



## **CWR Mobile CRM Named Top Add-on for Microsoft Dynamics CRM by DynamicsWorld**

***Mobility Solution Selected as Top 15 Add-on for 2012 from Over 500 Product Nominations***

**NIJMEGEN, The Netherlands** – January 12, 2012 – [CWR Mobility](#), the leading provider of mobility solutions for [Microsoft Dynamics® CRM](#), announced today that DynamicsWorld has [named CWR Mobile CRM to its 2012 Top Add-on list](#) for Microsoft Dynamics CRM.

This year's list of the top 15 add-ons, available at [www.dynamicsworld.co.uk/top-add-ons](http://www.dynamicsworld.co.uk/top-add-ons), was selected from over 500 product nominations. The selection process was based on a number of requirements germane to all businesses. For 2012 the key selection criteria included value for money, ease of implementation, product support, increase in effectiveness due to use of the add-on, simplicity of integration, add-on functionality and number of installations, as well as the results of "secret shopper" profiling.

CWR Mobile CRM is the best-in-class mobility solution for Microsoft Dynamics CRM 2011 that enables field sales, service and marketing professionals to be more effective and efficient -- to get and stay closer to 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. Also recently introduced was a new evaluation version of [CWR Mobile CRM 2011 for Android™](#) devices. CWR Mobile CRM 2011 easily integrates with customers' Dynamics CRM 2011 systems, whether running in the cloud or on-premise.

“We’re very pleased to receive this award, in recognition of the continuous stream of innovation and value from which our customers are benefitting,” said Mark H. Corley, CEO of CWR Mobility, the global 2011 and 2010 Microsoft Partner of the Year for Mobility Business-to-Business Applications. “Moving forward, we will continue to execute on our vision of helping our customers capitalize on The Power of Close, enabling them to find new ways to get and stay closer to their customers.”

Businesses and Partners interested in learning more about CWR Mobile CRM or beginning a [free 30-day cloud or on-premise trial](#) are invited to visit [cwrmobility.com](http://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.

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