



CWR Mobility Powers Microsoft Dynamics® CRM Mobile

CWR Mobility and Microsoft partner to bring leading mobile CRM solutions to the industry

BERLIN, Germany – February 6, 2012 – [CWR Mobility](#), the leading provider of mobility solutions for [Microsoft Dynamics CRM](#), announced today a major partnership with Microsoft to provide Microsoft Dynamics CRM customers with an offering that includes CWR Mobility's leading edge mobile solutions. As a result of this relationship, the Q2 2012 service update release of Microsoft Dynamics CRM will feature Microsoft Dynamics CRM Mobile, a new mobility solution from Microsoft that brings together the strengths of both companies to deliver incredible mobile CRM value to a broad range of customers. CWR Mobility brings a long heritage in mobile innovation and deep expertise in building leading edge mobile solutions; Microsoft a global operational footprint, award winning technical support and enterprise cloud experience. The combination of these unique capabilities results in the Microsoft Dynamics CRM Mobile solution which will deliver unrivalled business value to organizations with mobile professionals.

"Consumers and businesses are more dependent on advanced mobile solutions and distributed environments than ever," said Dennis Michalis, general manager of Microsoft Dynamics CRM product management group. "CWR Mobility's Mobile CRM solution enjoys strong acceptance among Microsoft Dynamics CRM users, and with this partnership and the new Microsoft Dynamics CRM Mobile solution, we are delighted to deliver the most advanced cross-platform solution for mobilizing CRM in the industry for our customers."

"Until now, Microsoft Dynamics CRM customers requiring cross-platform native mobility were obliged to rely on CWR Mobility as a third-party vendor," added Mark H. Corley, CEO of CWR Mobility. "By adding the advanced capabilities of CWR Mobility's mobile solution to Microsoft Dynamics CRM, Microsoft will make it much easier for businesses around the world to get closer to their customers and stay there."

Microsoft will offer Microsoft Dynamics CRM Mobile to customers with Microsoft Dynamics CRM Online deployments as well as customers with on-premises Microsoft Dynamics CRM with Internet Facing Deployments (IFD) who would like to run their mobility solution in the cloud. The cloud-based service will provide a cross-platform native mobile client solution for Windows® Phone 7.5, iPad®, iPhone®, Android™ and BlackBerry® mobile devices. Microsoft Dynamics CRM partners will be able to offer this solution to their customers in these deployment scenarios.

CWR Mobility will continue to offer CWR Mobile CRM to Microsoft Dynamics CRM customers with on-premises deployments as well as Microsoft Dynamics CRM 4.0 deployments. CWR Mobility partners will continue to be able to offer these solutions to their customers in these deployment scenarios.

As CWR Mobility continues to evolve the capabilities of CWR Mobile CRM, these enhancements and updates will also become available in Microsoft Dynamics CRM Mobile.

CWR Mobile CRM is the best-in-class mobility solution for Microsoft Dynamics CRM because it addresses the challenges of mobility for CRM in uniquely compelling ways. Offering powerful features for users, unique benefits for IT and unparalleled value for Management, it is the only solution that truly meets the needs of today's customer-agile company.

Among the many [industry-leading capabilities](#) combined in this single solution are the delivery of the familiar Microsoft Dynamics CRM user experience in native mobile applications that run on users' own devices, constant access to CRM data regardless of network connectivity (online, offline, and hybrid modes), automatic background synchronization, powerful productivity features such as mobile dashboards, mapping and navigation, integration with native mobile applications, multi-device access, and easy deployment through popular mobile application marketplaces. IT features include a multiplatform, metadata-driven and server grid architecture that is managed entirely from within Microsoft Dynamics CRM, enables zero IT-touch software upgrades, allows for scalability, fail-over, load balancing and data center operation in the most demanding environments, and provides multi-tenant hosting support, robust security and support for LOB/XRM applications.

CWR Mobility has been the global Microsoft Partner of the Year for Mobility Business-to-Business Applications for the past two years running (2011 and 2010).

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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