



CWR Mobility and Caltech IT Limited Announce New Partnership

Agreement Pairs Market-Leading Mobile CRM Software With Industry-Focused CRM Specialist

REDMOND, Washington and WEST YORKSHIRE, United Kingdom–October 24, 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, and [Caltech IT Limited](#), a Microsoft Silver Certified Partner and a leading UK provider of Microsoft Dynamics CRM, announced today that they have formed a new partnership. This partnership enables Caltech IT Limited to offer an advanced mobile CRM solution for Microsoft Dynamics CRM users based on award winning software from CWR Mobility. As part of this new business relationship, Caltech IT Limited has joined the CWR Mobility Partner Program as a Registered Partner.

Caltech IT Limited works with business to business organizations across the United Kingdom and has developed industry-specific CRM solutions for Telecommunication companies, the National Health Service, Housing Associations and Not-for-Profit organizations.

“There is significant interest in mobile working across many industry sectors and this trend is growing,” said Phil Callaghan managing director of Caltech IT Limited. “Mobile really encourages closer relationships and increases effectiveness of all remote workers. There has been a great level of interest in mobile following initial discussions with Housing Associations and Telecommunication organizations. Caltech is delighted to partner with CWR Mobility and we are certain our customers will benefit from this partnership.”

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. In September, CWR Mobility launched CWR Mobile CRM 2011 for Android tablets. This latest release supports users' expanding choices in tablet devices by adding native application support for Android tablets. CWR Mobile CRM now provides native application support for iPad® and Android™ tablets and iPhone®, Android, Blackberry® and Windows® Phone smartphones.

“Mobile solutions tend to vary by industry so a mobile offering's support for customization is an essential requirement. Our easy-to-configure, turnkey Mobile CRM solution provides the flexibility that enables partners to meet the needs of customers across a wide range of industries,” said Mark H. Corley, CEO of CWR Mobility, the global 2011 and 2010 Microsoft Partner of the Year for Mobility Business-to-Business Applications. “We look forward to partnering with Caltech IT Limited as they incorporate mobility as a part of their industry-specific CRM solutions to benefit their customers.”

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 Caltech IT Limited

[Caltech IT Limited](#) is one of the UK's leading suppliers and implementers of Customer Relationship Management (CRM) software. It works with clients to manage their customer contact strategies, operational processes and daily business functions in order to maintain audience loyalty, increase awareness and ultimately drive sales. This is achieved by recommending, implementing and developing the very latest database technology, Microsoft Dynamics CRM.

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