» All customer information is available for all employees and can be accessed quickly and easily. «

Peter Jaeschke, Head of Sales

CAS genesisWorld

xRM and CRM for small and medium-sized enterprises

Industry

Engineering

Objectives/Requirements

- Sales material and sales tools
- Offer tracking and overview of calculations
- Storing of customer information and history
- History of visit reports and discount agreements
- Partner administration (e.g. recommendations)
- Task management, consistent teamwork
- Holiday planning, team calendar
- Analyses/Reporting (e.g. ongoing offers including estimated turnover)
- Integration into infor ERP COM

Benefits and advantages

- Central data collection with smart access options at each workstation and while being on the road
- Customizable – highly flexible
- Sales process is more efficiently structured, partly automated, no lead is lost
- Best possible integration with infor ERP COM, relevant data from two systems is displayed
- Structured document filing system
- Well-structured reports at the push of a button

Project data

- CAS genesisWorld
- Form & Database Designer, Report Manager, Project
- Interface available to infor ERP COM

Customer

- IPR- INTELLIGENTE PERIPHERIEN FÜR ROBOTER GmbH
  www.iprworldwide.com
- IPR offers a huge standard program of components and systems for handling, assembly and automation technology. The product range includes grippers, tool changers, compensation elements and RTUs (robot transport units).
- Founded in 1989
- 80 employees

CAS genesisWorld

- Professional customer management
- Supports internal processes, increases efficiency
- Specially designed to meet the needs of SMEs
- Flexible, easy to integrate, extendable
- Established product – winner of several awards
- Over 200 CRM experts provide on-site support
- Implemented successfully by more than 10,300 companies

Contact and consulting

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