



CWR Mobility Announces CWR Mobile CRM 2011 Version 5.1

Adds Support for Android™ and Windows® Phone Mobile Devices and Enhanced Mobile Enterprise Infrastructure for On-Premise Deployments

REDMOND, Washington – May 24, 2012 – [CWR Mobility](#), the leading provider of mobility solutions for [Microsoft Dynamics® CRM](#), announced today the next release of its award-winning software, CWR Mobile CRM 2011.

The new software release, version 5.1, adds native application support for Android smartphones and Windows Phone 7.5 devices and delivers mobile enterprise infrastructure enhancements including robust security, enhanced synchronization and improved performance. In addition, CWR Mobile CRM 2011 version 5.1 provides broad support for on-premise installations of Dynamics CRM 2011, supporting all deployment modes--including Active Directory®, Active Directory Federation Services and Internet Facing Deployment.

In February, 2012, CWR Mobility announced 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 Mobile CRM 2011 version 5.1 leverages common technology developed as part of this partnership. With this latest release, [CWR Mobile CRM](#) now provides native application support for iPad®, iPhone®, Android, Blackberry®, and Windows Phone mobile devices.

Rapid advances in mobile technology are propelling the sales strategies at forward-looking businesses aiming to get closer to their customers and increase the productivity and effectiveness of their sales force, especially when working remotely or in the field.

“As the number of companies looking to get closer to their customers by deploying mobility for their CRM systems continues to accelerate, businesses’ requirements continue to expand,” said Mark H. Corley, CEO of CWR Mobility, the global Microsoft Partner of the Year for Mobility in 2011 and 2010. “Version 5.1 of CWR Mobile CRM addresses key customer needs, delivering both the expanded device support and enhanced mobile enterprise infrastructure customers have requested in the industry’s leading mobility solution for Dynamics CRM.”

The news follows the announcement earlier this month that CWR Mobility has expanded into the Asia-Pacific region, opening a new subsidiary in Australia, CWR Mobility Pty. Ltd., led by Dynamics CRM veteran Ross Dembecki, who has joined CWR Mobility as Vice President, Asia-Pacific Region.

CWR Mobile CRM 2011 version 5.1 is scheduled for availability by the end of May, 2012.

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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