CWR Mobility and BroadPoint Technologies Announce New Partnership

BroadPoint to Offer Advanced Business Solution based on Market-Leading Mobility Software from CWR Mobility

NIJMEGEN, The Netherlands and Bethesda, MD USA – November 10, 2011 – CWR Mobility, the leading provider of mobility solutions for Microsoft Dynamics® CRM, and BroadPoint Technologies, Inc., the mid-Atlantic's largest Microsoft Dynamics reseller, announced today that they have formed a new partnership in which BroadPoint will offer advanced mobile CRM solutions to its customers based on award winning software from CWR Mobility. As part of this new business relationship, BroadPoint has joined the CWR Mobility Partner Program as a Registered Partner.

With CWR Mobile CRM 2011, BroadPoint can now offer a versatile mobile solution for Microsoft Dynamics CRM for use on iPad®, iPhone®, Android™, BlackBerry®, and Windows® Phone devices. Easy offline and synchronization capabilities will allow access to CRM information with or without an Internet connection. CWR Mobile CRM will enable BroadPoint's wide customer base -- including associations, not-for-profits, unions and organized labor, government contractors and federal clients – to extend the use of Microsoft Dynamics CRM to mobile employees in their client-facing organizations.

"We wanted to respond to the growing trend of our customers using their smartphone or tablet device more often than their office computer", said Lee Raesly, CEO at BroadPoint Technologies. "Now we can offer our clients a richer CRM experience for their mobile devices compared to an average mobile website."

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.

"Organizations throughout both private and public sectors are looking for ways to get closer to their clients and make their client-facing organizations more effective and efficient," said Mark H. Corley, CEO of CWR Mobility, the global 2011 and 2010 Microsoft Partner of the Year for Mobility Business-to-Business Applications. "Our new partnership with BroadPoint Technologies will present customers in these sectors with an outstanding opportunity to achieve these goals by capitalizing on mobile CRM solutions."

Organizations 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 BroadPoint Technologies

BroadPoint Technologies is a business applications consulting firm specializing in implementing and tailoring software solutions for mid-sized companies, not-for-profits, professional services firms, and government agencies to help them run more efficiently and make better decisions—so that ultimately they can better manage their growth. With headquarters in the Washington, D.C. and offices in Virginia Beach, Virginia and Raleigh, North Carolina, BroadPoint partners with Microsoft, Oracle and ASI (iMIS) to deliver CRM, ERP and membership management solutions to clients.

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