



## CWR Mobility Releases CWR Mobile CRM 2011 5.1.8

### *New Features Extend Customization Capabilities and Mobile Device Support*

**REDMOND, Washington** –July 22, 2013–[CWR Mobility](#), the leading provider of mobility solutions for [Microsoft Dynamics® CRM](#), announced today the availability of CWR Mobile CRM 2011 version 5.1.8, the third product release within the company's [Mobile First initiative](#). CWR Mobility's Mobile First initiative launched 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 5.1.8 includes:

- Support for Offline iFrames extending the ability to customize mobile forms in a completely offline mode. Everything scripted on the form can be scripted in the iFrame
- Support for Online/Offline Sitemap Extensions with full JavaScript SDK support. Custom menu items launch custom pages (online and offline) with full access to the JavaScript SDK.
- Introduction of the first fully functional JavaScript editor built right into the form designer.
- New JavaScript SDK functionality adds more customization features to improve the user experience
- Support for BlackBerry 10 and PlayBook

“This release continues to build out the customization eco-system we introduced in our Mobile First initiative,” commented Erik van Hoof, co-founder of CWR Mobility. “Focusing on the needs of the mobile CRM user we’ve created a development framework that is easy to use and adopt without the need to be a programmer which really resonates with our partners and customers.”

## **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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