

CWR Mobile CRM

**The power of Dynamics
in the palm of your hand**



CWR Mobile CRM for mobile professionals

Fits your People



Never miss a beat

CWR Mobile CRM offers users real-time information in the palm of their hand. With CWR Mobile CRM, users have access to relevant customer data anywhere and anytime. Data is accessible and editable both when users are connected (online) on the road, as well as when they are disconnected (offline), for example when in remote areas.

Field Marketing

Industries such as Pharmaceuticals leverage large field teams for in-person marketing, and require tools for education, readiness and customer engagement.

Field Sales

Distributors and industries such as Food & Beverage require tools to enable field sales teams to manage inventory, orders, payments and customer interaction.

Field Service

Consumer Package Goods & High-Tech companies use field teams for on-site service with custom needs around customers, parts & warranties, as well as payment processing.

Financial Services

Banking, insurance and financial advisory companies employ highly skilled professionals with needs for deep customer, account and transaction capabilities.

Professional Services

Legal, Accounting and Construction are examples of industries with special needs to handle time tracking, billing, orders, material use and customer engagement.

Real Estate

Real Estate brokers spend the majority of their time on-site with clients and prospects, and have specialized needs around customers, properties, and bids & offers.

XRM

Companies need to extend and mobilize their custom/XRM applications to empower users to complete essential company processes when offline or remote.



CWR Mobile CRM for business managers

Fits your Business



Many companies rely on a distributed workforce. In order to gain a competitive advantage, it is essential for these companies to equip their mobile staff with the technology that allows them to work in the most efficient way. Decision makers have started investing in CRM solutions, but mobile staff have not had a proper mobile solution that gives them valuable customer insight while on-the-go.

Drive the speed of business

Non-mobile staff such as sales and marketing people in the office often experience delayed access to customer data. In today's competitive marketplace companies can no longer afford this. Simultaneously, decision makers are constantly looking for solutions that can increase the efficiency and flexibility of the company.

Typical Challenges for a Mobile Workforce

- Loss of productivity when on the road
- Lack of real-time customer data and insight
- Unable to respond on the spot to customer requests

CWR Mobile CRM

CWR Mobile CRM is the most advanced, multi-platform mobile CRM solution. Its mobile client supports Windows Mobile as well as BlackBerry and iPhone devices. Because it is based on the Microsoft Dynamics platform, it is an extension of your organizations CRM system and has a low risk of failure. The solution is secure to the highest standard, ensuring that valuable company data is safely protected. CWR Mobile CRM is feature-rich and easy to use which translates to fast adoption and low training cost. CWR Mobile CRM gives mobile employees everything they require in the palm of their hand.

Mobility drives competitiveness

Investing in CWR Mobile CRM is the key to making your company more competitive. A relatively small investment will significantly boost your staff's efficiency and flexibility. CWR Mobile CRM not only has a fast ROI of 3 to 6 months, it also contributes to a higher ROI on existing Dynamics CRM investments.

Mobilizing XRM

XRM, eXtended Relationship Management, is a strategy that goes beyond traditional customer-centric CRM (Customer Relationship Management), focusing on managing all relationships - not just those with customers. The "X" underpins a variety of applications that are tightly integrated and are used to manage internal and external transactional relationships. XRM provide a comprehensive, unified system for all aspects of business. CWR Mobile CRM is the flexible mobile platform that supports virtually every mobile relationship management scenario.

Benefits of Mobilizing CRM

An April 2009 Forrester Consulting research amongst Western European (IT) executives showed their organizations' biggest benefits of Mobile CRM are:

1. Improved employee productivity;
2. Improved customer experience;
3. Higher customer satisfaction;
4. Improved business process efficiency;
5. Lower cost of CRM.

CWR Mobile CRM for IT professionals

Fits your Environment



IT managers and system administrators are working on the thin line between empowering users with the best IT solutions while keeping the IT infrastructure secure and manageable. They want solutions that fit in the current system, are scalable, secure and easy to implement and maintain.

Bridge the gap between the office and the field

CWR Mobile CRM enables IT managers and system administrators to give employees what they need, while keeping the infrastructure secure and manageable. It is the most advanced, multi-platform mobile CRM solution in the market and ongoing development is focused upon keeping CWR Mobility the frontrunner in the mobile CRM market. The solution is feature-rich and easy to use, giving employees all information they need in the palm of their hand.

Because CWR Mobile CRM is based on the Microsoft Dynamics platform, it works on the current IT infrastructure and has a low risk of failure. It is technically well-designed, flexible and easily scalable. The solution is secure to the highest standard, ensuring that valuable company data is safely protected.

