

wMobile 1.8 brings new calendar functionality to the forefront

Submitted by: Media Jems

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W-Systems Corp has announced the release of version 1.8 of their highly acclaimed wMobile Mobile CRM product. The new version welcomes the addition of revolutionary team based graphical monthly, weekly and daily calendars to the application, displays equally well on any phone from BlackBerry, Windows Mobile, iPhone to Palm and has "pushed the envelope of what is possible in mobile application", according to W-Systems President Christian Wettre.

With the latest graphical team calendars, wMobile users can now interactively access any team members calendar via their mobile phone and with new dynamic time zone support, any user can specify the time zone they are operating in and have schedule activities translated on the fly to display in the context of their current location. A short demonstration of wMobile's group calendar functionality can be accessed from www.youtube.com/wmobilecrm.

"wMobile 1.8 illustrates a leap forward in the usability of mobile web applications. By offering a parity in user experience across all major phone operating systems we are enabling our customers to freely choose the mobile phone device most suitable for their users without concern of model and operating system obsolescence " states Wettre.

wMobile, the highly acclaimed mobile telephone client for the popular GoldMine CRM system, continues to be at the forefront of truly accessible mobile CRM, proving that it is not only feasible for large organizations with large budgets, but is equally accessible for small organizations with just a few users. It is sold through a rapidly expanding international partner network that can provide local training and customization support, making it a one of the most adaptable and flexible global solutions in mobile CRM.

"With wMobile we have been able to fulfill a need for our small to mid-size customers to mobilize their CRM processes. The product sales cycle is very short because wMobile is inexpensive and provides great value, and implementation is quick and easy. I use wMobile to access my GoldMine daily, so it's a pleasure to endorse and sell a product that I really believe in", adds Kevin Reichley, Vice President of sales for Ticomix Inc (www.ticomix.com).

"Our simple installation procedures and a low \$295 per user license cost means that wMobile is one of very few mobile CRM products on the market that supports as little as two users and has been proven to scale up for larger organizations with hundreds of users. wMobile 1.8 demonstrates our continued commitment to making mobile CRM even more integrated into the day to day business processes", explains Wettre, who announced the completion of wMobile's 200th customer installation last month.

For more details visit www.w-systems.com

Editor's Notes:

About W-Systems Corp.

W-Systems offers a number of award winning customer relationship management software applications and have provided cost effective and innovative solutions to over 600 customer organizations across a variety of industries and vertical markets. For more information visit www.w-systems.com.

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wMobile is an application that delivers corporate CRM systems in real time to remote devices such as a mobile phone. The application is designed to provide valuable, intuitive and time-saving functionality for sales personnel via their mobile telephone device.

wMobile provides wireless mobile access to the popular GoldMine Corporation Edition and Premium Edition ® and is compatible with Microsoft IIS Server 5.0 or higher, Microsoft .NET Framework and most mobile devices including BlackBerry, Windows Mobile, Palm Treo, iPhone and Symbian based phones. wMobile starts at \$295 per named user license with volume license pricing based on quantity.

The primary strength of wMobile is its ability to improve the efficiency and productivity of sales personnel in the field, providing wireless interaction without synchronization, meaning that absolutely no data resides on the phone should it be lost or stolen. wMobile proves a number of innovative features such Proximity Contacts – the ability to quickly identify all nearby contacts such as customers and prospects. wMobile reduces the burden on organization IT resources by deploying mobile CRM as a server based web application with no application or data synchronization between server and mobile client.

W-Systems is at the forefront of delivering CRM technology, having delivered innovative customer management solutions to over 600 client organizations since 1996.

For more information visit www.w-systems.com

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