

Reference



**CAS** genesisWorld

CRM + AIA® for small and  
medium-sized companies



» The possibilities CAS genesisWorld now offers us have strongly spurred our growth. True to our motto: Achieve today what others only think of tomorrow. «

Claudia Kister, Sales Director MBS AG



## Industry sector

Electrical industry

## Objectives/requirements

- Address consolidation from several data islands
- Supersede several island systems (including Tobit and statistics tool)
- Sales processing with commercial representative
- Analyses and reporting
- Conduct marketing campaigns
- Mobile access
- Multi-client capability for up to 5 subsidiaries
- Integration of infor ERP COM and DMS development

## Benefits and advantages

- Integrated management and transparency of sales activities
- Improved communication between office staff and commercial representative
- Complete 360 degree view of all customers
- Time saving during procedure search
- Focus on main activities
- Key data available at the press of a button
- One contact in support, one system for everything
- Simple administration

# CAS genesisWorld

## Project data

- CAS genesisWorld Premium
- Module: Form & Database Designer, Helpdesk, Report Manager
- Interaction with other systems

## Customer

- MBS Messwandler AG, [www.mbs-ag.com](http://www.mbs-ag.com)
- 'We make energy measurable.' Based on this premise, today MBS is one of the world leading's manufacturers of low-voltage transformers and measuring transducers
- Founded in 1977
- More than 140 employees

## Project partner

- aptus IT GmbH, Backnang, [www.aptus.de](http://www.aptus.de)

## 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
- 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

## Contact and Consulting



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