

Reference

AZERO

“CAS genesisWorld allowed us to optimize and structure our entire business activity. All the processes that take place in our organization are now transposed electronically.”

Ciprian Furtuna, Managing partner



CAS genesisWorld

xRM and CRM for small and medium-sized enterprises





” We transferred all of our notes, correspondence and telephone conversations to our computers. “

Ciprian Furtuna and Horia Ioan – AZERO founders

AZERO

Industry sector

Services – print provider

Objectives and requirements

- Enable the reorganization of processes because of rapid company growth
- Provide an electronic solution for all company activities
- Implement a smart solution for commercial offers and individual pricing
- Allow the centralized management of suppliers including an overview of all purchases
- Provide a means of producing comprehensive reports and evaluations

Benefits and advantages

- Contracts and client portfolios are now managed more efficiently and can be assigned to each sales person
- Improved internal communications
- Comprehensive reports now available quickly providing an overview of the company's status and enabling profound forecasts
- Structured processes became clearer
- Provides an intuitive user interface that is scalable using flexible, customizable software
- Ensures a fair partnership with the Romanian developer

CAS genesisWorld

Project data

- CAS genesisWorld

Customer

- AZERO, www.azero.ro
- Romanian SME, specialized in printing and printing brokerage
- Founded in 2004
- Employees: 24

Project partner

- Synergizer Business Solutions, Romania
www.synergizer.ro

CAS genesisWorld

- Professional customer management
- Supports internal processes, increases efficiency
- Specially designed for the requirements of SMEs
- Very good price-performance ratio
- Established product – winner of several awards
- Over 200 CRM specialists provide on-site support
- Used successfully by more than 10,300 companies

Contact and consulting



Synergizer Business Solutions
www.synergizer.ro



www.cas-crm.com