

Reference



CAS genesisWorld

xRM and CRM for small and medium-sized enterprises



» CAS genesisWorld supports us in making our communications more efficient between our front and back office staff. Deploying the CAS genesisWorld CRM system centrally has significantly reduced our communications expenditure. The system gathers all available information and then makes that information available to each individual employee in a form which is specific and relevant to them. «

Manuel Rösinger, Head of Sales/Marketing



Industry

Plant facilities

Requirements

- To connect field staff (front office)
- Enable the processing of sales projects with activities
- Integrated duplicate checking
- Ensure consistent data for both the front and back office teams
- Connect to ERP infor
- Mobile access
- Multitenancy for subsidiary companies

Benefits and advantages

- Allows information to be found quickly – throughout all processes from an enquiry to an order
- Improved communication between our front and back office teams
- Enabled our front office team to access ERP data (360 degree view) via the CRM
- Information always current and available at any time (mobile access)
- Clearly structured and easy to use
- Self-administration of the system and integration to infor
- User management and external access rights can be applied at the most detailed level
- System can be customized without requiring programming knowledge by using the Form Designer



Project data

- CAS genesisWorld Premium
- Module: Form & Database Designer
- Infor2gW, integration infor ERP COM

Customer

- Dringenberg GmbH Betriebseinrichtungen, www.dringenberg.com
- Producing high-quality modules for more than 70 years: Work benches, storage units and drawers made to measure for vehicle plant operations and general plant operations.
- ca. 300 employees

Partner

- aptus IT GmbH, project partner for more than 1200 CRM users with infor ERP COM

CAS genesisWorld

- Professional customer management
- Supports internal processes, increases efficiency
- Specially designed for the requirements of SMEs
- Mobile CRM solutions with CAS SmartDesign for smartphones, tablets and browsers
- Very good price-performance ratio
- Flexible, easy to integrate, extendable
- Established product – winner of several awards
- Over 200 CRM specialists provide on-site support
- Being used successfully by more than 20,000 companies

Contact and Consulting



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