

MiO Announces Launch of Popular Mobile Inventory and Ordering Platform for Wholesale Teams

MiO announces it has launched its core products, MiO Order, MiO Radar, MiO Fulfill, and MiO Fleet, as well as released a more robust customer service offering, to fully support current and future wholesale clients.

April 22, 2025, Denver, CO – MiO (Mee-Oh) (www.getmio.co), which offers seamless mobile inventory and ordering for enterprise systems across multiple industries, is proud to announce it is launching its core product with enhanced services and features.

MiO offers a fully customizable and ERP-integrated mobile and desktop software system that enables wholesale teams and retail, grocery, and convenience stores to achieve fast mobile and offline ordering, access real-time inventory and user tracking, and gain AI-powered insights in order to increase customer satisfaction and revenue opportunities. MiO has a loyal decade-long client base, and the product launch comes with a heavy strategic investment in its software and services.

MiO's core product offering includes a four-pronged approach:

- MiO Order: In-store mobile ordering
- MiO Radar: Real-time inventory tracking
- MiO Fulfill: Smart warehouse workflows
- MiO Fleet: Optimized delivery routing

With this launch, current and future clients across a broad range of retail, wholesale, and manufacturing can expect to see a new, scalable support system and a growing support team with options for expediting questions and solutions, as well as a growing development team for faster feature updates and more custom builds.

Onboarding clients will find an expedited enterprise data integration process, and plan options that fit the company's needs. For example, the Essentials plan is for companies that want to start quickly and stay efficient; Growth is for growing businesses that need more visibility and control, and Intelligence is for more complex teams that need deep insight, automation, and

system integration. All three plans include tools from MiO Order, MiO Radar, MiO Fulfill, and MiO Fleet.

“After extensive research into our current and potential client base’s needs, we have developed our legacy features, as well as created new ones, to be more accessible and useful to the end user and to management,” said Jennifer Grenz, CEO of MiO. “Dependability is absolutely imperative for our clients; it’s the link that must work to gain sales. MiO’s strong record of 99.9% up-time gives our clients confidence that revenue will never fail.”

MiO’s features range from simple product catalogs, mobile ordering, and mobile barcode scanning to the more sophisticated personalized product suggestions, clickable PDF flyers and digital banners, and AI forecasting and multi-brand support. It was developed based on real-life use cases.

MiO’s inventory and ordering platform is appropriate for retail, grocery, and convenience stores, food and beverage, health and wellness, medical, pet supply, automotive, candy, and other industries.

MiO offers tiered plans to fit the stage of business. “Too many software features can be overwhelming for smaller operations, with key revenue opportunities getting missed by team members all together. On the other hand, simplistic ordering systems are just not enough for enterprise wholesalers, including retail and food and beverage,” Grenz disclosed. “MiO’s platform can be quickly customized and integrated to be ‘just right’ and ‘owned’ by our clients. In fact, most of our clients call it ‘their’ ordering app. We’re proud of that.”

MiO has developed its software to cater to the wholesale market for more than a decade. This launch is a part of a strategic investment and expansion plan led by Sky Camp Ventures.

New features, plans, and services are available to new and existing clients as of April 22, 2025.

For more information, visit <https://www.getmio.co> or contact: Jen Grenz, MiO, jen[at]getmio.co