

Reference



**AMAZONE**



**CAS**  **genesisWorld**

XRM/CRM for small and medium-sized enterprises





» The requirements are implemented quickly and to high quality standards. Particularly in the case of interdepartmental customer contacts, we are able to save time thanks to the digital information channels, as all contact and interaction processes can be viewed and documented while on the go and in real time. With Sellmore, we always have an experienced partner at our side for new developments. «

Stefan Hagmann, Project Manager, Marketing & Communication



### Industry sector

Development and production of innovative agricultural technology

Manufacture of arable farming implements

### Requirements

- Guaranteeing a flexible, intuitive and customizable CRM solution for maximum usability
- Bundling contact information and transaction data in a central database
- Reporting sales activities
- Presenting projects
- Ensuring mobile use
- Creating visit reports and sales opportunities quickly and easily

### Benefits and Advantages

- Time savings due to the seamless digitalization of all relevant contact and interaction information
- Central data access, also mobile, enables short information paths, fast scheduling and easy maintenance of address and contact data
- Quick preparation of quotes with all condition agreements at a glance
- Transparent quote tracking and clear lead management thanks to automated processes and clear presentation in individual dashboards
- Interaction between ERP and CRM
- XRM: Mapping of sales and machine history



### Project data

- CAS genesisWorld Platinum
- Interface to Sage b7 via Sellmore Integration Server (SIS)
- Connection to CleverReach

### Customer

- AMAZONEN-WERKE H. Dreyer GmbH & Co. KG  
[www.amazone.de](http://www.amazone.de)
- Development and production of innovative agricultural technology/Manufacture of arable farming implements
- International family-run business with sales offices in UK, France, Canada, Ukraine, Hungary, China, Russia, Romania and Kazakhstan
- Founded in 1883
- Over 2,000 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 30,000 companies

## Contact and Consulting



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