



## **CWR Mobility and Industrial Software Announce New Partnership**

***Industrial Software to Offer Advanced Business Solution based on Market-Leading Mobility Software from CWR Mobility***

REDMOND, Washington and SIBIU, Romania—April 2, 2013—[CWR Mobility](#), the leading provider of mobility solutions for [Microsoft Dynamics® CRM](#), and [Industrial Software](#), Microsoft's top partner for MS Dynamics CRM implementation in Romania for fiscal year 2011-2012, announced today that they have formed a new partnership in which Industrial Software will offer advanced mobile CRM solutions to its customers based on award winning software from CWR Mobility. As part of this new business relationship, Industrial Software has joined the CWR Mobility Partner Program as a Certified Partner.

Microsoft Dynamics CRM is the customer relationship management (CRM) solution that delivers a holistic view of each customer, thus enabling client-facing employees to make expedited and educated decisions about strategic efforts in the sales, marketing, and customer service fields. The award winning software from CWR Mobility enables sales executives, working outside their office, to access and use the Microsoft Dynamics CRM solution across mobile platforms that include iPhone®, iPad®, Android™, BlackBerry® and Windows® Phone.

"In Romania's fast paced economy, mobility is becoming a critical factor for sales performance. We needed a partner that could provide a highly effective mobile CRM solution on which we could build industry specific solutions," said Lucia Tomescu, sales manager, Industrial Software. "Romanian companies now require easy, mobile access to their CRM systems to be as close as possible to their customers and react very quickly to their customers' needs. The solution developed by CWR Mobility

allows us to deliver the full potential of the Microsoft Dynamics CRM functionalities onto our customers' mobile devices. The success of our collaboration has already been proved by our first project in the distribution sector and we look forward to more successful implementations.”

“Our recently announced [Mobile First](#) initiative will unleash a wave of new custom application development opportunities that partners like Industrial Software will utilize to deliver complex CRM solutions, focused on their customer's specific needs,” said Erik van Hoof, Co-Founder of CWR Mobility. “We look forward to working with Industrial Software to build industry-specific mobile CRM solutions.

CWR Mobility also recently announced its Mobile First initiative which serves as 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 about the Mobile First initiative, 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 Industrial Software**

With an experience of over 14 years in the Romanian IT market, [Industrial Software](#) distinguished itself as a complex solutions integrator. By employing an integrated approach of its strong portfolio of diverse and complex solutions, Industrial Software manages to meet all the informational needs of their customers. Headquartered in Sibiu, right in the center of Romania, Industrial Software delivered highly efficient, successful implementations of ERP – Microsoft Dynamics AX, CRM – Microsoft Dynamics CRM, Document Management, Portal and Business Intelligence solutions to customers all over the country, from both public and private sector. The state of the art solutions and technologies are assured by the long term, strategic partnerships with Microsoft, IBM, SER, Cisco, VMware, Lenovo.

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