

Reference



CAS genesisWorld

CRM + AIA[®] for small and
medium-sized companies





» We initiate and promote research projects and support their rapid implementation in industrial companies. This includes applying for and managing funding, conducting working groups, scientific publications, and holding colloquia, internships and seminars. CAS genesisWorld as an XRM system provides comprehensive support for the processes involved. «

Dipl.-Ing. Caren Weking, Project Coordination, Research Funding



Industry sector

Research

Requirements

- Replace the ACCESS application and work with Excel files
- Application and administration of subsidies
- Planning and implementation of seminars, trade fairs, etc.
- Project planning and invoicing
- Coordination of lots of research participants

Benefits and Advantages

- Thanks to fully comprehensive product features, all business processes can now be mapped. Processes in the old system were prone to error and laborious, CAS genesisWorld has now transformed these problems into efficient work.
- Efficient planning and controlling of projects with milestones and an early warning system
- Significant simplification of cross-departmental cooperation and thus strengthening of the team
- Business processes have become traceable, documentable and evaluable and provide management with an immediate detailed overview and a sound basis for decisions

CAS genesisWorld

Project data

- CAS genesisWorld Platinum Suite
- Module: Form & Database Designer, Report Manager.....
- Interaction with other systems

Customer

- European Research Association for Sheet Metal Processing (EFB), www.efb.de
- EFB is an association for the research institutions and companies of the entire technology chain involved in sheet metal processing and related industries
- Founded in 1949
- 7 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
- 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