



## **CWR Mobility and Optevia Announce New Partnership**

***Optevia to Offer Enhanced Public Sector CRM based on Market-Leading Mobility Software from CWR Mobility***

REDMOND, Washington and LONDON, United Kingdom—February 21, 2013—[CWR Mobility](#), the leading provider of mobility solutions for [Microsoft Dynamics® CRM](#), and [Optevia](#), a specialist provider of Microsoft Dynamics CRM based solutions and associated services to the public sector, announced today that they have formed a new partnership in which Optevia will offer advanced mobile CRM solutions based on award winning software from CWR Mobility. As part of this new business relationship, Optevia has joined the CWR Mobility Partner Program as a Certified Partner.

Optevia provides industry specific CRM solutions to the public sector, using the Microsoft Dynamics platform, enabling customers to benefit from best practices while reducing the cost, timeframe and risk associated with CRM based projects. Flexible, secure mobility solutions are crucial to the success of CRM projects in sectors such as housing, social enterprise, local government and fire and rescue. Optevia has chosen to partner with CWR Mobility to strengthen its offering to its growing customer base.

“Buying a CRM solution which gives users the ability to access data anywhere, on multiple devices, including their own, is becoming an assumed automatic benefit with our UK public sector clients,” said Tim Vernon, Managing Director at Optevia. “We want to break down any remaining barriers of ‘limited’ customer service that exist in areas such as local and central government, and improve the speed and accuracy of query solution in sectors such as fire and rescue. Being able to access data away from the desktop is essential, which is why we chose to partner with CWR Mobility.”

“Offering a mobile CRM solution that is both reliable and secure is vital for the often lifesaving resources required by the public sector. The IT strategies outlined in our [Mobile First](#) initiative will enable partners like Optevia to provide custom solutions that further leverage those key product features,” said Erik van Hoof, Co-Founder of CWR Mobility. “We are excited to partner with Optevia to fill their mobility needs.”

In January, CWR Mobility announced its Mobile First initiative which is a major new technical strategy and product plan designed to help forward-looking companies gain strategic business advantage by capitalizing on mobile for enterprise CRM applications. To learn more visit:

[www.cwrmobility.com/mobile-crm/mobile-first](http://www.cwrmobility.com/mobile-crm/mobile-first)

### **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>

### **About Optevia**

Optevia is a proven, CRM reseller and integrator, dedicated to the UK and Ireland’s public sector with a special focus on community health care providers, fire & rescue services, central government agencies and local authorities. Optevia also serves regulators and licensing and grant management organisations, including regional development agencies. Optevia has a range of value-add sector specific Optevia Essentials software products for all of the public sector markets it serves and a range of cross sector Optevia Dynamics software products – Optevia Dynamic Audit, Optevia Dynamic Decision, Optevia

Dynamic Correspondence and Optevia Dynamic Portal. These help reduce the cost and timeframe for delivering high quality, low risk Microsoft Dynamics CRM solutions. The Optevia Essentials and Optevia Dynamics software products are provided with a portfolio of supporting Optevia business analysis, design, development & deployment services, so helping ensure good end-user adoption, post implementation support, and a return on investment in Microsoft Dynamics CRM.

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