

Reference



→ **Chemische Spezialprodukte**  
→ **Siebdruckfarben**  
→ **Tampondruckfarben**



**CAS** genesisWorld

CRM/XRM for small and  
medium-sized companies





» The key mission of the Pröll company is to recognize trends and develop solutions in cooperation with our customers. We found CAS genesisWorld to be the perfect platform for mapping these interdepartmental tasks. «

Sebastian Schubart, CRM Manager



## Industry sector

Paint and coatings industry-/Lackindustrie

## Requirements

- An efficient central contact database and central information system
- Easy data maintenance
- Provide head office and subsidiaries with an overview of all transactions in both purchasing and sales
- Independent system configuration
- Replace existing isolated applications, especially those associated with the laboratory information system (LIMS)
- Optimize internal processes

## Benefits and advantages

- Transparent, efficient work processes thanks to the automation of a number of laboratory specific processes (LIMS) such as small-scale production, shelf-life tests, color mixtures and mix optimization.
- Consistent project templates for newly developed products make interdepartmental work easier
- Sound decision making thanks to easier configuration of individual reports
- Optimization of internal sales processes while continually monitoring sales processes
- Easy to roll out to all departments

# CAS genesisWorld

## Project data

- CAS genesisWorld Premium
- Modules: Form & Database Designer, Report, ERP-Connect dibac®, Survey, Project

## Customer

- Pröll KG  
[www.proell.de](http://www.proell.de)
- In Development of customer specific special products for the coating and printing of plastics, glass, metals and other materials.
- Founded 1938
- 150 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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