



Reference

FINTE
EXPO & CONFERENCE

CAS genesisWorld

XRM and CRM for small and medium-sized companies





» Our large amounts of data about visitors and exhibitors can be handled and comprehensively analyzed with CAS genesisWorld. Especially the possibility of matching various information helps us bring visitors and exhibitors together. «

Marco Hüttlin, Project Manager & Management Assistance



Industry sector

Trade fairs, exhibitions and congresses

Requirements

- Central database for trade fair-relevant information, especially (potential) exhibitors and visitors
- Basis for sales activities
- Comprehensive analysis options
- Execution of invitation and e-mail campaigns
- Integration in other IT systems

Benefits and Advantages

- More transparency through central storage of information and always up-to-date status
- Fast response times to customer requests through smart search and archiving functions
- Systematic and automated tracking of sales opportunities
- Sound basis for decision-making thanks to comprehensive, condensed analyses of visitor and exhibitor data, including ERP data
- Targeted customer communication and marketing activities by matching visitor and exhibitor data
- Simplified data management avoids duplicates
- Improved analysis options based on various report functions



Project data

- CAS genesisWorld Premium
- Modules: Form & Database Designer, Survey, Geomarketing, Report, Project, Duplicate Finder pro, ERP Connect
- Interfaces to SAP Business One, Inxmail

Customer

- Hinte Messe- und Ausstellungs-GmbH, Karlsruhe www.hinte-messe.de
- Location-independent trade fair and congress organizer, offering all services associated with a trade fair - from concept design and planning to organization, implementation and follow-up
- Founded in 1946, 39 employees

Network Concept

- More than 25 years of experience in consulting for CRM and ERP projects
- 3 locations (Karlsruhe, Lich, Niedernhausen)

CAS genesisWorld

- Professional customer management
- 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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