

Reference

DELO

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Christian Walther, Head of Sales Germany



CAS genesisWorld

xRM and CRM for small and medium-sized companies





» We chose for CAS genesisWorld because of its simplicity, user-friendliness, scalability and affordability. It also had to be integrated into our ERP-system across our 3 facilities, and had to be mobile, so our representatives can use it on their smartphone or tablet. «

Christian Walther, Head of Sales Germany

DELO

Industry sector

Industry/manufacturing enterprises

Requirements

- Professional address and contact management
- Archiving of all customer correspondence
- Classification and selection of customers and their turnover/products by various attributes
- Multi-project management with optimization of workflows and display of all involved parties
- Optimized and system-assisted abstraction of all company-specific processes
- Integration with Infor (ERP) and d.3 (DMS)
- Should replace the existing CRM solution IVIS

Benefits and Advantages

- Establishes interdivisional workflows with integration of all relevant departments
- Focuses on global access to required data
- Ensures fast and reliable analysis, including ERP and DMS data
- Complex-querying options and clear reports
- Clear media analysis and focused post-trade event handling

CAS genesisWorld

Project data

- CAS genesisWorld Premium Edition
- Module: Report, Project, Enterprise Infrastructure Package, Marketing pro, Geomarketing
- Interaction with Infor (ERP) and d.3 (DMS)

Customer

- DELO Industrie Klebstoffe GmbH & Co. KGaA
www.delo.de
- For over 50 years, DELO has offered customized, special-purpose adhesives and devices for applications in a variety of industries.
- Founded in 1961
- 420 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
- Flexible, easy to integrate, extendable
- Established product – winner of several awards
- Over 200 CRM specialists provide on-site support
- Being used successfully by more than 20,000 companies

Contact and Consulting



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