

Reference



CAS genesisWorld

XRM and CRM for small and medium-sized companies





» We have been working together with the AJCS for more than a decade now. At the start of the year, we expanded our existing use of CAS genesisWorld, which has been used up to now mainly for sales, to include the Project module. We use the Project module to model our mechanical engineering projects as well as trials and customer service operations. Consequently, we are able to ensure very transparent communications which we can also use actively via mobile devices such as tablets and smartphones in both front and back office scenarios. «

Thomas Ottenthal, CEO



Sector/industry

Mechanical engineering and dealer of recycled machines

Objectives/requirements

- Integration with GDI, field staff accessibility, work in one system and flexible viewing with different devices
- Resource planning, quotes, incoming goods and so on
- Sales and production via project management
- Debits & credits, offers, invoices, delivery notes, transparent processes

Benefits and advantages

- Transparent and flexible with diverse devices such as smartphones and tablets, users can access the project overview anytime and anywhere
- Timesaving thanks to the interdepartmental overview of all communications and interactive data without having to constantly see agreement
- Efficient team work - eases the burden on employees of time intensive organizational duties, for example, appointments, allocation of resources, allocations of tasks - all of which can now be done with just a few mouse clicks
- Manage projects accurately incl. goods receipt, purchasing and production data
- xRM - Project module, models machine projects as well as trials and customer service operations

CAS genesisWorld

Project data

- CAS genesisWorld Standard and Premium
- Modules: Form & Database Designer, Report, ERP connect, Project, Geomarketing
- GDI interface

Customer

- AMIS Maschinen-Vertriebs GmbH
www.amis.de
- Europe's largest provider of shredding technology
- Founded in 1994
- 60 employees

CAS genesisWorld

- Professional customer management
- Supports internal processes, increases efficiency
- Specially tailored to the needs of SMEs
- Mobile CRM solutions in CAS SmartDesign® for smartphones, tablets and browsers
- Secure data thanks to mature multi-level rights system
- Very good value for money
- Established product – winner of several awards
- Over 200 CRM specialists provide on-site support
- Successfully deployed by more than 30,000 businesses

Contact and Consulting



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