

Reference



» With CAS genesisWorld we can manage all of our project and sales information in one system. «

Rolf Bühl, Director

**CAS** genesisWorld

xRM and CRM for small and medium-sized companies



» We were impressed with the professional and systematic approach during the implementation of CAS genesisWorld by NEWA Systemhaus GmbH. «

Rolf Bühl, Director



### Industry sector

Mechanical and plant engineering

### Requirements

- To manage all project data
- Deploy in project management and sales
- Complete employee time recordings
- Current target/actual comparison
- Reports have to be editable in house
- Replace Microsoft Excel project management with CAS genesisWorld

### Benefits and Advantages

- Clear display of all project data such as appointments, tasks, documentation and phone calls
- Systematic planning and implementation of projects with workflow
- Complete employee time records at all project detail levels
- Aggregated and detailed analyses create transparency and security
- Subsequent work can be assigned to projects easily and flexibly
- Optimized management of the sales process using opportunities from the acquisition phase to closing the deal and ongoing customer care
- Efficient and cross-departmental teamwork well-structured, centralized data



### Project data

- CAS genesisWorld Platinum Suite
- Module: Crystal Reports report integration

### Customer

- PPS Automation GmbH  
[www.pps-automation.de](http://www.pps-automation.de)
- Owner-managed, SME company
- Projects in the areas of control electronics, robot programming, measurement systems and camera-based testing technology
- Special solutions for machine control and automation
- Founded 2005

### 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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