

Reference

**OCEAN**  
INDEPENDENCE



» We decided on CAS genesisWorld for couple of reasons, firstly because of the software's flexibility and, secondly, because of the professionalism of sol4 our implementing partner. «

Peter Hürzeler, Managing Director

**CAS** genesisWorld

xRM and CRM for small and medium-sized companies





» We found the close cooperation with sol4 very reassuring, especially during the development of our tailor made CRM system. «

Peter Hürzeler, Managing Director (Zürich)

## OCEAN INDEPENDENCE

### Industry

Sales & marketing of yachts

### Requirements

- Provide centralized data storage for 16 international subsidiaries
- Ensure worldwide access to all relevant prospect and customer data from 50 countries
- Provide sales and document management
- Report and forecast functionality
- Support the management of yacht moorings

### Benefits and advantages

- Ensures efficient customer and prospect management by providing clear access to all relevant data at the click of a mouse worldwide
- Enables consistent and methodical international sales processes as well as a well-structured customer service
- Helps to improve the company's identity via knowledge transfer and transparency
- Ensures a systematic approach to customer dialog also via the worldwide broker network
- Secure planning for sales and company decisions using pipeline and forecast analysis
- Provides a chronological yacht dossier containing all activities
- Ensures intelligent yacht management including which syncs with the website

## CAS genesisWorld

### Project data

- CAS genesisWorld Standard + Premium
- Modules: Form & Database Designer, Report
- Management of the yacht database and management of yacht moorings

### Customer

- OCEAN Independence AG, Zürich  
[www.oceanindependence.com](http://www.oceanindependence.com)
- One of the largest yacht manufacturing companies worldwide. A full service company covering: ownership to leasing, purchasing and sales as well as managing private or charter yachts.
- 16 subsidiaries worldwide, head office in Zürich
- 95 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 20,000 companies

## Contact and Consulting



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