impact of the continued Covid19 pandemic, businesses are adapting to new ways of working. It has been a fundamental shift that has provided resellers with the opportunity to diversify their product and service offering to their customers, and that in turn has opened up new distribution channels for manufacturers and solution providers.

One such opportunity has been grasped by MobiSystems. The software provider has finalised an agreement with the Business Supplies Wholesaler, VOW, to supply software products through its reseller network.

In September OfficeSuite and PDF Extra, solutions that are in high demand due to the increased practice of working from home, have been added to the portfolio of VOW Wholesale products.

OfficeSuite is an office productivity solution which is an alternative to Microsoft Office, combining 5+1 premium products – Documents, Sheets, Slides, PDF Viewer, Drive and Mail with Calendar. Mobi Drive has now been added to the package and gives the user 50GB of cloud space to be accessed from any device. The software is compatible with Android, iOS and Windows devices – for a true multiplatform functionality.

PDF Extra is an all-in-one Professional PDF management and editing package for use on Windows 10 devices. Users can view, edit, sign, protect and annotate PDF documents by working directly on the text and images.

MobiSystems have recently expanded to include a permanent UK presence, and tying up a supply agreement with VOW was something the company saw as a natural step to offering the software solutions to a wider market.

Previously, the software has been available online for download, including from the Google and Apple app stores where it has been ranking in the top 10 business apps.



This partnership focuses on the development of business supplied through VOW's customer channels. The UK's leading Wholesaler, VOW has been very responsive to the changing needs of the market, and has significantly extended its product offering into new areas over the past few years. Furniture, facilities, washroom, janitorial, food and beverages, hygiene and, of course, PPE have all become established ranges. Software is seen as a further natural addition.

MobiSystems UK Country Manager Jeff Root confirmed the new deal ' We welcome the new partnership with VOW and believe the channels sold to have a unique proposition in the UK to offer our software to a wider range of people and provide a new solution in the market of more affordable feature rich software '

VOW Head of Merchandising Debbie Nice welcomed the new deal. "VOW has been following a strategy of product diversification for some time now, and traditional office products represent less than half of our range. We have evolved to reflect the changing emphasis required by reseller customers to service modern businesses, and technology solutions have become increasingly important, particularly with the increase in working from home. I'm sure our dealer partners will welcome the addition of these innovative solutions."

www.vowwholesale.co.uk

<https://www.mobisystems.com>