



Reference

innoos GmbH
Wegbereiter für Innovationen



CAS ^{globe icon} genesisWorld

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





» Innovation is worthwhile! With CRM CAS genesisWorld, we have a tool at our disposal that optimizes time-intensive processes and provides greater transparency both from the customer's perspective and for us internally. «

André Kaufung, CEO

innos GmbH
Wegbereiter für Innovationen



Industry sector

Service / business and strategy consulting

Requirements

- Solution for international partner management: managing business processes and customer data transparently and effectively
- Overview of customer data and communication
- Mobile access for remote use
- Replacement of the Access database and Office solutions in e-mail and document administration

Benefits and Advantages

- Efficient sales, targeted sales approach and secured company knowledge thanks to centrally networked clipboard with 360° view of contact and interaction data
- Digital workspace as a central platform: seamless, cross-site cooperation
- Consistent data thanks to automated duplicate check
- Mobile worldwide with web access
- Robust basis for decision-making with the help of reports / analysis of customer profiles and activities
- Daily overview of turnover thanks to invoice reporting - saves time when creating and sending invoices

CAS genesisWorld

Project data

- CAS genesisWorld Platinum Suite
- CAS Hosting

Customer

- Innos GmbH, www.innos.global
- Development of holistic concepts for long-term strategic planning and goal-oriented innovation management
- Headquarters: Berlin, locations: Göttingen, Hong Kong, Washington D.C.

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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