

Success Story



CAS genesisWorld

CRM + AIA® for small and
medium-sized enterprises



Steering into unknown territories with CRM

As one of the world's leading paint manufacturers, WEILBURGER is closely involved in customer and process procedures when developing innovative coating solutions. CAS genesisWorld gives passionate laboratory and sales staff the scope to develop optimal solutions for customers, even in areas which were previously unknown to them.

The CRM solution from CAS Software AG has been in use at WEILBURGER Coatings GmbH in Weilburg, Hesse, since 2008. This global company with more than 1,200 employees across nine production sites and eight sales offices on a total of four continents offers solutions that inspire people. In cooperation with the CAS partner, Network Concept GmbH, the company switched to CAS genesisWorld Web in 2020.

Flexible browser access

"We deliberately opted for the web version of CAS genesisWorld for the relaunch," explains Fabian Bußweiler, Head of IT. Employees can use the web browser to work with the software from any device and access all data - even when working from home or in the field. "The interface is modern, very user-friendly and intuitive to use. It's simply fun to work with." Maintaining the system is also easier: "We just have to perform a central server update once and then everyone is up to date."

For this version, it was also important to the company that the interface reflects our corporate identity. The appearance can be completely tailored to the company's corporate look in terms of colors and logos. In this way, daily work with CAS genesisWorld also strengthens the sense of identification among employees.



Industry

Paint and varnish industry

Objectives/Requirements

- After more than 10 years of using the desktop client enable a seamless conversion/relaunch to the web client
- Modern and CI-adapted appearance
- Convenient use while working from home in the mobile office and on the move
- Connection to the laboratory information system

Benefits and advantages

- Interface is modern, very user-friendly, intuitive to use and reflects corporate identity via appearance by using our colors and logos
- All current customer correspondence is available when working from home and in the field
- Individual and project-specific work steps can be set up quickly with just a few clicks - everyone always knows the status of the project and what needs to be done
- Seamless collaboration across departments and branches, e.g. also with laboratory
- Frees up time to actually work on pioneering projects thanks to digital and automated business processes



Overview of complex processes

WEILBURGER Coatings GmbH is a classic supplier for a wide range of customers, from small paint stores and industrial companies to large corporations. For example, trains are coated, non-stick coatings for pans, high-temperature coatings for ovens and glass coatings for alcohol and perfume bottles are developed.

"Customers don't get an off-the-shelf product, but coating solutions that are tailored to their specific application," adds Fabian Bußweiler. "The need for advice is high. When consulting with customers there are lots of technical and sales-related intermediate steps that need to be clarified." For example, the product is tested several times in the WEILBURGER laboratory and on site at the customer's premises. "Depending on the industry, these are very different processes. There is no standard procedure." CAS genesisWorld maps these complex processes in a structured way and provides a complete overview at all times.



» CAS genesisWorld makes coordination and teamwork noticeably easier. «

Fabian Bußweiler, Head of IT

CAS genesisWorld

Project data

- CAS genesisWorld Premium Edition since 2008
- 'Uni-Connect' interface to the laboratory system

Customer

- WEILBURGER Coatings GmbH, www.weilburger-coatings.de
- One of the world's leading paint manufacturers in the development and production of innovative coating solutions
- 1,200 employees across 9 production sites and 8 sales offices on 4 continents
- Founded over 100 years ago

Project partner

- Network Concept GmbH, www.networkconcept.de

CAS genesisWorld

- Benefit from corporate processes and access the latest customer data in one central CRM + AIA® solution
- Professional customer management increases efficiency
- Mobile CRM solutions with CAS SmartDesign for smartphones, tablets and browsers
- Flexible, easy to integrate, extendable
- Established product – winner of several awards
- Over 200 CRM specialists provide on-site support
- CAS products being used successfully by more than 30,000 companies worldwide

CRM creates transparency

In the central customer file in CAS genesisWorld, employees record all the customer and project data and document the complete development history of the individual products. All technical reports and development data are also linked to the laboratory information system via a 'Uni-Connect' interface set up by Network Concept. This allows colleagues across departments to see the current status of both the development of a coating and communication with the customer.

"You can't separate sales and technical advice at WEILBURGER: Laboratory staff also have direct contact with customers. It is therefore crucial that everyone has the same level of knowledge. CAS genesisWorld makes this possible with a 360° perspective on the customer." This noticeably improves coordination and collaboration within the team: For example, the sales employee records their visit reports via an input mask in the CRM system, they can then use the task tool to distribute any tasks that may have arisen during the appointments and assign them to the respective



More testimonials:
www.cas-software.com/references

Find out more



Picture Headquarters. WEILBURGER has a global presence with more than 1,200 employees across 9 production sites and 8 sales offices on a total of 4 continents.

colleagues in the relevant departments, for example, in the laboratory. Colleagues then have to complete and tick off these tasks. This means we always have the current status of customer support at our finger tips.

Conclusion

WEILBURGER embarked on the path to the digital future more than a decade ago with CAS partner Network Concept. Now, with the web-based solution from CAS genesisWorld, the company has taken a further step towards new, digital working environments so that business processes run "by themselves" and free up space for the actual pioneering work: Coating solutions for the tomorrow's world.

Contact us now for more information on applying CRM + AIA®.

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