



Success story

JOHANNES  
**HÜBNER**  
GIESSEN  
ideas and solutions

CAS **genesisWorld**

xRM and CRM for small and  
medium-sized enterprises



## Hübner's recipe for expansion:

### Staying one step ahead

Founded in 1934 in Giessen, the Johannes Hübner company has been using its creative ideas and innovative solutions to set new standards in encoder and drive technology. The company's other business operations include: sensor technology and energy systems as well as railway technology and associated software. Johannes Hübner opted for the CAS genesisWorld CRM solution to help improve its work processes.

The company has been expanding for the last ten years, after having established its business network abroad in the 90s. Oliver Rüspler, the Managing Director, said that both the numbers of employees and the quantity of data to be processed have multiplied reflecting the company's growth. And at the time of writing, the company contacts in the CAS genesisWorld database total around 20,000.

#### Rapid deployment

We deployed the software in 2009, after we had seen the software in action at a special CRM event run by the CRM solution provider and CAS Premium partners, crm consults GmbH. We were impressed by their professionalism. And as Oliver Rüspler, the Managing Director quickly realized, "It was clear that we needed exactly such a system." Prior to deploying the CRM system, all of the business processes were managed using Excel tables, whereby employees would often lose track of what was going on.

#### Easy cross-industry collaboration

CAS genesisWorld was introduced gradually in stages, the CRM is still being developed even today. "The solution can be customized to fit our requirements and grows with us, without overwhelming us", commented Rüspler. Which makes the practical advantages all the more diverse: and as Johannes Hübner GmbH works on an industry-oriented basis, the functions and possibilities for classifying, specifying and selecting are extremely useful. The steel industry consists of various sub-industries, which can be further differentiated



#### Industry

Manufacturing company

#### Objectives / Requirements

- Optimize all our business and working processes
- Create a comprehensive contacts and information management system
- Ensure a centralized means of managing data for approximately 20,000 contacts
- Replace Microsoft Excel tables
- Provide diverse options for classification, specification and selection
- Easier quote creation for complex projects
- Ensure worldwide mobility
- Provide a customizable CRM solution that grows with the business

#### Advantages

- Enables cross-industry collaboration through precise selection options
- Ensures reliable, efficient project handling
- Provides worldwide access to all relevant data from diverse sources
- Ensures high levels of transparency to help provide customers with tailor-made quotes
- Employees can easily follow the workflows
- Saves time to improve competitiveness by providing mobile access to all information.

into either hot or cold rolling mills. Similarly, the crane, mining, open-face mining, hoist machinery, excavator and conveyor systems industries can all be analyzed, considered and evaluated separately.





## Tailor-made project support

Data maintenance plays an important role for Johannes Hübner GmbH, particularly with regard to projects. Oliver Rüspler outlined a typical example: "Siemens took part in an invitation to tender for a steel works equipment project in Indonesia. In such cases, we create a project and then link everything that we know about it. Typically, the information comes from all kinds of sources, with CAS genesisWorld we can keep the information well sorted and assign statuses to relevant project phases."

## High levels of transparency increase the chances of success – now with mobile functionality

According to the Managing Director, Oliver Rüspler, it comes down to knowing which companies are involved in a project: "We try to make sure that we get involved with the ones who actually get the contract." The high levels of transparency in the CRM system enable companies to maintain an overview of all project participants as well as their proposed technology, so that contract bids can reflect what's actually required. And, with the help of the integrated history the respective workflows are easy to follow.



» We now have a clear competitive advantage thanks to CAS genesis World and mobile data access «

Oliver Rüspler, Geschäftsführer

## CAS genesisWorld

### Project data

- CAS genesisWorld Suite
- Module: Report, Form & Database Designer
- PaperLink Scan interface from crm consults

### Customer

- Johannes Hübner, Giessen, Germany  
[www.huebner-giessen.com](http://www.huebner-giessen.com)
- Encoder and drive technology experts. Small and medium-sized company trading worldwide.
- Founded in 1934
- 50 overseas offices on five continents

### Project partner

- crm consults GmbH, Wettenberg  
[www.crm-consults.de](http://www.crm-consults.de)

### CAS genesisWorld

- Professional customer management
- Supports internal processes, improves efficiency
- Especially for the needs of SMEs
- Established, multiple-award winning product
- Over 200 CRM specialists provide on-site support
- More than 20,000 businesses work successfully with CAS genesisWorld

All of this coupled with CRM support gives Johannes Hübner GmbH a major competitive advantage. The various options for mobile data access in CAS genesisWorld have a number of key advantages, for example: colleagues in Singapore have direct access to the system, they can also enter new information into the system directly without losing any time, which means that the employees in Germany can access the new data in real time.

## Data maintenance is now also possible with paper link

The flexibility of CAS genesisWorld, means that the system is being continually developed while in operation at Hübner GmbH. At the crm consults customer day, Oliver Rüspeler was impressed with "paper link" – a solution for scanning paper documents directly into customer and/or project dossiers. Paper link helps to reduce the amount of data that has to be recorded, resulting in significant reductions in overall data maintenance. He was also just as interested in the automatic "Sanctions list checker".



These descriptions refer to modules and solutions developed by crm consults from Wettenberg. Rüspeler: "These are very interesting solutions, we're delighted to have a future-proof CRM solution that can keep up with our additional requirements and developments."



Comments from other customers:  
[www.cas-crm.com/our-customers](http://www.cas-crm.com/our-customers)

Find out more



Contact us now for more information on applying CRM in manufacturing companies.

Phone: +49 721 9638-188

E-Mail: [CASgenesisWorld@cas.de](mailto:CASgenesisWorld@cas.de)

[www.cas-crm.com](http://www.cas-crm.com)



CAS Software AG  
CAS-Weg 1 - 5  
76131 Karlsruhe

