



## **CWR Mobility and Touchstone CRM Announce New Partnership**

***Touchstone CRM to Offer New CRM Mobile Solution based on Market-Leading  
Mobility Software from CWR Mobility***

NIJMEGEN, The Netherlands and London, United Kingdom – January 26, 2012 – [CWR Mobility](#), the leading provider of mobility solutions for [Microsoft Dynamics® CRM](#), and Touchstone CRM, thought-leaders in providing CRM consulting and support services, announced today that they have formed a new partnership in which Touchstone CRM will offer advanced mobile CRM solutions to its customers based on award winning software from CWR Mobility. As part of this new business relationship, Touchstone CRM has joined the CWR Mobility Partner Program as a Registered Partner.

The announcement follows news earlier this month that CWR Mobile CRM was recently named a [Top Add-on for Dynamics CRM by DynamicsWorld](#).

Demand is growing across the Touchstone CRM customer base for mobile solutions, and Touchstone CRM is expanding its offering for the UK and European market to include mobility for Microsoft Dynamics CRM users. Touchstone CRM's focus and unique solutions are tailored to the Professional Services, Not for Profit and Financial Services industries who have medium to large sales and consultancy teams including remote and office based employees.

*"We are seeing a significantly increased demand from our clients across all sectors to extend the use of CRM data and processes beyond the internal network,"* said Dean Carroll, Head of Touchstone CRM. *"As working practices become increasingly flexible in terms of working hours and location, Mobile CRM really comes into its own."*

Touchstone CRM prides itself in leading the market and working with the best-in-class and innovative technology providers. Based on CWR Mobile CRM, the new Touchstone CRM Mobile solution will become part of Touchstone CRM's productivity and enhancement offerings, delivering key capabilities such as native mobile applications, mobile dashboards, connectivity independence, synchronization, multi-device access and role-based information delivery. This new offering fits perfectly into the Touchstone CRM solution portfolio, driving marketing leads through to sales effectiveness and project management.

*"We are pleased to be partnering with Touchstone CRM," said Mark H. Corley, CEO of CWR Mobility. "The Dynamics CRM consulting experience of Touchstone CRM, combined with our award winning Mobile CRM solution presents an outstanding opportunity for customers in the UK and continental Europe to get closer and stay closer to their customers."*

CWR Mobile CRM is 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. CWR Mobility recently introduced a new version of CWR Mobile CRM 2011 that offers [mobile dashboards](#), a new data visualization tool that enables field professionals to easily track the business data and intelligence that matters to them most, so remote workers can act on that information when it matters most. Also recently introduced was a new evaluation version of [CWR Mobile CRM 2011 for Android™](#) devices. CWR Mobile CRM 2011 easily integrates with customers' Dynamics CRM 2011 systems, whether running in the cloud or on-premise.

Businesses and Partners interested in learning more or beginning a [free 30-day cloud or on-premise trial](#) are invited to visit [http://www.touchstone.co.uk/contact\\_us](http://www.touchstone.co.uk/contact_us) or register for the Touchstone webinar "CWR vs. Mobile Express" please visit: <http://www.touchstone.co.uk/events>

### **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.

## **About the CWR Mobility Partner Program**

The Mobile CRM market is expanding rapidly, creating substantial opportunity for system integrators, value added resellers and consultants to help their customers gain The Power of Close. The CWR Mobility Partner Program provides these companies with the tools to successfully enter the mobile CRM market and deliver market-leading solutions to their customers 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 Touchstone CRM**

Touchstone CRM – a smarter alternative to traditional CRM consultancy and support services. We have delivered over 450 CRM implementations successfully, we pride ourselves in leading the market and working with the best-in-class, scalable and innovative technology providers. Touchstone CRM is able to integrate and deliver exactly the right combination of product, solutions and support services to streamline your business processes, meet your requirements and ensure delivery.

Touchstone CRM are named in the 2011 President's Club for Microsoft Dynamics® for dedication to customer delivery and pursuit of technological advancement.

For further information, visit <http://www.touchstone.co.uk/crm>

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