



CWR Mobility Extends Global Leadership and Momentum

Partnership with Microsoft, Multiple Mobility Partner of the Year Awards, Product Innovation, Geographic and Channel Expansion extends CWR Mobility Mobile Industry Leadership

REDMOND, Washington – June 21, 2012 – [CWR Mobility](#), the back-to-back winner of Microsoft's Partner of the Year for Mobility for 2010 and 2011 and the leading provider of mobility solutions for [Microsoft Dynamics® CRM](#), announced today that it continues to see tremendous momentum throughout its business and in its role as Mobile CRM industry leader.

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.

In May, CWR Mobility released CWR Mobile CRM 2011 version 5.1 which leverages common technology developed as part of the CWR Mobility partnership with Microsoft. With this latest release [CWR Mobile CRM](#) now supports all major mobile platforms, including iOS (iPad®, iPhone®), Android™, Blackberry®, and Windows® Phone. CWR Mobile CRM 2011 version 5.1 supports 10 languages, localized to the "Premium Standard" in each language: English, French, German, Spanish, Portuguese, Japanese, Italian, Dutch, Swedish and Danish. (Additional languages are available upon request.)

CWR Mobility leaders have repeatedly been named among the most influential in Microsoft Dynamics in the DynamicsWorld Top 100. Most recently, in May, 2012, CEO Mark H. Corley was named 11th and Co-Founder Erik van Hoof was named 33rd. Narrowed down from 1,000 nominees, the final list of 100 received over 200,000 votes to determine the final order.

CWR Mobility has established a global footprint, with operations in all geographies; the Americas, Europe Middle East and Africa (EMEA), and Asia-Pacific. In May 2012 the company announced the

creation of a new Australian subsidiary, CWR Mobility Pty Ltd, the base for its Asia-Pacific regional operation headed by Dynamics CRM veteran Ross Dembecki.

The CWR Mobility partner base has also experienced tremendous growth, doubling in the past year with a five-fold increase in Certified Consultants. The partner base now provides coverage in 35 countries around the world, representing the majority of Dynamics CRM customers. Partner enthusiasm around the business opportunities represented by the CWR Mobility / Microsoft relationship is running high.

“Delivering success for our customers means helping them capitalize on strategic technologies like mobility to gain business advantage,” said Mike Rogers, Vice President, Business Development and Marketing at Customer Effective, the 2010 and 2011 Microsoft East Region Partner of the Year for Microsoft Dynamics CRM. “Customer Effective partners with industry leaders, and the CWR Mobility / Microsoft technology partnership presents Customer Effective with a tremendous business opportunity to deliver mobile CRM success.”

“As a leading provider of Dynamics CRM solutions, and a company that develops a handful of our own add-ons, we know what goes into making a really solid solution,” said Jim Sheehan, Chief Operating Officer at PowerObjects, a Microsoft Partner Gold Certified in the CRM competency and Inner Circle member for Microsoft Dynamics. “We are very selective about the ISVs with whom we choose to partner, as we can bring these products into countless conversations with customers every year; and we’ve selected CWR Mobility as the mobile platform choice for PowerObjects.”

“The comprehensive growth of our business across every functional area--from market awareness to customer adoption, awards recognition to our relationship with Microsoft, our global footprint and the growth of our global partner base--mirrors the growth in market adoption of Mobile CRM, and is great news for our partners and customers,” said Mark H. Corley, CEO of CWR Mobility. “Moving forward, we will be laser-focused on our vision of helping companies benefit from The Power of Close® by delivering continuous product and solution innovation that will advance productivity in mobile usage scenarios, incorporating key technologies such as HTML 5 and JavaScript.”

Customers interested in [learning more about how to mobilize their Dynamics CRM](#) can either contact Microsoft about its cloud-based service, Microsoft Dynamics CRM Mobile, or contact CWR Mobility about its on-premise offering, CWR Mobile CRM. Businesses and Partners interested in learning more about CWR Mobile CRM or beginning a [free 30-day trial](#) are invited to visit www.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 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>.

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