

Pressrelease from Uddeholms AB

Maybe the most advanced app you have seen



In November 2012, Uddeholm is launching a new app for smartphones. It contains a lot of information and new functions useful for global tool makers, tool users and OEM:s.

The app will provide information about the Uddeholm product program, services and capabilities. It also has a product finder with dynamic search, weight calculator, unit converter, contact information and more. All in all, maybe the most advanced mobile app in the tool steel business that you have ever seen.

"It is important that we are able to meet and serve our customers wherever they are. The app-world is new for us, but we believe that this will be a very useful tool for our sales force around the world as well as for our customers", says Per Hasselström, Managing Director at Uddeholms AB.

Uddeholm has worked together with the consultant company Sogeti and voestalpine group-IT in this project. As a first step, the app is designed only for iPhone, iOS (can be used on iPad also) but in the future it can be converted for Android, Blackberry phones and tablets also.

"Uddeholm is an innovative company with a very long history and with this project they demonstrate again that they really are at the cutting edge", says Andreas Sjöstedt, Business Manager at Sogeti in Karlstad, Sweden. "By developing this app, Uddeholm and Sogeti show that mobile apps are far from just fun and games, it is also an increasingly critical component of business and communication strategy for large manufacturing companies. Mobile apps are a way to differentiate, offer new added value, increase competitiveness and ultimately make more money."

The data is stored on the device on first installation. Every time the user starts the app it will look for changes and upload new data. Supporting information such as brochures is uploaded on demand and can be stored on the device. This allows the app to be used off line.

Facts about Sogeti:

Sogeti is a leading provider of professional technology services, specializing in Application Management, Infrastructure Management, High-Tech Engineering and Testing. Sogeti brings together more than 20 000 professionals in 15 countries and is present in over 200 locations in Europe, the US and India. Sogeti is a wholly-owned subsidiary of Cap Gemini S.A., listed on the Paris Stock Exchange.

Facts about Uddeholm:

The Swedish company Uddeholm is the world's leading manufacturer of steel for industrial tools, a position we have reached by constantly striving to improve our customers' everyday business. Long tradition combined with research and developing new products equips us in solving every tooling problem that might arise. In addition to world leadership in the field of production, the company has a unique distribution network with its own sales companies, service and technical support in more than 100 countries world wide. For us it is all a matter of trust – in long-term partnerships as well as in developing new products.

Uddeholms AB has a turnover of around 250 million Euro and has approx. 3000 employees all over the world, whereof 900 in Hagfors. The company is a member of the Austrian company voestalpine AG.

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