

## Reference



» As a software solution provider, we have high expectations for the software we deploy, which is why CAS genesisWorld is the perfect solution for us. «

Axel Zimmermann, Manager

**CAS** genesisWorld

xRM and CRM for small and medium-sized enterprises





» We are dedicated to delivering a first-class and comprehensive service. As a software solution provider, we have high expectations of the software we deploy, which is why CAS genesisWorld is the perfect solution for us. Efficient and consistent processes save us a lot of time which we can invest in our customer relations. «

Axel Zimmermann, Management board



## Industry

Paint and coatings industry

## Objectives/Requirements

- Creating a consistent database
- Address data maintenance in one system
- Forming sales management and controlling structures
- Interface to Microsoft „Navision“ ERP system
- Optimizing support processes

## Benefits and advantages

- Uniform data for CRM and ERP
- Higher contact data quality and easier maintenance of contact data
- Instant overview of all open tickets and efficient resolving of tickets in Service & Support
- Uniform, partly automated sales process
- Systematic overview of sales opportunities – no lead is lost
- Professional Inxmail integration for e-mail marketing campaigns



## Project data

- CAS genesisWorld Premium
- Modules: Form & Database Designer, Report Manager, Survey
- Interface to ERP Navision

## Customer

- Audicon GmbH  
[www.audicon.net](http://www.audicon.net)
- Leading provider of software solutions for audit, risk and compliance
- Founded in 1994
- 100 employees

## CAS genesisWorld

- Professional customer management
- Supports internal processes, increases efficiency
- Specially designed to meet the needs of SMEs
- Flexible, easy to integrate, extendable
- Established product – winner of several awards
- Over 200 CRM experts provide on-site support
- Implemented successfully by more than 10,300 companies

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