

Success Story



CAS genesisWorld

CRM + AIA® for small and medium-sized enterprises



Discover potential

Unfold possibilities

Baden Württemberg is a leading economic region in both Germany and Europe, hosting world-renowned concerns and thousands of successful SMEs. Baden Württemberg International GmbH (bw-i) is a state competence center which uses CAS genesisWorld CRM software to expand its international contacts and help with project management.

Some of bw-i's key roles include developing important foreign markets for companies from Baden-Württemberg as well as promoting Baden Württemberg as a thriving location for economic and scientific activities worldwide. In the process, bw-i acts as a central contact hub for domestic and foreign companies, research institutes and universities. Besides promoting Baden Württemberg as an attractive location for business, bw-i focuses on the close contact and exchange with scientific institutions to establish close ties to business and industry.

Saving knowledge and sharing it intelligently

"Implementing CRM software should, above all else, serve to improve the exchange of data and dialog within a network", reports Werner Vogel, CRM Project Manager at bw-i, when considering the motives to implement CRM. " Our goal was to create a communications and information platform for our employees which was available to them at anytime and anywhere, even when mobile". The arguments in favor of CAS genesisWorld were compelling, because of the necessary flexibility, the price-performance ratio and the intelligent interlinking of all available information. All the data from five different data sources was imported into one central database in CAS genesisWorld right at the start of the implementation. And at the same time, applications which were already being used were integrated, for example, the Inxmail e-mail marketing software.



Industry sector

Services

Requirements

- Gather comprehensive information on customers and projects and ensure global, central access
- Provide a mobile communication and information platform for employees.
- Data security and access rights
- High levels of information transparency and traceability
- Reports and evaluation options

Benefits and advantages

- Enables rapid and professional responses to customer enquiries thanks to the transparent and central overview of all information
- Eases the burden of routine work using smart organizational and research tools
- Corporate knowledge is maintained carefully using intelligent networking to save data centrally and ensure its redundancy-free management
- Best possible information for investors: Location information is filtered individually with all information available at the touch of a button in the virtual dossier
- Rock-solid foundation for decision making which uses reports (project risk assessment)

Organization of joint stands

CAS genesisWorld helps to support many different areas – for example, when organizing annual delegation trips and trade fair activities. bw-i's event calendar covers countries as diverse as China, India and the United Arab Emirates.



The bw-i team always organizes joint stands when at home or abroad as this tends to intensify the dialogs and helps to promote Baden Württemberg as an attractive investment location. You may ask who might benefit from trade fair participation? What kinds of companies are looking for an exchange and in which countries?

Knowledge database helps future planning

This is where CAS genesisWorld provides organizational support and helps with a research tool, which was custom developed for use by bw-i: in addition to the regular search function, employees search with the so-called bw-i search. This enables them to specifically target and contact sector-specific contacts who could be potential participants. Before, during and after the respective events, all the relevant information is available at the touch of a button. "Previously, all the information was stored in employees' heads – now, with the help of CAS genesisWorld important details can be linked together intelligently. This enables us to keep an eye on current trends and see what companies and the economy is looking for – which is ideal for our analyses and future planning", explains Vogel.

Enabling conversations with investors

CAS genesisWorld is invaluable when talking to investors, because it supports bw-i in its activities as a business development agency. So when an investor makes an enquiry the team can provide information quickly as to which city or district could count as an attractive investment location depending on sector or transport links. And thanks to the

Project data

- CAS genesisWorld Premium Edition
- Five different data sources networked centrally.
- Inxmail Professional integration
- Individual research tool: bw-i search

Customer

- Baden-Württemberg International
Competence center for the internationalization of business, science and research
www.bw-i.de/en/start-page.html
- First point-of-contact for companies, research institutes and universities with respect to international enquiries
- Founded 1984
- 60 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
- 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

connection between the CRM software and the www.bw-i.de website, potential investors also have the option of accessing a current overview of business development opportunities. The virtual dossier stores and archives all conversation protocols and correspondence which are then available to the team the next time an investor contacts them – saving time and money.

Integrated risk analysis

CAS genesisWorld also integrates a risk analysis function for current and planned projects into the general workflow. As a state run company bw-i is subject to strict requirements in terms of transparency and auditability. In this respect, CAS genesisWorld provides users with a means to analyze projects individually according to pre-agreed criteria and then take appropriate action if necessary. The risk rating is extremely useful for the finance department when discussing overviews and project status openly with auditors or expert panels. The risk rating is extremely useful for the finance department when

discussing overviews and project status openly with auditors or expert panels.

Conclusion

» Using CAS genesisWorld, we can respond to enquiries quickly and professionally as well as being able to keep a close eye on our clients' requirements – this is an advantage which should not be underestimated. «

Werner Vogel, CRM project manager

In their efforts to discover new potential, the employees travel the globe with CRM as their companion. Overall, the CRM solution provides the team with support on a number of different levels as well as promoting lively exchanges between all the stakeholders – resulting in a global advantage for companies and universities in the state of Baden Württemberg.



Comments from other customers:

www.cas-crm.com

Find out more



Contact us now for more information on applying CRM in the automotive industry.

Phone: +49 721 9638-188

E-Mail: CASgenesisWorld@cas.de

www.cas-crm.de



CAS Software AG
CAS-Weg 1 - 5
76131 Karlsruhe

