

Virtualstock wins contract with Dixons Carphone to deliver world class dropship solution

London (October 2017): Digital Supply Chain Software as a Service (SaaS) platform provider Virtualstock today announces Europe's leading multi-channel specialist electrical and telecommunications retailer, Dixons Carphone, as its latest client win. The contract will see Dixons Carphone deploying Virtualstock's industry leading software platform, The Edge™, as it looks to transform the dropship¹ business in Currys PC World.

The platform will enable Currys PC World to rapidly expand its dropship supplier base and product range, while also streamlining its order management processes in this area. This will both increase sales and deliver operational savings whilst customers enjoy the same exceptional experience regardless of whether items are in stock or shipped directly from suppliers' warehouses.

In addition, The Edge™ will allow Currys PC World to precisely track the status of its orders in real-time and to accurately coordinate inventory levels through a centralised system to avoid out of stock orders, which can be a major source of customer dissatisfaction.

Andrew Harrison Deputy Group CEO of Dixons Carphone plc, said: "As Europe's leading multi-channel specialist electrical and telecommunications retailer we are a new retailer for a new digital age. Virtualstock's digital supply chain platform, The Edge™, is a key component of our omnichannel strategy and will contribute significantly to achieving our goal of offering the widest and most relevant range of connected products and technology."

Andrew Mills, Chairman & Chief Executive of Virtualstock, said: "We are delighted to be working with Dixons Carphone and are already helping them to drive growth through their dropship business. Dixons Carphone is the latest addition to our retail client list and we continue to develop the capability and flexibility of The Edge™ to meet the omnichannel requirements of today's retail marketplace and drive optimisation across the supply chain."

Virtualstock's The Edge™ is an agile and scalable digital supply chain platform, which streamlines retailer and supplier collaboration utilising real-time data. The Edge™ enables retailers to rapidly onboard new products and drive range expansion through a market leading dropship or marketplace solution, with surrounding modules to address the wider supply chain visibility challenges that retailers often experience.

Virtualstock boasts several of the UK's top 10 retailers as clients with Tesco, John Lewis and Argos all benefitting from its market leading solutions. Built on the latest programming language, The Edge™ integrates with any legacy system to give complete visibility and control of all essential data. It can be deployed rapidly, eliminating the need for lengthy systems integration projects.

¹Dropship sales are orders received by a retailer that are then directly fulfilled to the customer by the third party supplier.

About Virtualstock Limited

Virtualstock is a leading British SaaS company that is transforming global enterprise supply chains and marketplaces. Its game-changing product, The Edge™, has been successful in delivering supply chain optimisation for leading retailers, the NHS, suppliers and, ultimately, their customers.

The Edge™ delivers best-in-class eProcurement functionality, including a consumer-style B2B marketplace, full procure-to-pay (P2P), product information management (PIM), catalogue management, order management, inventory management, e-invoicing, track and trace, and analytics. The platform is GS1² certified.

²GS1 is an international organisation that develops and maintains supply chain standards in healthcare, retail, transport and logistics and more.

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About Dixons Carphone

Dixons Carphone plc is Europe's leading specialist electrical and telecommunications retailer and services company, employing over 41,000 people in nine countries. Focused on helping customers navigate the connected world, Dixons Carphone offers a comprehensive range of electrical and mobile products, connectivity and expert after-sales services from the Geek Squad and Team Knowhow.

Dixons Carphone's primary brands include Carphone Warehouse and CurrysPCWorld in the UK & Ireland, Elkjøp, Elkjøp Phonehouse, Elgiganten, Elgiganten Phone House, Gigantti and Lefdal in the Nordic countries, Kotsovolos in Greece, Dixons Travel in a number of UK airports as well as Dublin and Oslo. Our key service brands include Team Knowhow in the UK, Ireland and the Nordics, and Geek Squad in the UK & Ireland.

Business-to-business (B2B) services are provided through Connected World Services, CurrysPCWorld Business and Carphone Warehouse Business. Connected World Services aims to leverage the Group's existing expertise, operating processes and technology to provide a range of services to businesses.

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