

Reference

**Severn**  
make change work



**CAS** <sup>®</sup> **genesisWorld**

CRM/XRM for small and medium-sized companies





» Effective project management is a prerequisite of our professional technical and management consulting. With CAS genesisWorld we found a solution which best suits our requirements. «

Norman Nehls, Partner



### Industry sector

Management consulting

### Requirements

- Optimization of central data storage
- All the stored information on customers and projects should be accessible to our employees
- Enable the management and billing of projects
- Create analyses at the touch of a button
- Replace a variety of Excel lists Standardized processes

### Benefits and Advantages

- Better informed employees thanks to the contact person dossier which contains all documents, correspondence, phone calls and appointments
- Saves us time with routine administrative tasks such as billing travel expenses and reporting back project costs
- Simplified contact management and improved data quality
- Efficient project management with a process and control system, direct billing of time worked, analyses for quality assurance
- Central control and evaluation of resource planning and deployment



### Project data

- CAS Consulting
- Modules: Report, Marketing pro

### Customer

- Severn Consultancy GmbH  
[www.severn.de](http://www.severn.de)
- Management consultancy specializing in both the national and international finance markets
- Professional technical and management consultancy paired with effective project management, impactful organizational development and future-proof IT management are the cornerstones of the company and the "Severn way to get it done" ethos.
- Founded in 1987
- 25 employees

### CAS genesisWorld

- Professional customer management
- Supports internal processes, increases efficiency
- Specially designed for the requirements of SMEs
- 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



itdesign GmbH  
72072 Tübingen  
+49 7071 3667-66  
[crm.itdesign.de](http://crm.itdesign.de)

