

Reference



**CAS** genesisWorld

xRM and CRM for small and medium-sized companies





» With CAS genesisWorld we can manage and coordinate our sales activities and projects worldwide. Consequently, we enjoy more efficient processes which go beyond international borders and time zones as well as increased flexibility and more satisfied customers and employees. «

Thomas Logemann, Managing Director

## DOSTOFARM®

### Industry sector

Livestock feed business

### Requirements

- To ensure the clear and structured archiving of all relevant correspondence with our business partners and regarding project management
- Used throughout the sales and management areas
- Processes involve relationship management with customers, suppliers and other business partners; project support especially in the areas of marketing/sales and product management/product development
- Criteria: Provide a clear structure for the customer dossier, offline usage, server solution (no cloud) and multilingual support
- Expectations: Service, flexibility and the option of providing our own first-level support

### Benefits and Advantages

- Provides a faster and improved overview of histories as well as current status including a chronological, digital dossier
- Ensures more efficient project management which includes milestones, resources, costs and times
- It is a solution which is well-structured, reliable
- Our administrator can make simple changes and customizations themselves via the Management Console
- Reducing the burden of routine tasks has increased employee satisfaction by enabling automated processes, consistent document templates and smart groupware functions and much, much more

## CAS genesisWorld

### Project data

- CAS genesisWorld Premium Edition
- Modules used: Form & Database Designer, Resources, ERP connect, Timezone
- Integration to the AMIC A.Eins ERP system
- Replaced the existing Lotus Notes-based CRM system

### Customer

- DOSTOFARM GmbH, [www.dostofarm.de](http://www.dostofarm.de)
- Natural additives for livestock feed
- Founded 1999
- 15 employees distributed over 3 locations worldwide

### 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 20,000 companies

## Contact and Consulting



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