



CWR Mobility and Relevant CRM Announce New Partnership

Relevant CRM to Offer Advanced Business Solution for Office Equipment and Heavy Equipment & Material Handling Industries based on Market-Leading Mobility Software from CWR Mobility

NIJMEGEN, The Netherlands and RALEIGH, NORTH CAROLINA – September, 22, 2011 – [CWR Mobility](#), the leading provider of mobility solutions for [Microsoft Dynamics® CRM](#), and [Relevant CRM](#), provider of customer relationship management solutions to a variety of industries, with packaged solutions for the Office Equipment and Heavy Equipment & Material Handling industries, announced today that they have formed a new partnership in which Relevant CRM will offer advanced mobile CRM solutions to its customers based on award winning software from CWR Mobility. As part of this new business relationship, Relevant CRM has joined the CWR Mobility Partner Program as a Registered Partner.

Relevant CRM will be demonstrating CWR Mobile CRM 2011 and its use with Microsoft Dynamics CRM 2011 at the 2011 E-Automate Users Group meeting in Salt Lake City, Utah from October 10th through October 13th. Relevant CRM encourages all office equipment dealers to stop by and learn how sales teams can become more productive with CWR Mobile CRM while visiting current and prospective customers. Harry Shaughnessy, Relevant CRM's President & CEO, and Joey Carabetta, Vice President of Sales, will be attending this meeting. You can't miss them... their mobility banner will be on display with iPad and iPhone screenshots of the new version of CWR Mobile CRM 2011.

"More and more dealerships I talk to in the Office Equipment and Heavy Equipment industries are wanting to simplify the tools for their sales force; many are considering eliminating laptops all together and just deploying tablets, such as iPads, to their reps," said Joey Carabetta. "The CWR Mobility solution

is an excellent choice for companies wishing to make their teams more effective while on the road. We are extremely excited to be partnered with CWR Mobility to be able to offer such a great product to our customers.”

CWR Mobility recently introduced a new version of CWR Mobile CRM 2011 that offers [mobile dashboards](#), a new data visualization tool that enables field professionals to easily track the business data and intelligence that matters to them most, so they can act on that information when it matters most. CWR Mobile CRM 2011 makes any dashboard created using one of the native Microsoft Dynamics CRM 2011 dashboards available to users as a real-time, online dashboard on their iPad®, iPhone®, BlackBerry® and Windows® Phone 6.5 mobile device. As with prior versions, CWR Mobile CRM 2011 easily integrates with customers’ Dynamics CRM 2011 systems, whether running in the cloud or on-premise.

“Companies across a range of industries are looking for ways to get closer to their customers and make their customer-facing organizations more effective and more efficient,” said Mark H. Corley, CEO of CWR Mobility, Microsoft’s 2011 and 2010 Global Mobility Partner of the Year. “We are very pleased to partner with Relevant CRM to offer mobility solutions that will bring these business benefits to the Office Equipment and Heavy Equipment and Material Handling Industries.”

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](#) 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.

About the CWR Mobility Partner Program

The Mobile CRM market is expanding rapidly, creating substantial opportunity for system integrators, value added resellers and consultants who help their customers gain The Power of Close. The CWR Mobility Partner Program provides these companies with the critical elements essential to successfully

enter the mobile CRM market and deliver market-leading solutions to their customers based on best-in-class software products from CWR Mobility. For more information, or to inquire about partnership opportunities, visit <http://www.cwrmobility.com/partners/become-a-mobile-crm-partner>.

About Relevant CRM

Relevant CRM provides advice, planning, project management, technical support, and training for a variety of CRM software solutions. Some of the software products offered include Microsoft Dynamics CRM, products from Salesforce.com, GoldMine, CRMSender, and QuoteWerks®. This significant number of software options allows the company to provide completely customizable CRM solutions based on the client need. Relevant CRM is a Microsoft Gold Certified Partner, and was one of the first 50 Microsoft CRM Partners. For more information on our software offerings and vertical markets, please visit www.relevantcrm.com.

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