

Reference



**CAS genesisWorld**  
xRM and CRM for small and  
medium-sized companies





» We have been working together with the AJCS for more than a decade now. At the start of the year, we expanded our existing use of CAS genesisWorld, which has been used up to now mainly for sales, to include the Project module. We use the Project module to model our mechanical engineering projects as well as trials and customer service operations. Consequently, we are able to ensure very transparent communications which we can also use actively via mobile devices such as tablets and smartphones in both front and back office scenarios. «

Thomas Ottenthal, CEO



#### Sector/industry

Mechanical engineering and dealer of recycled machines

#### Objectives/requirements

- Integration with GDI, field staff accessibility, work in one system and flexible viewing with different devices
- Resource planning, quotes, incoming goods and so on
- Sales and production via project management
- Debits & credits, offers, invoices, delivery notes, transparent processes

#### Benefits and advantages

- Transparent and flexible with diverse devices such as smartphones and tablets, users can access the project overview anytime and anywhere
- Timesaving thanks to the interdepartmental overview of all communications and interactive data without having to constantly see agreement
- Efficient team work - eases the burden on employees of time intensive organizational duties, for example, appointments, allocation of resources, allocations of tasks - all of which can now be done with just a few mouse clicks
- Manage projects accurately incl. goods receipt, purchasing and production data
- xRM - Project module, models machine projects as well as trials and customer service operations

## CAS genesisWorld

#### Project data

- CAS genesisWorld Standard and Premium
- Modules: Form & Database Designer, Report, ERP connect, Project, Geomarketing
- GDI interface

#### Customer

- AMIS Maschinen-Vertriebs GmbH  
[www.amis.de](http://www.amis.de)
- Europe's largest provider of shredding technology
- Founded in 1994
- 60 employees

#### CAS genesisWorld

- Professional customer management
- Supports internal processes, increases efficiency
- Specially tailored to the needs of SMEs
- Mobile CRM solutions in CAS SmartDesign® for smartphones, tablets and browsers
- Secure data thanks to mature multi-level rights system
- Very good value for money
- Established product – winner of several awards
- Over200 CRM specialists provide on-site support
- Successfully deployed by more than 20,000 businesses

## Contact and Consulting



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