

Reference

**EUROPEAN**  
DATAWAREHOUSE

**CAS**  **genesisWorld**

xRM and CRM for small and  
medium-sized companies





» The dynamic regulatory environment and a demanding international clientele place high demands on our IT systems. This also applies to our CRM system, which provides our employees with all relevant information at the touch of a button at any time. Intuitive usability was a decisive selection criterion for us here. «

Gisela Herkner, Manager, Data Management & Customer Service

## EUROPEAN DATAWAREHOUSE

### Industry sector

Software service provider

### Requirements

- Simple, intuitive operation of the CRM solution
- Flexible, long-term expandability
- Independent customization and configuration
- Address management, analysis
- Enable the integration of e-mail marketing software
- Flexible and easy creation of target groups
- Replace Microsoft Dynamics, integrate own databases

### Benefits and Advantages

- Increase user acceptance via intuitive usability
- Comprehensive access to information thanks to the central company database containing all relevant information
- Transparent mapping of different customer types with associated contracts, service information and products
- Consistent address management with fine categorization and automatic resolution of duplicates
- Solid decision-making basis with a quick overview of KPIs as well as individual dashboards which can be created in just a few mouse clicks
- Forms of address customized to suit target groups using a professional e-mail campaign system with fine filtering of address distribution lists and targeted evaluations

## CAS genesisWorld

### Project data

- CAS genesisWorld Premium
- Modules: Form & Database Designer, Report, Project, Helpdesk, Timeclient online
- Interface to EDWIN and to Inxmail

### Customer

- European DataWarehouse GmbH (ED)  
[www.eurodw.eu](http://www.eurodw.eu)
- The European DataWarehouse is the only data repository for the central storage, validation and distribution of individual credit data
- Founded in 2012
- 25 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 20,000 companies

## Contact and Consulting

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