



CAS genesisWorld

xRM and CRM for small and
medium-sized companies



» CAS genesisWorld enables all employees to access central knowledge about all sales processes at any time. This makes it easier to quickly find information and enhance transparency. «

Klaus Beutel, Sales & Distribution



Industry sector

Engineering

Requirements

- Central address database
- Intuitive operation
- Creating individual reports and form letters
- Complete overview about processes, tasks, responsibilities, projects
- Mobile functionality

Benefits and Advantages

- More transparency through central storage of information, customer dossiers and up-to-date status
- Using the faster and easier search function with different filters makes company knowledge available for all employees
- Easier communication across units, especially through a shared calendar
- Better customer focus and customer service with a 360° view on the respective customer
- Planning, executing and evaluating projects in a targeted and structured way with efficient control tools
- Up to date anytime and anywhere with mobile solutions
- Easy proximity search applying diverse filter criteria

CAS genesisWorld

Project data

- CAS genesisWorld Premium
- Modules: Form & Database Designer, Report, Geomarketing
- ERP Connect, SQL Server

Customer

- Geibel & Hotz GmbH, www.gh-grinding.com
- Globally active manufacturer of a wide range of precision flat, profile, rotary and rotary table grinding machines.
- A modular concept allows for various combinations of control and drive technology with different machine mechanics
- Founded in 1956, more than 80 employees

Network Concept

- More than 25 years of experience in consulting CRM and ERP projects
- 3 locations (Lich, Karlsruhe, Niedernhausen)

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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