

Success Story



CAS genesisWorld

CRM + AIA® for small and
medium-sized enterprises



An integrated work platform, bundles energy

Wind, photovoltaic, biogas: The CAS genesisWorld industry solution skejlo provides the Energiequelle team with an optimum overview of all projects.

Renewable energies for everyone: Energiequelle is one of the most important partners for the project planning and operation of wind energy, biogas and photovoltaic plants including substations and storage facilities. In addition to its headquarters in Kallinchen near Berlin, the company, which was founded in 1997, has a further 25 locations across Germany, France, Finland, Poland, South Africa and Greece. A total of almost 600 employees work at Energiequelle.

Complex projects

The project planning of energy plants is complex and long-term and usually extends over a period of several years. This requires a complete overview of all data, contracts and contacts - at all times and even if changes are made to the group of project participants. To be on the safe side, Energiequelle introduced the CAS genesisWorld industry solution skejlo-software for renewables. The CAS partner, ACP IT Solutions GmbH, designed the skejlo solution basing it on CAS genesisWorld and targeted it specifically at the renewable energy sector. The industry solution combines the advantages of a powerful standard CRM solution with tailor-made functions for the project planning of energy projects.

Rapid growth

Energiequelle's rapid growth was the decisive factor in introducing a digital solution. The number of employees had more than doubled in just five years. This pushed the existing structures to their limits. There was a proliferation of individual filing systems and Excel spreadsheets, despite the fact that a specially programmed ERP system had been developed for the company. However, it proved to be problematic and saw little use. Consequently, this soon led



Industry

Energy sector

Objectives/Requirements

- Replace the existing ERP system without any direct support from the ERP supplier, includes data preparation and its integration into a new data model
- Integration of GIS systems to enable the visualization of maps with current planning status and comparison of ALKIS data.
- Comprehensive training of more than 400 users thanks to a detailed training program.
- Minimal downtime when going live: Careful planning of the implementation to ensure that the business remains operative during the rollout
- Harmonization of the process landscape thanks to standardized work processes and systems

Benefits and advantages

- Industry specific digitalization, specially designed for the requirements of the renewable energy sector
- Ensures a project and task oriented central document management system instead of redundant filing systems in different departments
- Provides more efficiency in the core applications of contact and document management, thanks to digitalized project, contract and document management
- Precise project visualization via the integrated digital land parcel map
- Smooth internal communications thanks to the digital contact dossier which includes all relevant interaction information
- A change of culture and improvement in data integrity as employees experience the benefits first hand from using the system: Promotes active data use and management

to an increased desire for a central documentation and information system.



Seeking an industry solution

"We found ourselves in a situation that is typical for companies in the renewable energy sector," reports Regine Friesenhausen, who, together with Katrin Wendt, is leading the IT project to digitalize Energiequelle's business processes. Many participants in the comparatively young market have become so large in recent years that it would make sense to introduce comprehensive business software. "The problem, however, is that there is currently no classic ERP system that fits our industry perfectly." In the search for a suitable solution, a team led by Friesenhausen looked around the market with the help of external consultants and examined several software products. Experience with the former, individually configured ERP system was spotty at best, so a new solution needed to have important functions on board as standard, particularly for project-related team collaboration.

Convincing experience

The decisive factor in the decision in favor of ACP IT Solutions GmbH with skejlo based on CAS genesisWorld was, above all, the solution's adaptability and the easy way it could be custom-fit to the typical challenges faced by those in the development of wind, solar and other renewable energy projects. Skejlo is based not least on ACP Managing Director Sten Jacobson's own experience in setting up a wind farm.

Parcel map shows details

"The ACP team speaks our industry language and responded precisely to our very demanding requirement profiles," says Friesenhausen. Special functions such as a digital parcel map were also convincing: thanks to the connection to a geo-information system, this map visualizes project-planning areas and enables automated

CAS genesisWorld skejlo

Project data

- CAS genesisWorld Premium
- Interface to the ERP system

Customer

- Energiequelle GmbH, www.energiequelle.de
- Project management and operation of renewable energy projects in the wind, biogas and photovoltaic sectors including substations and storage.
- Established in 1997
- 600 employees

Project partner

- ACP IT Solutions GmbH, www.skejlo.de

CAS genesisWorld

- Benefit from corporate processes and access the latest customer data in one central CRM + AIA® solution
- Professional customer management increases efficiency
- Specially designed for the requirements of SMEs
- 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

comparisons with ALKIS data (the official real estate cadastre information system). The project planners at Energiequelle can thus visualize the status of individual parcels of land with just a few clicks:

Red as in 'no lease possible', green for 'contract already signed', light green for 'ongoing negotiations. "There aren't many providers who can present something like this. Our people were really impressed," reports Friesenhausen enthusiastically. The CRM solution CAS genesisWorld as a platform from skejlo also offers a user-friendly tool for document and contact management. Friesenhausen: "Contacts and documents are the bread and butter of our daily work. Our product consists of signed contracts and approvals. We also negotiate with people. So in our work we always have to-dos relating to people and to-dos relating to documents. The CRM solution optimally combines both and also digitally maps special features." Even complex documents remain transparent: what is being processed, what is the final version and are all attachments fully attached? "We have a complete overview of such subtleties, which are of crucial importance in our document world." When an employee opens a digital contact dossier, they can see the associated wind, solar or biogas plants, contracts, negotiations, meeting notes, deadlines and dates at a glance - all including the history. "No more awkward phone calls and our internal communication is much simpler and more efficient for everyone," explains Regine Friesenhausen enthusiastically.

A central solution for everyone

"The CAS genesisWorld industry solution – skejlo - is our central work platform," says Regine Friesenhausen. "Not only in project development - it is now also easy for employees from other areas to find out who the project responsables are. For example, if employees in accounting need to know who they should send an invoice to for checking, they can easily look this up in skejlo. No more awkward phone calls and our internal communication is much simpler and more efficient for everyone."

New way of thinking



» The new system has changed the entire way of thinking in the company. Our slogan is: 'The truth is in CAS genesisWorld skejlo!'. «

Katrin Wendt, IT Project Manager

"Which doesn't mean that the mere existence of the software makes everything better. Rather, it means that everyone is asked to fill the system with life by reliably storing all relevant data," summarizes Katrin Wendt, IT Project Manager. "Because that way everyone benefits. It involves additional work at first, but it pays off significantly in the long term."



More testimonials:
www.cas-software.com/references

Find out more



Contact us now for more information on applying CRM + AIA®.

Phone: +49 721 9638-188

E-Mail: CASgenesisWorld@cas.de

www.cas-crm.com



CAS Software AG
 CAS-Weg 1 - 5
 76131 Karlsruhe

