



CWR Mobility and PowerObjects Announce New Partnership

2012 Microsoft Dynamics CRM Partner of the Year to offer advanced business solution based on award-winning software from CWR Mobility

REDMOND, Washington and MINNEAPOLIS, Minnesota – June 28, 2012 – [CWR Mobility](#), two-time winner of Microsoft Mobility Partner of the Year and the leading provider of mobility solutions for [Microsoft Dynamics® CRM](#), and [PowerObjects](#), the 2012 Microsoft Dynamics CRM Partner of the Year, announce a new partnership in which PowerObjects will offer advanced mobile CRM solutions to its customers based on award winning software from CWR Mobility. As part of this new business relationship, PowerObjects has joined the CWR Mobility Partner Program as a Certified Partner.

As a leading Dynamics CRM Partner, [PowerObjects](#) works across many industries and sees the vast need to implement a solid mobile strategy. PowerObjects has invested in training their staff on implementing advanced mobility, and includes a customizable mobile strategy in their PowerSuccess offering as well as their time and materials projects. Being an industry leader themselves, PowerObjects chooses to partner with CWR Mobility as they are the leading mobile solution provider for Microsoft Dynamics CRM.

“Partnering with CWR Mobility gives PowerObjects the tools it needs to help customers drive additional value from Microsoft Dynamics CRM”, says Jim Sheehan, Chief Operating Officer at PowerObjects, “By providing the CWR Mobility mobile platform, PowerObjects’ customers seamlessly transition from their traditional platform to mobile without skipping a step.”

Market dynamics in recent years have led businesses to intensify their focus on getting and staying closer to customers. This trend has heightened demand for technology solutions that increase both the effectiveness and productivity of their professionals, especially when working remotely or in the field.

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 Mobility recently 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.

“Knowing the level of effort and commitment it takes, I want to congratulate PowerObjects on being named Microsoft Dynamics CRM Partner of the Year,” 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 built a highly respected business and we look forward to partnering with PowerObjects as they consistently deliver quality technology services to their clients.”

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>.

About PowerObjects

Established in 1993, PowerObjects is one of a handful of organizations recognized as a leader in delivering Microsoft Dynamics CRM/xRM solutions to customers. As the 2012 Microsoft Dynamics CRM Partner of the Year, a Microsoft Partner Gold Certified in the CRM competency and Microsoft President's Club member, PowerObjects has an impressive and rapidly growing list of customers benefiting from Microsoft CRM/xRM. PowerObjects fully embraces the power of customer choice and offers hosted, on-premise and online CRM deployment options. Headquartered in Minneapolis, Minnesota, with offices in Dallas, St. Louis, and Columbus, PowerObjects provides CRM solutions to businesses and non-profit organizations in multiple industries including healthcare, life sciences, insurance, financial services, publishing, distribution, manufacturing and professional services. For more information, visit www.powerobjects.com.

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