

A photograph of a modern building facade with horizontal slats and large windows. The building is viewed from a low angle, looking up. The sky is clear and blue. In the foreground, there are concrete steps and a metal railing.

Reference

LEM LINZ
CENTER OF
MECHATRONICS

» As a reliable research and development partner for our customers, we put a lot of emphasis on the quality of our work processes. This often means that the quick and flexible availability of information is of significant importance. «

Manfred Reiter, Head of Sales

CAS genesisWorld

CRM + AIA® for small and medium-sized companies





» CAS genesisWorld enables us to provide targeted and professional consulting and customer care to our customers in this demanding sector of development services. «

Manfred Reiter, Head of Sales



Industry sector

Research and Development in the area of mechatronics

Requirements

- Management of the customer base
- Provide a means to follow-up on opportunities, enable turnover reports and contract management
- Manage applicants
- Event management
- Mail merges/newsletters/surveys, role- rights- allocation, EU-GDPR conform data management, diverse search options, e-mail archiving
- On-premises system

Benefits and Advantages

- Allows consistent data storage thanks to master data management for all users, and the use of the digital dossier, which includes information on contacts and customer interactions
- Provides quick access to all relevant documents, for example, contracts with smart search options or individual views
- Ensures secure data management according to EU-GDPR, in particular for the management and checking of non-disclosure agreements and exclusive contracts
- Increase in closing rate, thanks to the systematic and semi-automatic follow-up process for all opportunities
- Comprehensive KPIs are now available at the touch of a button which helps to form the basis of well-informed decisions
- A modern, intuitive CRM solution with flexible access options



Project data

- CAS genesisWorld Premium
- Modules: Form & Database Designer, Report, ERP connect, Easy Invoice, Event Management, Survey, Duplicate Finder Pro
- Interface to Novell Groupwise and to ERP Microsoft Dynamics NAV

Customer

- Linz Center of Mechatronics GmbH, www.lcm.at
- Innovative, smart, networked or autonomous systems for the industrial environment. In the process, technologies from the areas of mechatronics, automation, digital product development and artificial intelligence are integrated into the complete solution.
- 120 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
- CAS products being used successfully by more than 30,000 companies worldwide

Contact and Consulting



Sol4 IT-Consulting GmbH
AT-1120 Wien
www.sol4.at

