Success Story
CyberForum e.V.

CyberForum

CAS netWorks
Software for professional club and association management

Photographer: Christian Ernst
Entrepreneurs, start-up members, researchers, creative minds, students, and trainees – CyberForum e.V. brings them all together. With over 1,000 members, it is the largest regionally active high-tech entrepreneurs’ network in Europe. To coordinate these numerous relationships, events, and projects, the employees based in Karlsruhe use CAS netWorks as their central basis for information. “From the network for the network” - that is the tenet which inspires both CyberForum members and employees alike, and this is something which is noticeable immediately on-site. Because, at CyberForum, exciting business ideas take shape, entrepreneurs meet like-minded scientists, and technophiles come in contact with economists, creative minds, and business angels.

Bundling knowledge centrally

“As a network organization, the exchange of experience, knowledge, contacts, and ideas is our greatest asset,” says Andreas Bertsch from CyberForum. “To ensure that knowledge can spread and be connected continuously, we have banked on a central solution since 2001,” explains the man responsible for Project Engineering & Controlling who has played a significant role in shaping relationship management. “Everything that we have done until now in the daily organization or in projects has been realized with CAS netWorks – this is what we use as a basis for all of our activities.”

One tool for all projects

From the very beginning, we have viewed CRM as more than just a tool for maintaining address and contact data in the traditional sense. "We use CAS netWorks as an all-encompassing process management tool for our projects,” explains Bertsch. CAS netWorks has been implemented since 2012 on the basis of SmartDesign® Technology with enhanced functions for membership management. This starts with the membership services, and does not simply end with cluster management and support provided to innovative start-ups.
The network effect

When it comes to supporting start-ups, CAS netWorks provides assistance to internal consultants and employees in bundling all information, deadlines, and milestones in individual projects. The effect: “In CAS netWorks everything is available at the push of a button, from the business plan right up to the finished consultancy report. This way nothing gets lost and we can bring together important actors with the relevant information quickly,” explains Bertsch from experience.

Overview and transparency

In the planning and execution of funding projects – a vital part of the CyberForum activities – the advantage of having a common knowledge base is clear to see: Employees get a detailed complete overview in a virtual file, even if a colleague is on the road or in a meeting. Meaningful statistics can be created across projects from the data collected. “Using CAS netWorks we can achieve the necessary transparency vis-à-vis our partners or sponsors,” according to Bertsch.

Reports for efficient evaluations

The management and board of CyberForum greatly value the transparency and clarity in particular: “A network is only as good as the commitment of its members and the validity of its data. To achieve this, CAS netWorks provides us with support and assistance,” explains Managing Director, David Hermanns. Membership and contribution management, too, has been organized to be flexible and efficient through standardized processes. This way, for example, membership contributions can be collected by e-mail or SEPA direct debit in a simplified manner.

Mobile networking

Whether at conferences, workshops, or recruitment fairs – CAS netWorks is always on hand to lend support to employees on the road: they can use the CAS Mobile Apps on their smartphone or tablet to check membership and project management at any time. You can use this solution from anywhere in the world via terminal server access as though you were sitting at your own desk back in the office.

Making members visible

Using the module TYPO3 Connect, data from CAS netWorks is also used on the CyberForum website in order, for example, to display the members of the network on a chart. Members also have the option of editing their own profiles in order to present themselves in the best possible way in the network.
Shaping and adjusting processes flexibly
As a complete solution for networking, CAS netWorks allows you to shape all processes to do with member support professionally, efficiently, and also individually in a variety of ways. "We have grown with the system and the system with us," explains Bertsch. Here he highlights the solution's flexibility: "The numerous adjustment options, for example via the Form Designer, and the capacity to integrate external systems enable us to constantly adapt the solution to our requirements and to map our complex processes in one solution," explains Andreas Bertsch in a nutshell.

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David Hermanns, Managing Director

Comments from other customers:
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Contact us now for more information on applying CRM in professional club and association management.

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