



Reference



CAS genesisWorld

CRM + AIA® for small and medium-sized companies





» With our established playing strategy of relying on agile and technically skilled players, we are living out our own philosophy of handball and ever since then have been shaping an era. Our recent successes speak for themselves and what the appetite for a successful future for SCM. In line with our vision, we have chosen CAS genesisWorld, a CRM solution that reflects our philosophy and provides us with forward-looking support for modern professional sport. «

Marc-Henrik Schmedt, Managing Director



Industry sector

Sports club -Professional handball

Requirements

- Modern club management, digital address management
- Good contract overview with seasonal comparison
- Optimization of internal processes
- Connection to Eventim, Fanshop and DATEV
- Future-proof CRM solution that grows with you
- Reliable CRM partner with experience in sports management

Benefits and Advantages

- CAS genesisWorld has proven to be a modern and intuitive CRM solution as well as secure investment, which impresses with its simple handling and user-friendliness
- It enables efficient, consistent address management without duplicates for members, sponsors and fans
- Reduces administrative overheads thanks to digital processes and compressed organizational units (replacing Excel spreadsheets)
- Provides fast, transparent, always up-to-date overviews of sponsor contracts and their advertising services
- Open contract contents for everyone at a glance
- Significant simplification of internal club coordination
- Sound basis for decision-making with evaluations, e.g. comparison between several seasons

CAS genesisWorld

Project data

- CAS genesisWorld Platinum (Sport)
- Modules: Form & Database Designer, Report
- Interfaces to Eventim, Easy Invoice - DATEV

Customer

- Handball Magdeburg GmbH, www.scm-handball.de
- First league club from the 1st Handball Bundesliga
- Founded in 1955 as SC Aufbau Magdeburg - from 1965 SC Magdeburg

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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