



## **CWR Mobility Launches CWR Mobile CRM 2011 for Android™ Tablets**

*Latest product release supports expanding customer choice in tablets for the enterprise*

**REDMOND, Washington**—September 13, 2012—**CWR Mobility**, the leading provider of mobility solutions for **Microsoft Dynamics® CRM**, and recently named to the 2012 President’s Club for Microsoft Dynamics, announced today the availability of an update to CWR Mobile CRM 2011 for Android. This latest release supports users’ expanding choices in tablet devices by adding native application support for Android tablets—including the new Nexus 7 from Google™.

CWR Mobile CRM 2011 for Android is a native application that now supports both tablet and smartphone devices. As a native client application it delivers the capabilities that mobile professionals demand, including a familiar native user experience, excellent performance, offline and hybrid operation so that users always have access to their CRM information regardless of device connectivity, and integration with native Android applications.

Mobility has become a strategic technology that today’s customer-centric companies are rapidly adopting to advance their competitiveness and efficiency. However, the proliferation of mobile platforms and devices creates significant challenges for companies whether they choose to pursue a BYOD (Bring Your Own Device) strategy or a standardized platform strategy.

“Our customers are looking for a mobile CRM solution that enables them to efficiently support BYOD,” said Mike Hammons, Director, Solution Architects for Life Sciences at Infinity Info Systems, a Microsoft Gold Certified Partner. “By partnering with CWR Mobility we’re able to offer them a powerful solution that meets this need.”

“Companies choosing to standardize on a mobile platform want assurance that they can seamlessly migrate to a different platform in the future should the need arise,” said Mark Smith, Dynamics CRM MVP and Managing Director of Magnetism, a Microsoft Dynamics CRM Partner. “The addition of Android tablet support in CWR Mobile CRM provides another great option for our customers.”

CWR Mobile CRM 2011 addresses these needs through a cross-platform architecture that supports the leading mobile devices on the market including iPad® and Android tablets, and iPhone®, Android, BlackBerry™ and Windows® Phone smartphones. Its easy point-and-click, configure once/deploy everywhere management capabilities insulate a Dynamics CRM installation from the consequences of a company's evolving device adoption strategies.

### **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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