

## CWR Mobile CRM 2011

### The Power of Close™



**2011 PARTNER OF THE YEAR**  
 Mobility Business-to-Business Application  
**Winner**

*CWR Mobile CRM 2011 is the best-in-class mobility solution for Microsoft® Dynamics CRM. It makes field sales, service and marketing professionals more efficient and effective. It puts your teams closer to customers and keeps them there. With powerful features for users, unique benefits for IT and unparalleled value for management, it's the only mobile solution that truly meets the needs of today's customer-agile company.*

#### Productivity for your mobile team ... every time, everywhere, every device

CWR Mobile CRM 2011 provides your mobile professionals with access to their CRM data in the field, so they can complete all their critical CRM activities. Users can add leads, convert them to opportunities, add notes and activities, and close cases, whether they are online or completely offline. They can communicate with the back office and gain instant access to their CRM data. They can work with the most up-to-date information, even in areas without Internet connectivity, and synchronize automatically with the office server as soon as they regain access.

One CWR Mobile CRM 2011 installation works across all mobile platforms, so your team members can each use their device of choice. With the power of Microsoft Dynamics in the palms of their hands, your mobile professionals can be productive on their own devices and on their own terms.

#### Works the way users want it to work

Unlike other solutions that provide a generic user experience across a few mobile platforms, CWR Mobile CRM 2011 delivers a native user experience customized to each mobile device. Users find a familiar, native application on their own device that embraces the rich interface and features of Dynamics CRM and makes the most of their device's unique capabilities. The result is faster adoption rates, putting users closer to customers faster, reducing training costs, increasing CRM usage, and improving management insight into sales and service.

#### Rapidly deployed, easily managed, adaptive and cost effective

CWR Mobile CRM 2011 seamlessly integrates an enterprise-class mobile infrastructure into your Dynamics CRM installation and can be easily added to any existing Dynamics CRM instance, in the cloud or on-premise. Its server grid architecture provides enterprise scalability in even the most demanding IT environments.

Your CRM administrator can leverage the point-and-click configuration tools to define the application layout, views, forms and extensions, and then deploy it just once to simultaneously support all devices and platforms. When new entities, views and forms are added, CWR Mobile CRM 2011 dynamically updates and configures all users' mobile devices on the fly – no need to redeploy any software. Moreover, CWR Mobile CRM 2011 enables you to leverage all the investments in infrastructure and skills your organization has already made – no third-party tools or infrastructure are required.



#### Key Features

- Supports iPhone®, iPad®, BlackBerry®, Windows® Phone, Android™ mobile devices
- Delivers familiar look and feel of Dynamics CRM as a native user experience
- Provides powerful integration into native mobile device applications
- Seamlessly integrates enterprise mobile CRM infrastructure into Dynamics CRM, in the cloud or on-premise
- Uses flexible point-and-click configuration tools to adapt to changing business needs
- Dynamic Application Reconfiguration for zero touch, on-the-fly upgrades

## Feature Highlights

*CWR Mobile CRM 2011 is feature-rich and easy to use. The result is higher CRM adoption, lower training costs and improved management insight.*

### Maximum productivity for field professionals

- **Familiar user experience.** Delivers familiar look and feel of Dynamics CRM to mobile devices
  - **Native applications.** Smart client support for iPhone, iPad, BlackBerry, Windows Phone. Express web client support for Android
  - **Powerful integration with native device applications.** Email, Calendar, Contacts, Phone and Tasks for maximum productivity
  - **Role-based information delivery.** Delivers customized information to end users based on their specific organizational roles
  - **Mobile Dashboards.** Support for all native Dynamics CRM 2011 dashboards as real-time online mobile dashboards
- enables mobile users to stay on top of trends and key metrics while on the go
  - **Connectivity independence.** Offline, Online and Hybrid connection support means mobile users always have access to their data
  - **Background synchronization.** Synchronization occurs whenever network connectivity is present
  - **Multi-device access.** Users can connect multiple devices to their CRM user, including phones and tablets
  - **Available in 25 countries and localized in 10 languages.**
  - **Easy deployment.** Available through AppStores and marketplaces and via enterprise deployment tools



### Rapidly deployed, easily managed, adaptive, cost-effective enterprise infrastructure

- **Multiplatform support.** Single installation can support all supported device types
- **Managed entirely within Microsoft Dynamics CRM.** Flexible point-and-click configuration tools for business analysts. No separate application or developer-level skills required
- **Portable application model.** Application configurations can be exported and imported for easy migrations
- **Dynamic application reconfiguration.** Mobile smart clients dynamically update and self-configure when new entities, views and forms are deployed, without IT or user intervention
- **Server grid architecture.** Allows for scalability, fail-over, load-balancing and data center operation in the most demanding environments
- **Highly secure.** Supports the highest encryption levels available on each mobile platform
- **Multi-lingual, multi-currency.** Supports distributed operations and global deployments
- **Multi-tenant.** Supports multi-tenant hosted operations
- **LOB/xRM applications.** Enables rapid deployment of custom line of business and xRM applications
- **Flexible deployment.** Operates on-premise or can be easily hosted by Microsoft (Dynamics CRM Online) or a hosting partner
- **Complete solution.** No third party/external middleware, database or applications required

### Deployment Scenarios

- Dynamics CRM Online
- Partner Hosted CRM
- On-premise
- Supported CRM Versions: 2011

### Mobile Devices

- iPad
- iPhone
- BlackBerry
- Windows Phone
- Android

