



Success Story



CAS <sup>globe icon</sup> genesisWorld

CRM/XRM for small and medium-sized enterprises



# Tailor-made solutions with XRM/CRM

As providers of complete electronic solutions, tecnotron offers intelligent and custom solutions which you will find compelling, whether the development, layout or manufacturing of electronic modules, devices and systems. The Bavarian family-owned company relies on years of experience and the CRM solution CAS genesisWorld.

The more than 140 employees of tecnotron elektronik gmbh develop, layout and manufacture electronic assemblies, devices and systems for the most demanding requirements and extreme operating conditions in aerospace, industry and medicine. For more than 20 years, the distribution of special PCB software has also been one of the specialties of the complete electronics service provider from Weißensberg.



» The CRM solution has become an indispensable part of our everyday work. «

Achim Schulte, Group Manager Software Sales

## Perfect Overview

"We used to be able to store important information about customers only in a single input field. Over the years, data maintenance therefore became very confusing," reports Achim Schulte, Group Manager Sales Software. That's why the electronics experts started looking for a suitable CRM solution and found what they were looking for in CAS genesisWorld from CAS Software.



## Industry

Electronics

## Objectives/Requirements

- Professional, expandable digital customer management
- Improved data management - previously very confusing in the old system
- Integrates with the Infor ERP system
- Provide support to the sales and service processes
- Enable analyses to improve decision-making and provide forecasts

## Benefits and advantages

- Deploying with the Infor integration went very quickly and smoothly
- Stronger customer focus thanks to improved efficiency and the time saved from performing routine tasks and by deploying automatic processes
- Always maintain an overview and uniform structures with the Digital Workspace: ERP and CRM data, individual dashboards, views and intelligent filter and search wizards
- Creating tickets, editing service contracts and maintaining customer data have never been easier
- Statistical data basis, evaluations, forecasts can be created with a few mouse clicks



## Digital Workspace: ERP- and CRM data

Another important advantage is the integration of aConnect from project partner aptus IT GmbH this ensures that CAS genesisWorld is seamlessly compatible with Infor COM. "The implementation with the connection to Infor worked quickly and smoothly. We felt very well advised throughout the entire process and were able to start with new digital processes directly after implementation," says Achim Schulte. With the help of the interface, information from Infor, such as articles, prices and receipts, is transferred to the CRM. The CRM in turn provides, among other things, the contact data of the customers in order to create orders quickly and easily.

## Focus on the customer

CAS genesisWorld is also used daily in sales in particular. "With the help of the CRM solution, our sales staff have a comprehensive overview of our customers, offers and sales opportunities. We can easily add important information such as contact data, maintenance contracts or support requests to the virtual dossier. This keeps things nice and transparent for all our employees. Thanks to individual dashboards, views and intelligent filter/search wizards, we never lose track of anything and maintain a uniform and clear structure," says a delighted Achim Schulte.

## CAS genesisWorld

### Project data

- CAS genesisWorld Premium
- Interface to Infor

### Customer

- tecnotron elektronik gmbh, [www.tecnotron.de](http://www.tecnotron.de)
- Development, layout and production of electronic modules, devices and systems
- Complete service provider for intelligent and individual total solutions
- Founded in 1978, more than 140 employees

### Project partner

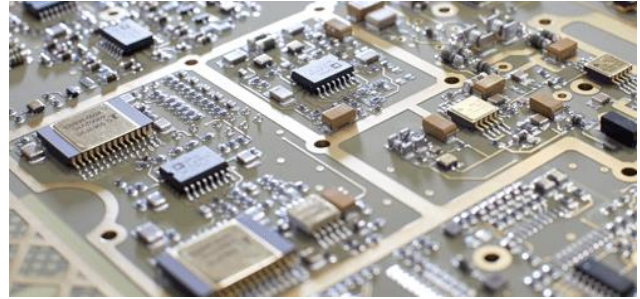
- aptus IT gmbh, [www.aptus.de](http://www.aptus.de)

### 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
- Being used by more than 30,000 companies

Customer data at your finger tips during calls

The virtual dossier is also an important, central tool for support. "When a customer calls, we can see directly what their current status is. Which colleague is in contact with the customer? Have we already provided them with a quote? What module are they using? All the answers to these questions and more are available at a glance in the virtual dossier, we then use this information as the foundation when advising our customers, which means top drawer service.", reports Achim Schulte from practical experience. The close cooperation between the departments is also noticeable here: "All contract-relevant information is then stored in the support file, so that Sales has direct access to all relevant details." Another advantage is that statistical evaluations can be carried out with the help of the CRM solution. These provide valuable insights and a sound basis for decision-making, such as whether the number of service requests has changed over time. The statistical data basis is also used at tecnotron to create forecasts for suppliers.



## Exploiting further potential

In the future, tecnotron plans to expand its use of the CRM solution. Specifically, the electronics service provider wants to test the integrated e-mail campaign wizard in marketing. "With the introduction of a CRM solution, we have many more options than before - writing tickets, processing service contracts and maintaining customer data are easier than ever before," notes Achim Schulte. "In short, it's hard to imagine our day-to-day work without the CRM solution. That's why we want to exploit even more potential in the future, for example with regard to the e-mail campaign wizard."



More testimonials:  
[www.cas-crm.com/references](http://www.cas-crm.com/references)

Find out more



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