



CWR Mobility and Aptus International Services Announce New Partnership

***Aptus International Services to Offer Advanced Business Solutions based on Market-Leading
Mobility Software from CWR Mobility***

NIJMEGEN, The Netherlands and BRISBANE, Australia – May 1, 2012 – [CWR Mobility](#), the leading provider of mobility solutions for [Microsoft Dynamics® CRM](#), and [Aptus International Services](#), a global information and communication technology (ICT) company with its head office in Brisbane, Australia and infrastructure across South Africa, Mozambique and Canada, announced today that they have formed a new partnership. Having joined the CWR Mobility Partner Program as a Registered Partner, Aptus will now be able to offer advanced mobile CRM solutions to its customers based on CWR Mobility's award-winning software.

With a strong track record in ICT deployments and business process outsourcing, Aptus focuses on providing solutions to businesses that address inefficiencies, productivity and operational integration issues across a range of industries.

“As a solutions-focused company, we are now able to leverage our existing suite of business applications with a premium range of enhanced mobility solutions,” said Chris Spies, CEO, Aptus International Services. “This further entrenches the Aptus ethos of maximising innovative, high-level technology to enable our clients quick, easy and effortless ‘real-time, anywhere, anytime’ communication.”

CWR Mobility develops and markets CWR Mobile CRM, the best-in-class mobility solution for Microsoft Dynamics CRM that enables field sales, service and marketing professionals to be more effective and efficient. CWR Mobile CRM 2011 offers innovative features such as [mobile dashboards](#), a data visualization tool that enables field professionals to easily track the business data and intelligence that matters to them most, so remote workers can act on that information when it matters most. CWR Mobile CRM 2011 easily integrates with customers' Dynamics CRM 2011 systems.

Now, by virtue of partnering with CWR Mobility, Aptus will be able to facilitate its market demand-driven mobile solution expansion by bringing an even wider array of pertinent mobile solutions to the Australian marketplace. CWR Mobile CRM 2011 will enable Aptus to extend its offerings to versatile applications of Microsoft Dynamics CRM for use on iPad®, iPhone®, Android™, BlackBerry® and Windows® Phone devices. Easy offline and synchronization capabilities will enable user access to CRM information with or without an internet connection.

This will enable even higher-level, technologically relevant solutions that deliver real-time, ‘on the ground’ results and better position Aptus clients to achieve increased revenue for their clients in a variety of ways, such as:

- Enhanced sales force effectiveness and management
- Improved accuracy of data capture in the field and reduction of errors at source
- Markedly improved turnaround times in relaying field information to back office for processing
- Removal of paper from field worker processes, reducing costs in an end-to-end process.

“We look forward to working with Aptus International Services as they extend their mobile CRM offerings to help customers capitalize on CRM anytime, from anywhere, on any device,” said Mark H. Corley, CEO of CWR Mobility, the global 2011 and 2010 Microsoft Partner of the Year for Mobility Business-to-Business Applications. “At CWR Mobility our solutions focus on helping customers gain The Power of Close®, getting closer to their customers while making their customer-facing organizations more effective and efficient.”

Businesses and Partners 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 to help their customers gain The Power of Close. The CWR Mobility Partner Program provides these companies with the tools 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 Aptus International Services

Established in 1999, [Aptus International Services](#) boasts a global footprint of nine offices spanning three continents. Aptus has an integrative approach and offers a range of services that dovetail to form solutions finely tailored towards each client's particular requirements. These services encompass private cloud computing (SaaS, IaaS, DRaaS, e-commerce platforms), communication (WAN, UC and secure internet), people management (ICT contract staff), digital creative (web design, development, copywriting and SEO services) and business (project) consulting – all underpinned by innovative technology and superior levels of customer service.

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