



### Customer



Bernhard Kathmann Bauunternehmung GmbH & Co. KG  
www.kathmann-bau.de  
Employees: 106  
Industry: construction

### Customer profile

Founded in 1945, B. Kathmann Bauunternehmung GmbH & Co. KG, is a successful family-run construction company that offers a range of comprehensive building construction services. Services include: turn-key projects, building shells, renovation, refurbishment and modernization of existing real estate and a broad spectrum of project development services.

### Products currently used:

- ▶ CAS genesisWorld Premium Edition
- ▶ Report Manager module
- ▶ Form & Database Designer module
- ▶ Mobile Sync module

### Partner



rocon GmbH  
27356 Rotenburg  
Phone: +49 4261 8409-0  
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## Mobile use of customer data is essential for construction companies

"CAS genesisWorld enabled us to further systemize the management of our customer and supplier data, thus creating more internal and external added-value. In addition, the program provides us with a number of options that help us to tailor mobile use to the specific needs of a construction company.

Lüder Kathmann, Associate and Assistant to the Board



### Requirements

- ▶ Mobile data
- ▶ All employees should have access to data such as customer data, prospects and activities at any time as long as they are authorized to do so
- ▶ Planning and organization of customer events
- ▶ Easier processing of mailing campaigns
- ▶ Appointment and holiday planning

### Solution

The following factors all influenced the decision-making process with respect to the implementation of CAS genesisWorld: a consistent price performance ratio, personal on-site support and personal consulting. Old data stock was carefully imported and seamlessly transferred once the installation and configuration process was complete. In the process, the automatic duplicate check function helped everything to keep running smoothly even when duplicate data records were discovered.

### Merits and advantages

- ▶ Easier access to data from every workstation, even when mobile
- ▶ Standardized and traceable customer correspondence
- ▶ Access to current contacts, with no duplicates, anytime and anywhere
- ▶ Fast communications thanks to the telephone integration
- ▶ More efficient use of resources to improve and expand services



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