

Reference

**somic**

Engineered to perform



**CAS** genesisWorld

xRM and CRM for small and medium-sized companies





» Quick growth demands new directions in simple data management and maintenance. With the implementation of CAS genesisWorld for sales we were able to achieve these goals quickly and without drama. «

Martina Paul, Manager Sales Support



## Industry sector

Mechanical and plant engineering

## Requirements

- To provide a central data stock for sales
- Ensure transparent sales processes and KPIs
- Enable a contact history for each address
- Professional solutions for online marketing
- Allow data synchronization via interfaces to existing systems

## Benefits and Advantages

- Provides current contact data thanks to the centralized data stocks and maintenance, for example, any amendments made to data are synchronized immediately
- Ensures a clearer overview of projects thanks to traceable communications and interactions
- No loss of information in case of absence, illness or resignations, company knowledge is retained
- Continual further development of business opportunities thanks to the gathering of lead sources and targeted analysis
- Professional e-mail marketing for e-mail campaigns and trade fair invitations: Targeted salutations with easy function selections
- A sound decision-making foundation using clear analysis, for example, statistics of the entire business or more specifically according to sales areas



## Project data

- CAS genesisWorld Premium
- Modules: Form & Database Designer, Report

## Customer

- SOMIC Verpackungsmaschinen GmbH & Co. KG  
[www.somic.de](http://www.somic.de)
- Packing solution specialists: Cartoning machines, case packers, handling and transport systems
- Founded 1974
- Approx. 320 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
- Safe data through mature, multi-stage legal system
- 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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