



## CWR Mobility Announces CWR Mobile CRM 2011 5.1.7 Feature Release

### *Powerful New JavaScript Functions and HTML5 Integration Introduced*

**REDMOND, Washington** –May 21, 2013 – [CWR Mobility](#), the leading provider of mobility solutions for [Microsoft Dynamics® CRM](#), announced today the availability of CWR Mobile CRM 2011 version 5.1.7, the second product release within the company's [Mobile First initiative](#). The CWR Mobility Mobile First initiative is a major new technical strategy and product plan designed to help companies gain strategic business advantage by capitalizing on mobile for CRM applications. Functionality introduced in CWR Mobile CRM 2011 5.1.7 includes new enhancements to the CWR JavaScript SDK that go beyond event-based scripting, adding support for:

- Creation of custom user experiences for CRM solutions using industry standard HTML5, supporting custom layouts such as grid displays, custom order entry routines, and signature capture
- Integration of external or third party applications into CRM solutions using industry standard iFrames, creating custom or “mashup” applications
- Downloading attachments to the local device and uploading attachments to CRM
- Federated and Online Federated Domains

“In alignment with our Mobile First CRM strategy, our latest release puts even more customization and configuration features into the hands of our partners and customers all while maintaining our easy point-and-click ‘publish once, deploy everywhere’ cross-platform management model,” stated Erik van Hoof, co-founder of CWR Mobility.

## **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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