



Reference



CAS genesisWorld

XRM and CRM for small and medium-sized companies





» Together with us, itdesign has developed solutions for our individual challenges that we can adapt and further develop independently. CAS genesisWorld fits perfectly to our agile business processes, providing effective support when working on the road or at home, as well as for cross-departmental or cross-location collaboration. «

Marco Krämer, Strategic Sales Planning, Authorized Signatory



Branche

Plastic and rubber goods

Ziele/Anforderungen

- Mapping marketing processes and incoming requests
- Comprehensive rights concept
- Mapping the sales process
- Versatile reporting
- Simple configuration options
- Mobile use
- Multiple languages
- Integration in SAP ERP
- Replacement of SAP CRM

Nutzen und Vorteile

- No double data retention, working with one database in CRM and ERP
- Better overview and transparency of marketing requests, easy transfer of requests and efficient processing
- Easy creation of daily updated analyses
- Smooth working on the road in CRM
- Better collaboration, synergistic effects and uniform processes by integrating all locations worldwide
- Independent customization and creation of new fields, data objects and masks

CAS genesisWorld

Projektdaten

- CAS genesisWorld Premium
- Modules: Form Designer, Report, Geomarketing, Helpdesk, Marketing pro, Project, Survey
- Interface to ERP SAP and Inxmail

Kunde

- Murrplastik Systemtechnik GmbH
www.murrplastik.de
- Murrplastik Systemtechnik GmbH is an internationally active producer of high-tech plastic products
- Founded in 1963
- 660 employees (Group worldwide)

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
- Very good price-performance ratio
- 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

itdesign

itdesign GmbH
72072 Tübingen
+49 7071 3667-60
www.itdesign.de

 **CAS CRM**
A SmartCompany of CAS Software AG
www.cas-crm.com