

Success Story



CAS netWorks

CRM for clubs and associations



Optimally networked externally - internally

As a network for research and industry: The BioRN Network e.V. is the innovation cluster for science and industry in the Rhine-Main-Neckar region, one of the strongest biotech and life science locations in Germany. It is a non-profit network that promotes health innovation and serves its members by creating a rich translational ecosystem and promoting, representing and connecting regional innovation players. The innovation cluster brings together more than 140 members: top universities, research institutions, technology parks and leading pharmaceutical companies. BioRN connects academic research and industry, promotes the visibility of the know-how bundled in the region through events and public relations and supports the transfer of research and innovation to the market. With a 360-degree view of all members and contacts, the CRM solution CAS netWorks optimally supports BioRN in its networking activities.

Team wanted a central knowledge platform

"Our job is to network institutions and companies as well as the people who work there," reports Friedemann Loos, Project Manager at BioRN. Managing contacts and relationships is an essential part of the team's day-to-day work at the Heidelberg office. "It is not only important to manage contact data efficiently, but also to store important information centrally: Which players have already worked together, which skills complement each other, who has taken part in which event in the past, where can relationships be intensified?" In the past, there was no central platform through which individual pieces of information could be networked and linked to form valuable knowledge. "For example, if I know during a meeting that a colleague has recently been in contact with the company or person in



Industry

Network for research and industry, associations

Objectives/Requirements

- Implementation of a central CRM solution
- Management of contact data and qualitative information for sustainable networking of stakeholders
- Modern solution to replace scattered individual files
- CRM solution with special functions for associations and clubs

Benefits and advantages

- Provides a central information platform with a networked overview of contacts and cooperations
- Encourages the efficient management of relationships and networks between members
- Facilitates proactive action for discussions and meetings thanks to a quick overview of all background information
- Ensures a smooth flow of information even when team members are absent
- Enables digital and efficient event organization
- Allows individual customization without special IT knowledge

question, it makes my work much easier. Nevertheless, it was time-consuming to ask for this information each time or to compile it from Excel lists and calendars. Especially when someone was on vacation or working from home," says Loos.

Creating an overview from a CRM solution

A customer relationship management system (CRM) was to help. After researching the Internet and talking to representatives of similar organizations about their experiences, CAS netWorks came into focus. This CRM solution is specially tailored to the typical requirements of associations and clubs. "The default functions that CAS netWorks is delivered with as standard cover our needs exactly," says Loos.

Solid and careful approach

In addition, the professionalism of the provider and the CAS partner Hochwarth IT GmbH, who implemented the solution, were decisive factors in the final decision in favor of this solution. "Other providers promised us an introduction virtually at the push of a button in the shortest possible time. This did not instill us with confidence. Nobody who has ever implemented a CRM would claim that everything would be up and running in just two weeks." The contact persons at CAS and Hochwarth IT, on the other hand, clearly demonstrated which steps were necessary to implement the solution precisely to ensure a perfect fit for the customer. "This solid and careful approach convinced us. In addition, our contact at Hochwarth, Ruben Baumann, used his expertise to answer all our questions competently."



» CAS netWorks is an enormous help in implementing targeted and successful networking. We benefit from efficient contact management, a central knowledge platform and digital event organization. «

Friedemann Loos, Project Manager

Efficient implementation

Our experience of the implementation process was also consistently positive. "The implementation team introduced us to the application gradually and pragmatically. We first familiarized ourselves with the backend and got to know the basic functions there before tackling more complex processes. This whole process was very successful and confidence inspiring."



CAS netWorks

Project data

- CAS netWorks
- Module: Report, Form & Database Designer, Survey

Customer

- BioRN Network e.V., www.biorn.org
- Non-profit network that promotes health innovation and brings together more than 140 members: top universities, research institutions, technology parks and leading pharmaceutical companies

Project partner

- Hochwarth IT, www.hochwarth-it.de

CAS netWorks

- Professional CRM for associations
- Make association work in a team time-saving, transparent and efficient
- Data-based decisions – make future-proof, meaningful and reliable decisions
- Optimal connection to members via a connected website and member portal
- Secure data through a sophisticated, multi-level rights system
- Over 200 CRM specialists provide on-site support
- CAS products being used successfully by more than 30,000 companies worldwide

Easily customizable

The BioRN team easily adapted individual functions to suit their own requirements. No special IT knowledge was required. "We fanned out the existing structure of the digital files and created separate dossiers for documents, events and correspondence. This was straightforward and made it easier for us to link such objects with the individual contacts." Loos and his colleagues document connections between various contacts, for example joint projects between a company and a university, in a specially created "Cooperations" app.

The team now creates contacts simply, consistently and completely and links them to the corresponding data. "If I now enter a name in the CRM, I can see, for example, if they were at another company a year ago and we currently have a project with them. That helps a lot when preparing appointments. That simply was not possible before."

Efficient event organization and reports

The CRM solution also simplifies the digital dispatch of event invitations. Registrations end up directly in the system. "In the past, if I wanted to know who was coming to

an event, I had to laboriously search for the registration form or ask the person directly. Now I can see who is attending in the CRM and can prepare in detail: What is the relationship between individual participants? Where are there any overlaps that I can point out to the people concerned in advance? Something like this significantly supports and boosts our networking efforts."

Another improvement is reports: "I can now see which member organization or person we have interacted with and when as well as all the associated: E-mails, events, projects, memberships in joint committees and so on. This makes it easier for us to weigh up which players we should perhaps get in touch with again."

Loos' conclusion after around one and a half years with the CRM solution is clear: "CAS netWorks is an enormous help in implementing targeted and successful networking. We benefit from efficient contact management, a central knowledge platform and digital event organization. We have definitely achieved our main goal: good contact management and a better overview."



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

Find out more



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