



Reference

hohner 
perfection in postpress

hohner
HSB 13.0

CAS Engineering

xRM and CRM for small and medium-sized enterprises





» CAS Engineering has resulted in significantly improved transparency for our field service and we now have a comprehensive view of customers, salespersons and branch offices. «

Uwe Buhmann, Regional Sales Manager



Industry

Mechanical engineering and plant construction

Objectives/Requirements

- Sales processing using uniform product administration and statistical data
- Eliminate standalone support solution
- Service handling using machine files and ticket administration
- Mobile access
- Replacement for infor CRM winpeak (incl. data transfer)
- Integration with infor ERP COM and DMS d3
- Integration Microsoft Outlook®

Benefits and advantages

- Address consolidation from multiple data islands to create a central database
- Consistent administration and overview of sales activities
- Improved control and support for the salesperson network
- Transparency of the sales process
- One-time data maintenance
- Centralized knowledge database

CAS Engineering

Project data

- CAS Engineering
- Modules: Form & Database Designer, Report
- Integration with: Infor ERP COM, DMS d3, Finanzbuchhaltung Varial/inforFinance

Customer

- Hohner Maschinenbau GmbH
www.hohner-postpress.com
- Development and production of systems and parts for post-press equipment
- Number of employees: 130
- Branch offices in Spain, USA, UK and China

Project partner

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

CAS Engineering

- Professional customer management
- Supports internal processes, increases efficiency
- Specially tailored to the needs of SMEs
- Established and multi-award-winning product
- Over 200 CRM specialists provide on-site support
- Successfully used by more than 20,000 companies

Contact and Consulting



aptus IT GmbH
Backnang
www.aptus.de



CAS CRM

A SmartCompany of CAS Software AG

www.cas-crm.com