



Reference

**EUCHNER**  
More than safety.

**CAS** genesisWorld

xRM and CRM for small and medium-sized companies





» To strengthen and expand our position worldwide as the leading company in industrial safety technology, it was important for us to standardize our international sales processes and establish more transparency in our activities and results. CAS genesisWorld helps us to tick all of these boxes. «

Susanne Knüppel, Data processing / IT Department

## **EUCHNER**

More than safety.

### Industry sector

Manufacturing company, safety technology

### Requirements

- Enable the mapping of the international sales structure
- Allow multilingual working
- Provide centralized address capture and maintenance for each respective country
- Allow report creation
- Provide tracking of customer sales
- Enable the creation of marketing campaign distribution lists
- Implement a rights system

### Benefits and Advantages

- Provides a standardized database in all subsidiaries
- Makes transnational sales activities more transparent
- Comprehensive information on customers and customer structures for employees with sufficient permissions
- Centralized transnational data maintenance
- Fully traceable sales process
- Efficient controlling of visitor activities
- Target group specific marketing actions

## **CAS genesisWorld**

### Project data

- CAS genesisWorld Premium
- Module: Form & Database Designer, Report Manager
- Bidirectional interface to Comarch ERP Enterprise using CAS genesisWorld data transfer

### Customer

- Euchner GmbH + Co. KG  
[www.euchner.de](http://www.euchner.de)
- German family-owned company, worldwide leaders in the area of industrial safety
- Founded in 1953
- 600 employees

### Project partner

- itdesign GmbH, Tübingen  
[www.itdesign.de](http://www.itdesign.de)

### CAS genesisWorld

- Professional customer management
- Supports internal processes, increases efficiency
- Specially designed to meet the needs of SMEs
- Very good price-performance ratio
- Established product – winner of several awards
- Over 200 CRM specialists provide on-site support
- Being used successfully by more than 10,300 companies

## Contact and Consulting

**itdesign**

itdesign GmbH  
72072 Tübingen  
+49 7071 3667-60  
[www.itdesign.de](http://www.itdesign.de)

 **CAS CRM**  
A SmartCompany of CAS Software AG  
[www.cas-crm.com](http://www.cas-crm.com)