



Success Story

ASYS
GROUP

» We required a CRM solution which could take the transnational scale of our operations in its stride, from Atlanta to Shanghai. «

Klaus Bronner, Director IT

CAS genesisWorld

CRM/XRM for small and medium-sized companies



Transparent and future proof

It's a unique success story "Made in Germany": Founded 20 years ago in the Swabian town of Dornstadt, the ASYS GROUP had come a long way since the day it started. Now with a workforce of more than 950 employees they are the leading manufacturers of handling, process and special machinery for the electronics, solar and life science industries. At some point, company growth always puts a strain on employees and IT infrastructures, because continued growth demands that all processes and sales channels work seamlessly together on a worldwide scale. And as Klaus Bronner, IT Director explains: "We required a CRM solution which could take the transnational scale of our operations in its stride, from Atlanta to Shanghai."

Single source

One of the key challenges was the creation of a consistent, rights-protected data infrastructure - between our headquarters and the individual subsidiaries both at home and abroad. "Our processes and sales channels have to be transparent and target-focused", added Bronner. Additionally, up to six ERP systems would have to be connected to the comprehensive CRM solution. The objective: A single source solution containing all the information on both prospective and established customer projects. To this end, Bronner and his team developed a consistent IT concept that would take the whole IT landscape of the ASYS Group to a new level.

Fit for the international stage

Bronner set about establishing a benchmark against which the various software solutions could be assessed to determine which product would stand up to the company's requirements - this was done in a team made up of directors and sales and service team members. "Our key criteria included: A sophisticated rights system, customizability and integration capabilities with our existing ERP solutions", remembers Bronner. "CAS genesisWorld was clearly ahead in all areas."



Industry

Manufacturing companies, Engineering

Objectives/Requirements

- To develop a consistent, rights-protected data infrastructure on a transnational level
- Ensure that processes and sales channels are managed with transparency and purpose
- Dock six ERP systems to the comprehensive CRM solution
- Replace island solutions

Benefits and advantages

- We enjoy absolute customer focus with a 360 degree view of our daily business
- Transnational efficient teamwork thanks to structured and automatized workflows
- Significant time savings due to the automatic notification service to sales when the engineers create new quotes
- Worldwide knowledge transfer: Prevents any information or sales potential from slipping through the net
- All KPIs available at the touch of a button: Makes recognizing trends easy, and enables informed decision making
- Mobile CRM app: High performance
- First-rate service for satisfied customers: Well-developed ticket system ensures quick processing

Roll-out and training

The project implementation started in May of 2013: Together with aptus IT GmbH from Backnang, project partners for more than 1000 CRM users with infor ERP COM, and a team of stakeholders from IT and other specialist departments preparations for the step-by-step implementation began. After the European roll-out, the American and Asian roll-outs could begin. At the same time, Bronner set



himself the goal of ensuring that the company's employees around the world were trained properly in how to use the software consistently.



» We implemented all the CRM objectives and processes internationally and optimized them by making them customer-centric. «

Klaus Bronner, Director IT

Significant time savings

Since then, the solution provides our sales, service, controlling and management teams with a 360 degree view of our daily business. Before the implementation, most of this was done using Microsoft Excel lists and classic Outlook communications. "Now, everything is done in a structured and automatic workflow environment", added Bronner, "Instead of hand-written e-mail we now receive messages from the notification service". As soon as the engineers at our German headquarters send a quote out to a customer, the local sales manager is notified automatically. And when you are dealing with thousands of quotes a year, this feature alone results in massive time savings.

Securing sales potential

From the first contact request, all information is gathered and stored centrally. "We don't lose any information this way and, at the same time, we can also visualize our sales potential", describes Bronner. The analytical capabilities of

CAS genesisWorld

Project data

- CAS genesisWorld more than 120 user
- Module: form & database designer, report, helpdesk
- Six existing infor ERP solutions are now integrated

Customer

- ASYS Group, Dornstadt, www.asys.de
- Leading manufacturer of handling, process and special machinery for the electronics, solar and life science industries
- Founded in 1992
- Over 950 employees

Projektpartner

- aptus IT GmbH, Backnang, www.aptus.de

CAS genesisWorld

- Professional customer management
- Supports internal processes, increases efficiency
- 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 30,000 companies

CAS genesisWorld are valued by sales staff and top managers alike. "Today, we can access all our important KPIs at the touch of a button, enabling us to recognize trends quickly and generate forecasts. We have a full drill-down for every customer and every business area".

Mobile CRM

CAS genesisWorld is a constant companion, not just at your workstation, but also while you are mobile visiting customers. And as Bronners' colleagues are heard to say time and again: "The mobile CAS genesisWorld apps are great for when you are out and about and just need to get something done quickly". The performance is spot on and you can generate visit reports at the touch of a button.

Service as a customer-oriented process

The positive effects of the CRM solution cannot be ignored in terms of service: Whenever a customer request comes in, employees have all the information they need at their finger tips thanks to the virtual dossier and if they need to, they can also offer customers support by means of the ticket system in the "Help Desk" service module.



A solution which networks intelligently

"Information availability is governed by a sophisticated rights system, so employees have all the relevant information they need available at their fingertips from processing customer requests to the successful completion of projects. Customer projects, visit reports, machine data, service tickets and other important data from the ERP system are merged together and analyzed centrally", explains Bronner. "Now, when I look back at our requirements from the beginning of the project, I can honestly say that, worldwide, we have achieved everything we set out to do. And this makes me incredibly proud, because it all works exactly as we would have hoped".



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Find out more



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