



CWR Mobility and Karabina Announce New Partnership

*Karabina to Offer Advanced Mobile CRM based on
Market-Leading Mobility Software from CWR Mobility*

Nijmegen, the Netherlands and Johannesburg,

South Africa – November 25, 2013 – CWR Mobility, the leading provider of mobility solutions for Microsoft Dynamics® CRM, and Karabina, an award-winning and fast-growing business technology company, announced that they have formed a new partnership in which Karabina will offer advanced mobile CRM solutions based on the software from CWR Mobility.

At the beginning of 2013, 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.

“Karabina’s philosophy of providing smarter, more connected and flexible solutions to businesses is a perfect match with the ideas behind the software of CWR Mobility. With our software you’re always connected, online and offline, and it fits the needs of every business because you can customize mobile CRM through our SDK,” said Erik van Hoof, Co-Founder of CWR Mobility. “Mobility is very hot in South Africa right now, and we are excited to partner with Karabina to fulfill their clients mobility needs. The IT strategies outlined in our Mobile First initiative will enable partners like Karabina to provide custom solutions that further leverage those key product features.”

“Karabina believes that mobility is critical in any CRM solution and ‘just needs to work’. Karabina is excited about the partnership with CWR Mobility as they are leaders in the area of mobile CRM, CWR Mobility is well respected in the CRM space and increases our ability to execute on the needs of our customers,” says Ryan Jamieson, CTO of the Karabina Group.



KARABINA™
BUSINESS TECHNOLOGY SOLUTIONS

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About CWR Mobility

CWR Mobility empowers organizations to become more insightful, agile, and customer-centric 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 systems 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 Karabina

Karabina is a Microsoft Gold Certified partner with an enviable track record of consistent growth underpinned with over 50 local and international awards in recognition for excellence and Partner of the Year in various categories. We firmly believe that we exist to enable people in business to succeed with relevant, innovative solutions. Our focus on becoming a Number 1 player in all our business disciplines ensures that we retain our Microsoft Gold Partnership status within the Business Intelligence, Customer Relationship Management, Data Platform as well as Portals and Collaboration competencies. Our qualified staff are recognised experts in their fields. Our diverse experience adds to the vast expanse of knowledge that we have to draw on to create optimal business solutions.



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