

Reference



Quantum Design
EUROPE

CAS  genesisWorld

CRM + AIA® for small and
medium-sized companies



CRM information base for

international communications

Quantum Design GmbH is a leading European distributor of high-quality instruments and consumables for scientific research. "Our product range includes components and unique systems for material characterization, thin film analysis, special cameras and imaging, spectroscopy, photonics, biotechnology and nanotechnology," reports the company's CRM Project Manager Dr. Raimund Sauter, listing the extensive portfolio that LOT-QD purchases from technology companies worldwide to supply scientific institutes, research centers and universities throughout Europe.

Quantum Design has been in existence for almost 50 years, and currently employs 140 highly qualified staff. The head office is in Darmstadt, with further sites in Paris, London, Rome and Lausanne. "Together with our parent company Quantum Design International Inc., and our sister companies in the USA, Asia and South America, we are the only global distributor network for high-tech instruments," says Dr. Sauter.

CRM replacing island solutions

"We had previously been using an ERP system, updating it on a regular basis. This inevitably resulted in many isolated solutions, so that communication in international cooperation with suppliers, field offices and customers was not very transparent," recalls CRM Project Manager Dr. Sauter. After conducting intensive market research, the choice ultimately fell on CAS genesisWorld. "Together with the CAS Gold Partner, we have created a multilingual system that works well in German, English, French and Italian."

CAS genesisWorld was initially launched at the company headquarters in Darmstadt. After successful testing, it was also made available to the international locations outside Germany.



Quantum Design
EUROPE

Sector

Trading; high-tech instruments for scientific research

Objectives/Requirements

- Professional, internationally usable customer and supplier management
- Replacement of self-developed ERP system
- Mapping and optimization of sales processes
- Implementation of international marketing campaigns
- Multilingualism

Benefits and advantages

- Transparent, international cooperation with suppliers, field offices and customers with sound, growing knowledge of the business delivers the right information to the right person at the right time
- Effective multilingual system with multi-currency capability, incorporating a costing and price update module, to compile quotes for different currency areas
- Targeted international marketing campaigns in different languages
- Extensive reporting options
- More efficiency in day-to-day business thanks to quickly available, comprehensive and structured customer and supplier information at every workstation, including when on the move

CRM system creates transparency

crm consults GmbH programmed a number of modules for the purpose: One element is a multilingual quote compilation feature with multi-currency capability. "That makes our everyday work much easier. After all, we buy internationally in local currencies, receive and give varying discounts, and sell the systems in different currency areas. The CAS system provides us with great transparency."

» CAS genesisWorld provides great transparency and efficiently aids day-to-day business operations. This will enable us to generate more business in future. «

Dr. Raimund Sauter, Product Manager

A costing and price update module was integrated, as was the facility to store a variety of text modules for quotes.

"We can adapt them at any time," the project manager explains. There is also an Inxmail module that LOT actively deploys as an international marketing mailing system.

CAS genesisWorld makes life easier

A particular challenge was transferring thousands of article master data records from ERP to the CRM system and integrating them into the quotation processes. Communication with customers has also become easier: "We have integrated a net client so that our sales team can make phone calls from the system, with all customer contact details and relevant information to hand. That transparency will enable us to generate more business in future".



Comments from other customers:
www.cas-crm.com

Find out more



CAS genesisWorld

Project data

- CAS genesisWorld Platinum Suite
- Installed on more than 100 workstations

Customer

- Quantum Design, www.qd-europe.com/de
- Leading European distributor of high quality instruments for scientific research
- Systems for material characterization, spectroscopy, photonics, biotechnology and nanotechnology
- Multiple international locations
- Over 140 employees

Project partner

- [crm-consults GmbH](http://crm-consults.de), www.crm-consults.de

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

Contact us now for more information on applying CRM in the trading industry.

Comments from other customers:

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