



CWR Mobility Launches Mobile Dashboards

***Leader in Dynamics CRM Mobility Introduces Latest Version of CWR Mobile CRM
Enabling Field Professionals to Easily Track the Business Data that Matters Most***

NIJMEGEN, The Netherlands - September 8, 2011 – [CWR Mobility](#), the leading provider of mobility solutions for [Microsoft Dynamics® CRM](#), today introduced a new version of its marketing-leading software, [CWR Mobile CRM 2011](#). The latest version of this award-winning software, version 5.0.1.0 delivers native Microsoft Dynamics CRM 2011 dashboards to field professionals using iPad®, iPhone®, BlackBerry® and Windows® Phone 6.5 mobile devices. As with prior versions, it easily integrates with customers' Dynamics CRM 2011 systems, whether running in the cloud or on-premise.

CWR Mobile CRM 2011 smart clients make Dynamics CRM 2011 dashboards available to users as real-time mobile dashboards, giving them the ability to easily monitor key performance indicators (KPIs) when connected via cellular or WiFi network to their CRM system. For example, sales professionals can efficiently track critical CRM data such as leads or progress toward goals, service professionals can track case resolution and customer satisfaction trends, and marketing professionals can track progress of campaigns. CWR Mobile CRM 2011 makes any dashboard created using one of the native Dynamics CRM 2011 dashboards accessible on a user's mobile device.

Interest in this new mobile capability is running high among partners and customers. "Dashboards are critical business tools that drive CRM adoption, usage and reporting," said Marc Wolenik, CEO of Webfortis, LLC and author of the upcoming book *Microsoft Dynamics CRM 2011 Unleashed*. "The new Mobile Dashboards in CWR Mobile CRM 2011 are a huge differentiator and will lead customers' mobile usage of Microsoft Dynamics CRM 2011."

"We are continuing to deliver on our vision, The Power of Close, giving customers innovative solutions that help them get and stay closer to their customers, a goal that savvy businesses everywhere are

striving to achieve,” said Mark H. Corley, CEO of CWR Mobility, Microsoft’s 2011 and 2010 Global Mobility Partner of the Year. “Mobile Dashboards are a powerful new productivity tool that will empower field teams with the data and intelligence that matters to them most, so they can act on information when it matters most.”

CWR Mobile CRM 2011, version 5.0.1.0, is available immediately. Businesses and Partners interested in learning more or beginning a free 30-day cloud or on-premise trial are invited to visit cwrmobility.com.

About CWR Mobility

Our mission at [CWR Mobility](http://CWR.Mobility) is to help organizations gain The Power of Close™ -- the power to get closer to customers and stay there, increase customer satisfaction and loyalty while reducing the costs of customer interaction, and create a more agile and effective customer-facing organization. By offering the most advanced, multi-platform mobile CRM solutions -- based on the Microsoft Dynamics CRM platform – CWR Mobility continues to set the mobility standard for the entire CRM industry. CWR Mobility and its partners uniquely empower customers to drive business results through rapidly deployed mobile applications.

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