



CWR Mobility Delivers On Mobile First Investment Areas with Innovative Software Release

New JavaScript SDK supports easy cross-platform mobile form customization

REDMOND, Washington – February 26, 2013 – [CWR Mobility](#), the leading provider of mobility solutions for [Microsoft Dynamics® CRM](#), announced today the availability of CWR Mobile CRM 2011 version 5.1.6, the first product release within the company’s [Mobile First initiative](#). The CWR Mobility Mobile First initiative includes 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. New functionality introduced in CWR Mobile CRM 2011 5.1.6 includes a new JavaScript SDK that supports cross-platform mobile form scripting and an optimized first-run experience that simplifies the set-up of new mobile users on mobile devices.

The CWR JavaScript SDK provides a powerful new component of the CWR Mobile CRM extensibility framework. It is designed to provide an easy and powerful “write once, run everywhere” extensibility framework that simplifies the creation of rich Mobile CRM customizations and custom applications, provides insulation from mobile platform complexity and presents opportunities for substantial cost savings by eliminating the need for redundant development.

In CWR Mobile CRM 2011 5.1.6 the JavaScript SDK enables:

- Easy creation of event-based scripts for CWR mobile forms
- Write once, run everywhere customization that provides an efficient cross-platform solution
- Easy deployment of customizations using CWR Mobility’s popular publish once, deploy everywhere approach
- Seamless connectivity-independent operation of customizations in online or offline usage scenarios

As described in the CWR Mobility [Statement of Direction](#), the JavaScript SDK will continue to be enhanced as new capabilities are delivered in subsequent product releases.

“Our JavaScript SDK puts new power in the hands of CRM solution customizers,” stated Erik van Hoof, founder of CWR Mobility. “CWR Mobile CRM now enables businesses to easily create and deploy Mobile First CRM solutions that meet increasingly targeted usage scenarios that work across major platforms and operational scenarios—online or offline.”

The 5.1.6 release also includes an optimized first run experience that allows for the easy assignment of profiles and devices for mobile users with the ability to connect up to 3 devices of their choice.

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>.

Microsoft, Microsoft Dynamics and Windows are either registered trademarks or trademarks of the Microsoft group of companies in the United States and/or other countries. Other trademarks mentioned in this press release may be held by their respective owners and/or their suppliers.

PRESS CONTACT

CWR Mobility

Lori Seabright

Marketing Manager

seabright(at)cwrmobility(dot)com

Tel. +1 (425) 947-4763

cwrmobility.com

###