



Reference

InfraServ  
Wiesbaden

CAS <sup>®</sup> genesisWorld

CRM + AIA® for small and  
medium-sized companies



» The system makes daily work a lot easier, especially with the Web client. CAS SmartDesign® enables users to easily and quickly access important transactions and they can also work while on the move. The change from address and document management to an active support of the sales process was successful. «

Karen Geyer, Head of Internal Sales

## InfraServ Wiesbaden

Industry sector

Service provider, manufacturing enterprises

Requirements

- New setup of master data with customer-specific fields during the process of a system update to a new CAS genesisWorld version
- Ensuring the implementation of the EU GDPR
- Digitalising workflows, for example, bid approval, complaint management or visit reports
- Professional event management
- Restructuring of the qualification management and the automatic creation of craftsman licenses
- Realignment of the contract management

Benefits and Advantages

- Highest transparency and quick response times as all activities related to the customer can be accessed chronological and topic-related
- Precise sales controlling paired to the sales strategy and qualitative basis for decision-making thanks to improved reporting
- Time savings when executing routine work due to process optimization and a high level of automatization using the notification and action service
- External access through the use of the Web client and/or mobile apps significantly accelerates offer and release processes
- Digital workflows encourage paperless working

## CAS genesisWorld

Project data

- CAS genesisWorld Premium
- Modules: Form & Database Designer, Report Manager, Report Client
- Interfaces to SAP and Inxmail

Customer

- InfraServ Wiesbaden Technik GmbH & Co. KG, [www.isw-technik.de](http://www.isw-technik.de)
- Optimization of building and plant maintenance as well as investments
- Goal: efficiency, lower-cost production, less downtime
- Bundling of diverse skills across different sites
- Founded in 2003
- About 440 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
- CAS products being used successfully by more than 30,000 companies worldwide

### Contact and Consulting



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