



**2011 PARTNER OF THE YEAR**  
Mobility Business-to-Business Application  
**Winner**



**2011 PARTNER OF THE YEAR**  
Microsoft Dynamics CRM 2011 Solution  
**Finalist**



**2011 PARTNER OF THE YEAR**  
Mobility  
**Finalist**

## **CWR Mobility Award Momentum Accelerates with 2011 Microsoft Partner Awards**

***Leader in Dynamics Mobility recognized as Microsoft Mobility Business-to-Business Application Partner of the Year for second consecutive year, Finalist in two other categories***

NIJMEGEN, The Netherlands -- June 23, 2011 – [CWR Mobility](#), the leading provider of mobility solutions for [Microsoft Dynamics® CRM](#), proudly announced today it has won the [2011 Microsoft Mobility Business-to-Business Application Partner of the Year Award](#). This is the second consecutive year that CWR Mobility has been honored by Microsoft with a mobility Partner of the Year Award; in 2010 CWR Mobility was named 2010 Mobility Solutions Business Application Partner of the Year. The company was honored among a global field of top Microsoft partners for demonstrating excellence in innovation and implementation of customer solutions based on Microsoft technology. In addition, CWR Mobility announced that it has also been selected as a finalist for two other 2011 Partner of the Year awards, including the Microsoft Dynamics CRM 2011 Solution Partner of the Year Award.

“Receiving so much recognition this year, reinforcing our leadership status among Microsoft’s partner ecosystem of 640,000 organizations, is a tremendous honor for our team,” said Mark H. Corley, CEO of CWR Mobility. “We again share this recognition with our partners, who team with us and with Microsoft to deliver *The Power of Close™* to customers. This enables our mutual customers to get closer to their customers and stay there, increase customer satisfaction and loyalty while reducing the costs of customer interaction, and create a more agile and effective customer-facing organization.”

CWR Mobility was recognized for providing outstanding solutions and services in the category of Microsoft Mobility Business-to-Business Application Partner of the Year. The Mobility Business-to-Business (B2B) Application Partner of the Year Award honors exceptional innovation from the partner that has developed B2B applications on Windows Phone 7 technologies. This award recognizes CWR Mobility, who has created solutions that help accelerate business cycles, increase productivity, reduce operating costs, and provide an exceptional user experience.

"As the Mobility Business-to-Business Application Partner of the Year, CWR Mobility has demonstrated a commitment to making sure people are connected both in and out of the office," said Andy Lees, president of Windows Phone Division at Microsoft. "CWR Mobility provides clients with easy access to business resources that help them both operate efficiently and gain a competitive edge."

The Microsoft Dynamics CRM 2011 Solution Partner of the Year Award honors a partner who has exhibited excellence in providing innovative and unique solutions based on Microsoft Dynamics CRM 2011. This award recognizes CWR Mobility, who demonstrates consistent, high-quality, predictable service to Microsoft Dynamics customers that helps to ensure significant business benefits for customers from their Microsoft Dynamics CRM investments. The partner also demonstrates business leadership and success with strong growth in new customer additions and revenue.

The Mobility Partner of the Year Award honors a partner who specializes in deploying, integrating, supporting, and marketing breakthrough software solutions and services for businesses based on Windows Phone 7 technologies. This award recognizes CWR Mobility, who has worked with a business customer to implement Windows Phone 7 solutions to accelerate business cycles, increase productivity, reduce operating costs, and extend customer infrastructures.

"We are proud to recognize this outstanding group from our highly valued worldwide partner network as our 2011 Partner Award finalists," said Jon Roskill, corporate vice president, Worldwide Partner Group, Microsoft Corp. "We applaud the unique perspective and creativity each of these companies brings to solving customer business and technology challenges. Our strong partnership along with their commitment to customers plays an essential role in our mutual, long-term success."

CWR Mobility offers CWR Mobile CRM, the best-in-class mobility solution for Microsoft Dynamics CRM 2011 that enables field sales, service and marketing professionals to be more effective and efficient -- to get and stay closer to customers. With powerful features for users, unique benefits for IT and

unparalleled value for management, it's the only Mobile CRM solution that truly meets the needs of the customer-agile company.

The Microsoft Partner Awards recognize Microsoft partners that have developed and delivered exceptional Microsoft-based solutions over the past year.

### **About CWR Mobility**

Our mission at [CWR Mobility](#) is to help organizations gain The Power of Close™ -- the power to get closer to customers and stay there, increase customer satisfaction and loyalty while reducing the costs of customer interaction, and create a more agile and effective customer-facing organization. By offering the most advanced, multi-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 customers to drive business results through rapidly deployed mobile applications.

[Link to Microsoft 2011 Partner of the Year Awards Announcement press release](#)

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The Power of Close is a trademark of CWR Mobility BV. Microsoft and Microsoft Dynamics are either registered trademarks or trademarks of Microsoft Corporation in the United States and/or other countries.

### **PRESS CONTACT**

Brian Craig  
Vice President, Marketing  
CWR Mobility B.V.  
craig(at)cwrmobility(dot)com  
Tel. +1 (425) 947-4751  
[cwrmobility.com](http://cwrmobility.com)