Key characteristics of CWR Mobile CRM

Online and Offline. Because of the advanced synchronization capabilities, the data available to the mobile user is accessible both online and offline. Even when there is poor network coverage or the location doesn't allow network access, the mobile professionals can continue their work.

Low Impact Deployment. With the wizard based installation and the automatic update functionality, the solution can be installed quickly and easily. The application automatically detects and installs updates to the product, so neither the user nor IT resources are needed.

Limited Training Required. The intuitive Microsoft user interface and browser like behavior ensures a short learning curve and fast user adoption.

Filtered Information. The profile specific implementation lets you filter the information to match the needs of your mobile teams. This reduces the amount of data being transferred and protects sensitive information.

Customization. Based on a metadata driven architecture the application can be customized into any line of business application. The easy to use WYSIWYG interface designer gives you full control over the look, feel and behavior of the application.

Fully Extendable. The application can be extended with your own custom code or functionality. A well documented SDK allows for creation of custom controls and business logic, without touching the core of the application and thus fully compatible with future upgrades.

High level of Security. Advanced security features including SSL, encrypted database, Windows authentication, Remote device wipe and disabling user access safeguard your organization's confidential information.



CWR Mobile CRM



With CWR Mobile CRM you can access your Dynamics CRM information anytime and anywhere. It is the most advanced mobile CRM solution for service, sales and other mobile staff available today. By using its extensive capabilities and your mobile device of choice your CRM information is always with you.

CWR Mobile CRM 4.2 includes a server side component as well as a mobile client for Microsoft Dynamics CRM 3.0 and 4.0. The client can be deployed on a wide range of mobile devices including Windows Mobile, RIM BlackBerry and iPhone. CWR Mobile CRM includes default implementations for Field Service and Field Sales professionals. Furthermore it contains a flexible toolkit to build custom Line of Business (LoB) applications.

In order to make deployment and data synchronization as efficient as possible, the system is design to give mobile users role based access to the information which is relevant to them. CWR Mobile CRM works online (via cradle, Wireless LAN, GPRS or UMTS/EDGE) as well as offline in areas with no coverage. The mobile client automatically synchronizes the information whenever connected to the server.

Power of Choice

Choose the CWR Mobile CRM that fits your needs: standard or professional edition, deployed in house or hosted. CWR Mobile CRM is also available Online as an extension to Dynamics CRM Online (currently USA and Canada only) In Europe CWR Mobility is working with several Dynamics CRM hosting partners.

CWR Mobile CRM is a stable, scalable and reliable product which runs in some of the most demanding IT environments. The solution is multi currency, multilingual and multi tenancy.

Key Features of CWR Mobile CRM

Sales

- Support for Leads, Accounts, Contacts, Opportunities, Quotes, Orders, Invoices, Products, Appointments, Tasks, etc.
- Up-to-date Customer, Order and invoicing information.
- Products and pricelist information.

Service

- Support for Service Appointments, Appointments, Tasks, Accounts, Contacts and Cases.
- Information based on the User that is logged in
- Tight integration with the planning functionality of Dynamics CRM

Other Line of Business

- Create your own mobile application with the functionality your desire
- Deploy multiple configurations in one CRM environment
- Support for custom entities, forms, views, etc.

Software Development Kit

- Extend the mobile application beyond the CRM framework
- Callouts to add custom business logic
- Custom Controls to integrate UI or device interaction on form level
- 10+ sample code included (barcode scanning, signature capturing, imaging, etc...)

About CWR Mobility

CWR Mobility is the frontrunner in the mobile CRM market. By providing the most advanced, multi-platform mobile CRM solution based on the Microsoft Dynamics platform, the company sets the market standard. CWR Mobility is committed to continuously bringing CRM and ERP to the next level, thereby enabling customers and partners to make the most out of their business.

CWR stands for Crawl, Walk, Run. This represents the company's firm belief that one should take one step at a time. This belief shines through in every aspect of the company, from product development to technical support and marketing strategy. It reflects CWR Mobility's constant strive to achieve the highest quality possible.

All this has led to a partner network that already spans Europe, The Americas, South Africa, The Middle East and Australia. Together with our partners we are now delivering horizontal and vertical mobile CRM applications to SMB and Enterprise clients in all four corners of the globe.

Microsoft Gold Certified Partner

CWR Mobility is a Microsoft Gold Certified Partner with competencies in Microsoft Business Solutions, Mobility Solutions and ISV/Software Solutions. CWR Mobile CRM is a Microsoft Certified Solution for Microsoft Dynamics CRM.

Contact



Sistemas Integrales

Rousseau 14, - 301
Col. Anzures, CP. 11590
México D.F.
Tel. +52 (55) 5531-4148
Lada: 01-800-710-5068

