

## Reference



**WECKERLE**  
BERLAC GROUP



**CRM Project**  
of the year 2015

» The wide range of design options for data records as well as functions for modelling internal workflows provide us with a complete package for customer-oriented work. «

Robert Schüller, Project Manager CRM

**CAS** genesisWorld

CRM/XRM for small and  
medium-sized companies





» The interaction of CAS genesisWorld with our DIBAC® ERP system from RSW-Orga, forms a powerful sales tool which helps to make life easier for our employees with respect to our lively, networked-operations. «

Rainer Nebel, Managing Director



### Industry sector

Paint and coatings industry

### Requirements

- Promote transparent and efficient data storage
- Optimize in-house processes
- Replace island solutions with centralized storage
- Company-wide roll out
- Enable the integration of ERP data
- Provide central storage of documents and e-mails
- Improve data quality

### Benefits and Advantages

- Now enjoy automatized processes for customer complaints, laboratory orders and the management of test equipment
- Increased variety and flexibility when creating reports
- Appointments, booking resources and holidays can now all be managed and coordinated at the interdepartmental level
- Significant improvements to customer services through increased availability of information to employees and shorter reaction times
- Improved customer focus, concentrate on core business
- Transparent project management and seamless documentation
- Latest information now available to mobile users
- Flexible CRM software that grows with you



### Project data

- CAS genesisWorld Premium
- Module: ERP connect, Form & Database Designer, Report Manager
- ERP integration with dibac®

### Customer

- Weckerle Lackfabrik GmbH  
[www.weckerle-lacke.de](http://www.weckerle-lacke.de)
- Manufacturer of both conventional and water-soluble one and two pack paints for use in the automotive, rail, industrial plant, mechanical engineering and building industries
- Founded in 1908
- 70 employees

### 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 30,000 companies

## Contact and Consulting



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