



Reference



**CAS** genesisWorld

CRM + AIA® for small and  
medium-sized companies





» Our core values are ambition, success, emotion, and passion. To reflect these principles in our administrative processes, we chose a CRM system that will support us in the long term. With CAS genesisWorld, we're perfectly equipped to meet the unique challenges of professional football. «

Thomas Schreitt, FCH Head of Sales



### Industry sector

Sports club / Fußballbundesliga  
(German Soccer League)

### Requirements

- Manage, support, and optimize customer-related business processes across the entire organization
- Optimize and simplify cross-departmental processes and collaboration
- Optimize communication and contact management with (new) customers, suppliers, and partners (e.g., club supporters, fan clubs, schools)
- Coordinate and manage sponsors/partners and sponsorship benefits (product management)
- Support contract and financial management
- Improve transparent and intuitive document management
- Improve data security and data consistency.

### Benefits and Advantages

- Enhances efficiency in both intra-departmental and cross-departmental processes
- Improve communication with customers and partners
- Provide a central and sustainable source of information for the club and its employees
- Improve interface communication with/from third-party systems
- Provide personalized rights management

## CAS genesisWorld

### Project data

- CAS genesisWorld Platinum Suite
- Module: Form & Database Designer, Event Management, Project, Report
- CRMC Sportpaket

### Customer

- 1. Fußballclub Heidenheim 1846 e.V., [www.fc-heidenheim.de](http://www.fc-heidenheim.de)
- Verein der Fußball Bundesliga (Club belonging to the German Soccer League)
- Promotion to the Bundesliga in 2023
- 207 employees and 422 temporary workers

### 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



crm consults GmbH  
35435 Wettenberg  
+49 641 399 756-30  
[info@crm-consults.de](mailto:info@crm-consults.de)



[www.cas-crm.com](http://www.cas-crm.com)