

Reference

**besecke**  
automation

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automation

**CAS**  **genesisWorld**

CRM/XRM for small and  
medium-sized companies





» With CAS genesisWorld we finally have the ability to exchange sales information quickly and start targeted-marketing campaigns for our custom solutions «

Tobias Brust, Sales support/back office for the industrial sector

## besecke automation

### Industry Sector

Manufacturer of automation and system technologies

### Requirements

- Structured management of customer data and addresses
- Central hub for customer communications
- Project management and simplified display of connections between projects and addresses
- Perform e-mail- and invitation campaigns
- Project- and opportunity analyses

### Benefits and Advantages

- Enables efficient communication with suppliers and customers in a direct, structured and time-saving manner thanks to the pooling of corporate knowledge.
- Improved structuring of data by enabling area selection and categorization with immediate access via intelligent search and filter functions.
- Saves time thanks to consistent and direct access to constantly updated information.
- Helps with personal organization thanks to automatic appointment, task and e-mail functionality.
- Aids decision making thanks to clear displays of relevant data records and reports in dashboard formats.
- Provides easy options for the individual customizing of the user interface.

## CAS genesisWorld

### Project Data

- CAS genesisWorld Premium Edition
- Module: Form & Database Designer
- Smart, rapid implementation

### Customer

- besecke GmbH & Co. KG,  
[www.besecke.de](http://www.besecke.de)
- Global Player in the area of automation and system technologies for maritime systems as well as the food- and automotive industries.
- Made in Germany
- Founded in 1948, part of the Lürssen group since 1989
- 200 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



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