

Reference



**CAS** genesisWorld

xRM and CRM for small and medium-sized companies





» Implementing CAS genesisWorld in-house has helped us to become properly networked. The sales team uses tablet-PCs when on the road which means they always have access to all relevant information. «

Markus Mertel, IT Manager



## Industry sector

Furniture manufacturers, furniture trade, export

## Requirements

- Provide tablet-PCs for field staff enabling them to access data while mobile
- Enable address management, task management, visitor reports, reports
- Ensure the seamless flow of digital information between front and back office teams
- Provide support for the whole sales process
- Integrate smoothly into the existing system landscape

## Benefits and Advantages

- Ensures structured, central data storage
- Interdepartmental communication is much more effective
- Eases the burden of routine and administrative duties on the back-office team
- Provides quick access to all the latest analyses, statistics and forecasts while mobile
- Ensures a transparent sales process as well as preventing any business opportunities from slipping through the net and automatizes workflows
- Generally helps to ease the workload on both the front and back-office teams
- Ensures that all relevant data are always available resulting in an improved and faster customer service
- Increased employee satisfaction



## Project data

- CAS genesisWorld Standard/Premium
- Module: Survey, Report, Marketing pro, Form & Database Designer
- SMC Integrationsserver, Unidirektionale Integration of Microsoft AX (ERP-System)
- Integration of Datawarehouse & ERP-System Microsoft Dynamics AX, Tobit DAVID, DMS-System DocuWare

## Customer

- Topstar GmbH  
[www.topstar.de](http://www.topstar.de)
- Leading manufacturer of innovative seating solutions
- Founded in 1976
- Employees: 450

## CAS genesisWorld

- Professional customer management
- Supports internal processes, increases efficiency
- Specially designed for the requirements of SMEs
- Very good price-performance ratio
- Established product – winner of several awards
- Over 200 CRM specialists provide on-site support
- Being used successfully by more than 10,300 companies

## Contact and Consulting



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