

Reference

*Venjakob*



**CAS Engineering**

CRM + AIA® for small and medium-sized companies



» In order to be able to live up to our corporate values and the associated promise of unique quality, we needed more transparency, a better overview and new structures in our constantly growing company. We were able to implement all of this with CAS genesisWorld. «

Marina Delchmann, CRM Project Manager

## Venjakob

Industry sector

Mechanical Engineering

Requirements

- Replacing local data storage
- Create transparency and improve interdepartmental communication
- Centralized storing of information on each contact
- Mapping the sales process
- Managing the production projects from the design to the completion of a machine
- Diverse reporting

Benefits and Advantages

- Informed employees and fast response times thanks to central database with 360° view of contacts
- Overview of sales activities through sales funnel helps to identify potential and plan market cultivation
- Simplified seamless work in sales through mobile use
- Data maintenance in CRM and synchronization into ERP
- Good overall view through specific cockpits for different user groups
- Plannable production through evaluation of quotations and the resulting orders
- Automatic notifications, e.g. for a required test run as part of the sales process

## CAS Engineering

Project data

- CAS Engineering
- Modules: Form & Database Designer, Report, Survey
- itd interface framework: proAlpha

Customer

- VENJAKOB Maschinenbau GmbH & Co. KG, [www.venjakob.de](http://www.venjakob.de)
- Internationally established system manufacturer of surface treatment plant and automation technology
- Founded in 1963
- 300 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

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 **CAS CRM**  
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