



# Resco MobileCRM

## Mobile Solution for Microsoft Dynamics CRM



*Resco MobileCRM is a Microsoft Dynamics CRM mobile client solution offering advanced customization capabilities. The application meets all mobile UI trends. It works in the disconnected mode with a capability of synchronizing local data with Microsoft Dynamics CRM on-demand. Visual customization tools allow the comprehensive customization of application as well as adding custom CRM entities. The solution is suitable for both Dynamics CRM partners and customers.*

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technology on the move

## Slick user experience, multiple platforms

Resco MobileCRM application offers intuitive and user friendly design, simple operation and astonishing response time. You can download the app from our web (<http://www.resco.net/mobilecrm/app.aspx>) and try it with your Microsoft Dynamics CRM.

### Cross-platform support

Resco MobileCRM application supports various mobile platforms:

 Windows Mobile, Win CE, Tablet PC  Windows Phone 7  iPhone, iPad  Android

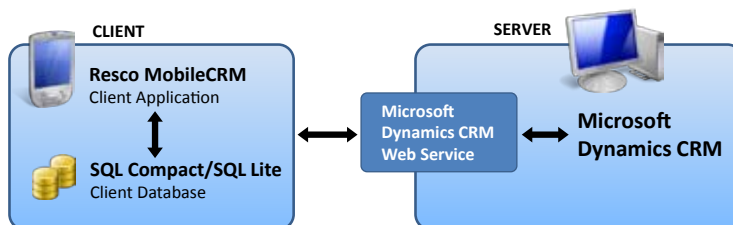


### Key features

- » No middleware needed, download the app and connect to your server right now!
- » Native app — fastest response possible from your mobile device
- » Offline client — access data wherever you are and synchronize only when you need to
- » Full control over customization and administration — using Resco Woodford
- » Supports all Dynamics CRM entities — including standard and custom
- » Interface designed for touch control and comfortable use on mobile device

### Back-Office Integration

Resco MobileCRM application works in offline mode and stores the data in a local database. Back-office integration is achieved through Microsoft Dynamics CRM Web Services. All of the sync logic is on the client side and there is no need for any middleware. The synchronization solution is generic and works with any custom entity or attribute.

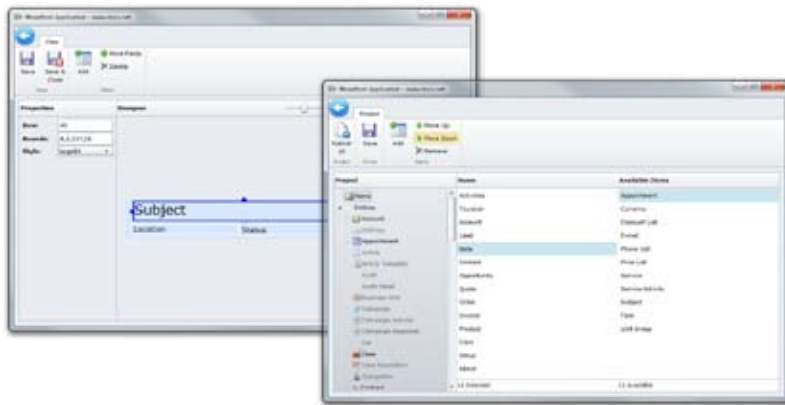


## Administration and Customization Tools

The most valuable benefits of Resco MobileCRM are its customization capabilities. The MobileCRM application can be easily customized in Resco MobileCRM Woodford, or, when more complex customization is required, in MobileCRM Studio.

### Resco MobileCRM Woodford

Resco Woodford is an easy-to-use customization tool. The user can perform customizations of Resco MobileCRM app very comfortably only using mouse, there is no need for programming skills. All changes designed in the Woodford are reflected on every mobile platform instantly after a successful synchronization.



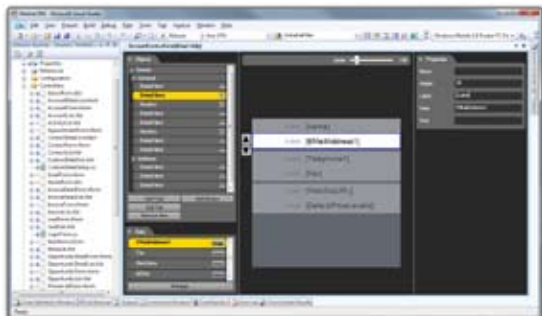
#### Key features

- » Suitable for adding new or custom entities to the MobileCRM App
- » Design mobile Views and Forms visually, using drag-and-drop
- » Create different versions based on Dynamics CRM roles (sales representative, service technician, CEO, CIO, CTO etc.)
- » Supports all versions of the MobileCRM App (iPad, iPhone, Android, WP7, Windows 7 Tablet, WM)
- » Changes are instantly reflected on all mobile devices upon the synchronization

### Resco MobileCRM Studio

Studio is a sophisticated developer platform integrated with Microsoft Visual Studio. Experienced .NET developer can leverage the familiar development environment and C# programming language to perform almost any required customization or change. The main advantage is the cross-platform development. When needed, the mobile project is re-compiled for targeted mobile platform.

Studio includes Data and UI designers that simplify the development process. Moreover, a set of cross-platform UI components and controls is part of the Studio. They guarantee the UI on all mobile platforms is very similar, yet with native look of each OS.



#### Key features

- » Developer platform integrated with Microsoft Visual Studio
- » Includes advanced Data and UI Designers and UI components
- » Allows complete customization of the MobileCRM App using C# programming language—one mobile project for all mobile platforms
- » Includes full source code of the app
- » Full control over the customizations—independence of Resco
- » Almost any requirement can be met

## About Resco

Resco was founded in 1999. The company is one of the global leaders developing cross-platform mobile software solutions. The team of Resco professionals passes on their knowledge of mobile device technology by designing products for end users, developers, integrators and corporate customers in order to optimize their work and productivity.

The customer portfolio of Resco contains over 3,000 enterprise customers, including Fortune 500 companies, government agencies, system integrators and VARs in a variety of markets. Our membership in the Microsoft Visual Studio Industry Partner program as well as being a Microsoft Gold Certified Partner help us to better align our developer products with Microsoft Visual Studio and stay abreast of Microsoft technology.




More info at: [www.resco.net/mobilecrm/](http://www.resco.net/mobilecrm/)

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