



CWR Mobility Unveils New “Mobile First” Initiative

Technical strategy and next-generation product will help forward-looking companies gain strategic advantage by capitalizing on Mobile as the new normal

REDMOND, Washington – January 17, 2013 – [CWR Mobility](#), the leading provider of mobility solutions for [Microsoft Dynamics® CRM](#), announced today its “Mobile First” initiative, a major new technical strategy and product plan designed to help forward-looking companies gain strategic business advantage by capitalizing on mobile as the new normal for enterprise CRM applications. The initiative offers significant benefits for customers and substantial opportunities for Dynamics CRM Partners.

With the convergence of Mobile, Social and Cloud technologies well under way, leading companies are now looking to deploy modern, customer-centric business processes as mobile experiences first--and desktop or Web experiences second. They see the opportunity to empower their organizations with new levels of insight and agility that enable them to build and maintain winning relationships with customers. The CWR Mobility *Mobile First* initiative provides a strategy that IT organizations can adopt to help their business rapidly accomplish these goals using Microsoft Dynamics CRM and CWR Mobile CRM.

“Forward-looking CIOs have told us they see mobile devices as the primary delivery platform and are looking for ways to deploy modern enterprise mobile applications based on CRM that can help their businesses gain strategic advantage,” said Erik van Hoof, Founder of CWR Mobility. “Our Mobile First initiative is designed to equip them with the vision, technical strategy and next-generation product capabilities to realize these goals.”

Technical Strategy and Future Product Directions

As part of today’s announcement, CWR Mobility released a [Mobile First CRM strategy whitepaper](#) that details for IT departments how they can implement a *Mobile First* strategy for Microsoft Dynamics CRM

applications utilizing four key technical strategy pillars:

1. Lead with mobility
2. Enable mobile agility
3. Require “Everywhere-Mobile”
4. Deliver the right mobile experiences

In addition, CWR Mobility released a [Statement of Direction](#) describing CWR Mobile CRM future product directions that will enable companies to implement a *Mobile First* strategy for Microsoft Dynamics CRM applications. CWR Mobility is making next-generation investments in CWR Mobile CRM in several key areas, including:

- **Cross-Platform Architecture** -- CWR Mobile CRM native client applications for tablets and smartphones will integrate HTML5 and JavaScript, delivering high performance native apps that provide connectivity-independence (offline and online modes), client-side scripting and HTML5 presentation layer support for all major mobile platforms. With offline support built in, customizations and applications will function in all mobile usage scenarios, whether offline or online.
- **Configuration & Extensibility** -- a new JavaScript cross-platform extensibility framework will enable the easy creation of “write once, run everywhere” customizations and custom mobile applications. The framework will provide an efficient, unified development model across mobile devices and Windows 8 desktop systems. This will present businesses with opportunities for substantial cost savings by eliminating the need for redundant development across multiple operating platforms.
- **Mobile User Productivity** – a new “Focus” User Experience will enable mobile users to focus on getting their job done rather than how Dynamics CRM stores data, generating substantial improvements in mobile user productivity. The user-centric Focus UX will present CRM and other business information in the context of tasks the mobile user is working to complete. In addition, a new CWR Mobile CRM for Windows 8 native client will support Windows 8 devices, including tablets and desktop systems, and CWR Mobile CRM will support integration with business-oriented social technologies.
- **Operational Excellence and Low Total Cost of Ownership** – CWR Mobile CRM will continue to evolve in ways that help ensure excellence in service delivery to mobile users and present the opportunity to reduce the costs and complexity associated with the long term maintenance of custom CRM-based mobile applications.

The first CWR Mobile CRM product release within the Mobile First initiative will become available next month, February, 2013, providing mobile form scripting using JavaScript. Subsequent releases will deliver additional Mobile First technology elements throughout the year.

New Opportunities for Microsoft Dynamics CRM Partners

The CWR Mobility Mobile First initiative presents significant growth opportunities for Partners who have either avoided enterprise mobile application development due to its complexity or have had to approach each new custom application as an entirely standalone effort. CWR Mobile CRM will enable Partners to deliver custom solutions that deliver compelling new business capabilities and meet customer operation and TCO requirements. The Mobile First initiative will unleash a wave of new custom application development opportunities, as custom mobile applications based on Dynamics CRM become easier and more cost effective than ever before to build, deploy and maintain.

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

CWR Mobility empowers organizations to become more insightful, agile, and customer-centered to drive successful business relationships, while reducing their cost. By enabling advanced, cross-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 companies to drive business results through rapidly deployed mobile applications. CWR Mobility was named to the 2012 President's Club for Microsoft Dynamics and was named Microsoft's Partner of the Year for Mobility Business-to-Business Applications in 2011 and 2010.

About the CWR Mobility Partner Program

With Mobile as the new normal, the Mobile CRM market is creating substantial new opportunity for system integrators, value added resellers and consultants who help their customers capitalize on Mobile First strategies. The CWR Mobility Partner Program provides the critical elements essential to successfully enter the mobile CRM market and deliver market-leading solutions 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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