



Reference

eltherm®
innovations in heat tracing



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Martin Rings, Sales Director Germany

CAS genesisWorld

xRM and CRM for small and medium-sized companies





» The use of CAS genesisWorld helps us to adapt our in-house processes and communication with customers to the constant growth in the size of the company! The central platform reduces interfaces, pools together information and, as a result, avoids duplication! «

Martin Rings, Sales Director Germany



Industry sector

Producing companies

Objectives/Requirements

- Central, standardized data keeping, increase in data quality
- Achievement of greater process reliability
- Increased efficiency in Sales
- Simple selectability and interpretability for marketing
- Elimination of island solutions, reduction in software systems used
- Mobile access to important customer data

Benefits and advantages

- Smooth information flow between sales force and office staff
- Large saving in time due to complete customer files which are always there when you're on the move (especially for the sales force)
- More efficient route planning due to the use of geomarketing
- Precise target group marketing campaigns thanks to smart selection options
- Automated workflows support users when performing routine tasks



Project data

- CAS genesisWorld Premium
- Modules: Form & Database Designer, Report, Geomarketing, Survey, ERP connect
- Connection Sage Office Line

Customer

- eltherm GmbH, www.eltherm.com
- Leading manufacturer of electric trace heating systems: frost protection, temperature maintenance, system solutions, heating of chemical plants
- Incorporated in 1991, 200 employees

Network Concept

- More than 22 years of experience in consulting of CRM- and ERP-Projects
- 3 locations (Karlsruhe, Lich, 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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