



CWR Mobility and PentaLab Announce New Partnership

Relationship Adds Advanced Business Solution based on Market-Leading Mobility Software from CWR Mobility

REDMOND, Washington and MILAN, Italy—June 13, 2012—[CWR Mobility](#), the leading provider of mobility solutions for [Microsoft Dynamics® CRM](#), and PentaLab, an Italy-based company that specializes in CRM solutions, announced today that they have formed a new partnership in which PentaLab will offer advanced mobile CRM solutions to its customer based on award winning software from CWR Mobility. As part of this new business relationship, PentaLab has joined the CWR Mobility Partner Program as a Certified Partner.

Actively seeking the most effective and innovative business solutions, PentaLab chose CWR Mobility based on their leading edge mobile CRM solution that allows customers to access their Dynamics CRM data from any place, any time on any device. As a solution provider, PentaLab understands that in today's workplace there is a fundamental need for tools like mobile phones and tablets to easily adapt to changing environments in real-time for increased productivity.

“Partnering with CWR Mobility, we have empowered our customers with a solution that provides easy access to their data which ultimately results in increased efficiency and improved customer relations at all stages,” commented Giuseppe Imbriaco, CEO of PentaLab.

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. Earlier this month CWR Mobility launched version 5.1 of CWR Mobile CRM 2011. The new software release 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. CWR Mobile CRM 2011 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. With this latest release, [CWR Mobile CRM](#) now provides native application support for iPad®, iPhone®, Android™, Blackberry®, and Windows® Phone mobile devices.

“We’re glad to welcome PentaLab as a CWR Mobility Certified Partner,” said Mark H. Corley, CEO of CWR Mobility, the global 2011 and 2010 Microsoft Partner of the Year for Mobility Business-to-Business Applications. “They’ve quickly worked through the on-boarding process to understand our product and how to be effective out in the field which is always great to see from our partner channel.”

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 who help their customers gain The Power of Close. The CWR Mobility Partner Program provides these companies with the critical elements essential 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 PentaLab

PentaLab’s mission is to provide results-oriented solutions for the IT sector utilizing Microsoft Dynamics CRM. As a Microsoft Silver Certified partner, PentaLab has developed a deep understanding of the technology to address the business needs of their clientele, generating real results in terms of quality, reliability and success. Working closely with Microsoft, PentaLab prides itself on being knowledgeable

on the latest platforms and applications to best serve their clients. For more information visit www.pentalab.it.

The Power of Close is a registered trademark of CWR Mobility BV. Active Directory, Microsoft, Microsoft Dynamics and Windows are either registered trademarks or trademarks of the Microsoft group of companies in the United States and/or other countries. iPhone and iPad are trademarks of Apple Inc., registered in the U.S. and other countries. The Trademark BlackBerry is owned by Research In Motion Limited and is registered in the United States and may be pending or registered in other countries. CWR Mobility BV is not endorsed, sponsored, affiliated with or otherwise authorized by Research In Motion Limited. Android is a trademark of Google Inc. Use of this trademark is subject to Google Permissions. Other trademarks mentioned in this press release may be held by their respective owners and/or their suppliers.

PRESS CONTACTS

CWR Mobility

Brian Craig
Vice President, Marketing
craig(at)cwrmobility(dot)com
Tel. +1 (425) 947-4751
cwrmobility.com

PentaLab S.r.l.

Jessica Prearo
Marketing Assistant
Jessica(dot)prearo(at)pentalab(dot)it
Tel. +39 (02) 24126771
www.pentalab.it

###