

Reference

**HAULICK
ROOS**

» I am impressed by the quick information acquisition available at the push of a button. Our sales process has become more transparent. «

Jörg Schmidt, Head of Services



CAS Engineering

xRM and CRM for small and medium-sized enterprises



» The implementation of CAS genesisWorld significantly shortened the information path in services. Now, all relevant information is available for anyone centrally. Consequently process management is more secure and additional resources have been made available. «

Jörg Schmidt, Head of Services

HAULICK ROOS

Industry

Mechanical and plant engineering

Objectives/Requirements

- Central address management, data maintenance
- Service handling
- Sales support with project management
- All machine data is stored and tracked using a history
- Mobile access
- Simple operation, customizing
- Users can create and place fields themselves
- Replaces the VIS system

Benefits and advantages

- All employees profit from the same knowledge thanks to transparency (360° view of the customer)
- Service handling is made transparent thanks to a common file system (appointments, jobs, e-mails)
- Complete machine history at the push of a button (modification, service cases, drafts, and more)
- 540 hanging folders including 21,000 papers were removed in the services area alone
- Quick information acquisition and analyses (machine stock with customer, including third-party machines, transparency of service cases)
- Highly flexible system, 'Made in Germany' with local presence close to the consulting company

CAS Engineering

Project data

- CAS genesisWorld Engineering
- Form & Database Designer, Report Manager

Customer

- Haulick & Roos GmbH
www.haulick-roos.de
- The family-run business produces precision, blanking and forming presses that use 250 to 5000 kN of pressing force.
- Founded in 1905
- 60 employees

CAS Engineering

- 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



aptus IT GmbH
Backnang, Germany
www.aptus.de

