

CWR Mobile CRM 2011

The Power of Close®



2011 PARTNER OF THE YEAR
 Mobility Business-to-Business Application
Winner

CWR Mobile CRM 2011 is the best-in-class mobility solution for Microsoft Dynamics® CRM. It makes field sales, service and marketing professionals more efficient and effective, online or disconnected. With powerful features for users, unique benefits for IT and unparalleled value for management, it's the only mobile solution that meets the needs of today's customer-agile company.

Productivity for your mobile team - anytime, anywhere, any device

CWR Mobile CRM 2011 provides your mobile professionals with access to their CRM data across all mobile platforms to accelerate critical CRM activities. Users can add leads, convert them to opportunities, add notes and activities, and close cases at any time, even when not connected to the internet.

Works the way users want it to work

Unlike other solutions that provide a generic user experience across a few mobile platforms, CWR Mobile CRM 2011 delivers a native user experience on each mobile device. The result is broad adoption, increased CRM usage, and improved sales and service productivity.

Easily managed and cost effective

CWR Mobile CRM 2011 seamlessly integrates an enterprise-class mobile infrastructure into your Dynamics CRM installation. Your CRM administrator leverages the point-and-click configuration tools to define the application layout, views, forms and extensions, and then deploy once to simultaneously support all devices and platforms. Addition of new entities, views and forms dynamically update and configures all users' mobile devices on the fly. Moreover, CWR Mobile CRM 2011 enables you to leverage your infrastructure investments and current skills – no new skills required.

Key Features

- Supports iPhone®, iPad®, BlackBerry®, Android™ smartphones and tablets, and Windows® Phone mobile devices
- Delivers familiar look and feel of Dynamics CRM as a native user experience
- Provides powerful integration into native mobile device applications
- Seamlessly integrates enterprise mobile CRM infrastructure into on-premise Dynamics CRM
- Uses flexible point-and-click configuration tools to adapt to changing business needs
- Zero touch, on-the-fly upgrades via Dynamic Application Reconfiguration

Tablets



Smartphones



Feature Highlights

CWR Mobile CRM 2011 is feature-rich and easy to use. The result is higher CRM adoption, lower training costs and improved management insight.

Productivity for your mobile team - anytime, anywhere, any device

- **Mobile CRM.** Supports Dynamics CRM standard and custom entities, "Convert Lead to Opportunity" and other CRM form actions
- **Mobile Dashboards.** Support for all native Dynamics CRM 2011 dashboards real-time & online enables mobile users to stay on top of trends and key metrics while on the go
- **Mapping and Navigation.** Visualize your customer's location and get driving directions
- **In-App Web Browsing.** Use Web resources such as SharePoint®, Web apps and Internet sites as part of your mobile CRM solution
- **Connectivity independence*.** Offline, Online and Hybrid connection support means mobile users always have access to their data
- **Background synchronization*.** Synchronization occurs whenever network connectivity is present
- **Easy deployment.** Available through mobile app marketplaces and via enterprise deployment tools

Deployment Scenarios

- On-premise
 - Active Directory®
 - Claims-Based Authentication (e.g. Active Directory Federation Services)
 - Internet Facing Deployment
- Supported CRM Versions: 2011

Works the way users want it to work

- **Familiar user experience.** Delivers familiar look and feel of Dynamics CRM on smartphones and tablets
- **Native applications.** Support for iPad, iPhone, Android, BlackBerry, Windows Phone
- **Role-based information delivery.** Delivers customized information & views to users based on configured organizational roles
- **Multi-device access.** Connect multiple devices to a CRM user account, including
- **Powerful integration with native device applications**.** Integrate device Email, Calendar, Contacts, Phone and Tasks for maximum productivity
- **Localized languages & currencies.** English, French, German, Spanish, Portuguese, Japanese, Italian, Dutch, Swedish, Danish, Simplified Chinese and all currencies supported by Microsoft Dynamics CRM

Easily Managed and Cost Effective

- **Point-and-Click management entirely within Microsoft Dynamics CRM.** Flexible point-and-click configuration tools for business analysts. No separate application or developer-level skills required
- **Zero-Touch Upgrades.** Mobile smart clients dynamically update and self-configure without additional IT or user intervention when new entities, views and forms are published
- **Multiplatform Support.** A single instance supports all deployed device platforms
- **Highly secure.** System-wide security features support secure authentication, transmission and the highest encryption levels available on each mobile platform
- **Flexible deployment.** Supports all on-premise deployment modes (Active Directory, Active Directory Federation Services and Internet Facing Deployment)
- **xRM applications.** Enables rapid deployment of custom line of business and xRM applications



* Not supported on Windows Phone

** Not supported on iOS devices (iPad, iPhone)

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