

Press Release: StratusLIVE for Fundraisers Goes Mobile

StratusLIVE for Fundraisers Now Available on Mobile Devices

StratusLIVE for Fundraisers is Immediately Available on Mobile Devices through New Partnership with Market-Leading CWR Mobility

Virginia Beach, VA USA – March 23, 2012 – StratusLIVE for Fundraisers is now available as a mobile solution. The fastest growing donor and campaign management software built entirely on Microsoft Dynamics CRM 2011, has announced a new partnership with CWR Mobility in which StratusLIVE is offering advanced mobile CRM solutions to its nonprofit customers. This partnership makes StratusLIVE for Fundraisers the first enterprise class, full line of business fundraising suite for nonprofit organizations built completely in Microsoft Dynamics CRM 2011 to go mobile with CWR Mobility.

In a recent blog, Dennis Michalis General Manager for Microsoft Dynamics CRM stated: "The most successful customers are innovating with mobility, using every kind of device they can deploy CRM functionality on, and they are going deeper with Microsoft Dynamics CRM flexibility for their specific needs than ever before." Later in the same article, Michalis said, "We are providing more flexibility in mobility than any other CRM provider. Period. CRM where you want to consume it on the device you use."

While many software companies are still anticipating Microsoft's Q2 release of the "CRM Anywhere" functionality in Dynamics CRM 2011, StratusLIVE believes customer requests for mobile delivery should not wait. "We recognized the need for mobile platform delivery as a high priority and wanted to deploy mobile access in advance of the rest of the market. Since CWR Mobility is the company adding mobile functionality to Dynamics CRM, it was a natural fit for StratusLIVE as a partner," said Mike Trainor, StratusLIVE President. "Through our partnership with CWR Mobility, StratusLIVE for Fundraisers is already available to our nonprofit clients such as United Way affiliates, YMCAs and Community Health Charities. Any employee on an iPad®, iPhone®, Android™, BlackBerry® or Windows® Phone device has access to their organization's data."

"Nonprofit organizations have numerous opportunities to interact with their constituents in a variety of settings. We believe these opportunities are enhanced by mobile devices such as smartphones and tablets" said Jim Funari, CEO of StratusLIVE. "Whether you are a major gift officer reviewing a donor's profile information on a smart phone prior to a critical in person 'ask', or an employee registering constituents on site for an event on a tablet, every interaction with the organization should be a rich and fully integrated experience for the constituent. With CWR Mobility we can deliver the same comprehensive functionality of our software on mobile devices that we do on a PC."

As part of this new business relationship, StratusLIVE has joined the CWR Mobility Partner Program as a Registered Partner. "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, Global 2011 and 2010 Microsoft Partner of the Year for Mobility Business-to-Business Applications. "Our new partnership with StratusLIVE will present their nonprofit clients with an outstanding opportunity to achieve these goals by capitalizing on mobile CRM solutions."

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About StratusLIVE, LLC

StratusLIVE, LLC is a leader in both on-demand and on-premise donor management and fundraising software solutions for the nonprofit industry. StratusLIVE for Fundraisers is built on the latest Microsoft Dynamics CRM 2011 platform and delivered in the familiar Microsoft Outlook, Web browser and Mobile Device interfaces. The product provides ease of use, familiarity and flexibility - all backed by the over 35 years of collective nonprofit experience, of the company's leadership. Fundraising-based nonprofits can now leverage their existing IT investments with the latest in technical innovation from Microsoft. The result is a cost-effective, familiar and easy to use donor management solution, which ensures a low-risk investment for any nonprofit. For more information please visit: <http://www.stratuslive.com>

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