

Reference

**Jumavis**  
OPTICAL QUALITY CONTROL



**CAS genesisWorld**

CRM + AIA® for small and  
medium-sized companies





» CAS genesisWorld provides us with a working environment for supporting our customers that is also ideal for connecting to other programs. «

Wolfgang Unrath, Internal Consultant



#### Industry sector

Industrial measurement technology

#### Requirements

- Build out a CRM solution
- Design efficient processes throughout the company
- Ensure a holistic view of projects, customers, etc.
- Document company processes
- Transfer data from previous systems
- Connect to Sage 100

#### Benefits and Advantages

- Tailor-made, individual advice thanks to the 360°-view of the respective customer
- Greater transparency through central storage of information, history and a constantly updated status
- More efficient work through automated workflows in customer communication
- Easier and faster searching thanks to a variety of search functions and filters
- Provides an efficient overview of the overall sales process through sales opportunities
- Ensures a comprehensive, bundled overview of objects and projects thanks to bidirectional synchronization of CRM and ERP data



#### Project data

- CAS genesisWorld Platinum Suite
- Interface to Sage 100
- Orgavision, Starface

#### Customer

- jumavis GmbH, <https://jumavis.com/>
- Consulting and distribution in the field of industrial image processing
- Founded in 2022, 11 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
- CAS products being used successfully by more than 30,000 companies worldwide

## Contact and Consulting



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**CAS CRM**  
A SmartCompany of CAS Software AG

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