



CWR Mobility Launches CWR Mobile CRM 2011 for Android™ Evaluation Version

***Leader in Dynamics CRM Mobility Introduces Evaluation Version of Award-Winning Software
on New Mobile Platform to Enable Early Customer Trials***

NIJMEGEN, The Netherlands – October 11, 2011 – [CWR Mobility](#), the leading provider of mobility solutions for [Microsoft Dynamics® CRM](#), today released a new evaluation version of its market-leading software, [CWR Mobile CRM 2011](#), for Android smartphones. The latest version of this award-winning software, the evaluation version of CWR Mobile CRM 2011 for Android delivers the popular smart client feature set as a native Android application. CWR Mobile CRM 2011 already supports iPad®, iPhone®, BlackBerry® and Windows® Phone mobile devices. As with prior versions, it seamlessly integrates with customers' Dynamics CRM 2011 systems, whether running in the cloud or on-premise.

CWR Mobile CRM 2011 smart clients deliver the familiar look and feel of Dynamics CRM as native applications on mobile devices, enabling field sales, service and marketing professionals to remain productive wherever they are, whenever needed, whether offline or online. Customized information can be delivered by the user's organizational role, and CRM administrators can easily manage and deploy updates across device platforms through the familiar Dynamics CRM point-and-click management interface.

The evaluation version of [CWR Mobile CRM 2011 for Android](#) delivers the majority of the feature set of the final release, scheduled for delivery by end of year 2011. CWR Mobility is releasing this evaluation version in response to customer demand, to assist customers evaluating mobile CRM solutions with an emphasis on cross-platform architecture that support multiple mobile platforms or a specific focus on Android smartphones.

Interest in the multiplatform support of CWR Mobile CRM 2011 is running high amongst customers and partners. "Our CRM customers support multiple mobile platforms for their sales and marketing teams," said David Kohar, Chief Customer Officer at Zero2Ten, Inc., the 2011 Microsoft Partner of the Year for Microsoft Dynamics Cloud Business Excellence. "With CWR Mobility now extending their support to the Android platform it provides an outstanding solution for our customers."

"Customer demand for CWR Mobile CRM 2011 has been tremendous, because of its innovative cross-platform architecture and smart client support across multiple platforms," said Mark H. Corley, CEO of CWR Mobility, Microsoft's 2011 and 2010 Global Mobility Partner of the Year. "We're happy to provide this evaluation release to assist customers who want to start early trials on Android or as part of a multiplatform mobile CRM deployment strategy."

The evaluation version of CWR Mobile CRM 2011 for Android, version 5.0.2.0, 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. Cloud trials can be added to Microsoft Dynamics CRM Online environments within minutes.

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.

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