



# Success story



## At a glance

### Sector

Telecommunications and Multimedia

### Objectives/requirements

- All customer information and correspondence at a glance
- Project management information platform
- Modern communication system
- Automation of cross-department processes
- Support of daily customer dialog

### Uses and benefits

- Full company history stored in a CRM system
- Large time savings
- Extranet for coordinating multiple external service providers
- Automated, transparent company processes
- Real competitive advantage through the nurturing of customer relationships
- High level of employee acceptance

## Crystal clear

The 3D visualization and virtual reality solutions from absolut technologies open the door to a whole new dimension, even when compared to the large high-definition flat screens found in most electrical discount stores: with crystal clear images this Brazilian company is revolutionizing design development from Fiat to VW. This not only requires state-of-the-art technology but also a good tool for coordination.

When Hans-Jörg Ulmer emigrated to Brazil over 10 years ago to set up his company absolut technologies, he already had his CRM in his luggage. He has saved his company's entire history – from his first customer through to current projects: all the customer addresses and contact data, all correspondence ingeniously linked together in one solution. "For me and my staff, CAS genesisWorld is our company's back office. It helps us save a great deal of paper," says the managing director, who was born in Ellwangen and studied industrial engineering in Kaiserslautern, where he first heard about CAS genesisWorld. At that time Ulmer learned: "A company is only as good as its CRM."

## Equipment for design centers

Today, his customers include automotive groups such as Volkswagen and Fiat, who require large flat screens for their design centers in Latin America to enable them to display sketches of cars in their original size. The results impressed the German chancellor Angela Merkel on a recent visit. Other customers in South America are equipping their conference halls and showrooms with hardware and software from South America's leading provider of 3D visualization and virtual reality technology. And business is booming: over 50 projects are awaiting completion in Brazil alone.

CAS genesisWorld  
CAS teamWorks



Spectators can see crystal clear 3D images on huge flat screens.



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*“A company is only as good as its CRM. Even when our customers call us years later, they are always amazed at how much we know about them.”*

Hans-Jörg Ulmer,  
founder and managing  
director of absolut technologies



### Project data

- CAS genesisWorld first launched in February 1999
- Deployed in three subsidiaries
- CRM System CAS genesisWorld, and intra- and extranet system CAS teamWorks

### Customer

absolut technologies, Bahia, Brazil  
[www.abs-tech.com](http://www.abs-tech.com)

- Leading provider of 3D visualization and virtual reality solutions in Latin America
- Its clients include car manufacturers such as Fiat and VW
- Founded in 1998
- Three subsidiaries in Bahia, Sao Paolo und Rio de Janeiro

### Project partner

CAS Software AG, Karlsruhe, Germany  
[www.cas-software.com](http://www.cas-software.com)

### CAS genesisWorld and CAS teamWorks

- Professional customer management
- CRM and intranet/extranet with shared database
- Support internal processes, increases efficiency
- Simple, transparent distribution of information
- Flexible, integratable, extendable
- Excellent price/performance ratio
- Established products – winners of several awards
- Over 195 CRM specialists provide on-site support
- Successfully deployed in more than 3,000 companies

### Interested?

We will be more than happy to advise you on how to deploy CRM in your company.

You can contact our customer advisors on  
++49-(0)721/9638-188 or by e-mail  
[CASgenesisWorld@cas.de](mailto:CASgenesisWorld@cas.de).

We look forward to hearing from you!

## Essential for ongoing projects

Good project management is essential in this situation. His key advantage for managing ongoing projects is CAS genesisWorld combined with CAS teamWorks, which as an extranet helps in co-coordinating the numerous external service providers required for a successful project. “This information platform is essential for planning and implementing our projects. Each step must go hand in hand,” confirms Ulmer. “Our service providers and partners check the Internet to see when a particular appointment has been scheduled and when they should arrive. Ulmer is convinced: “Bearing in mind the distances between all parties, this would not be possible without a modern communications system.”

## No persuasion necessary

Hans-Jörg Ulmer, the company’s managing director, has never found it hard to convince his staff of the benefits of using the German CRM software. What especially pleases the adoptive Brazilian is that his staff in Bahia, São Paulo and Rio de Janeiro approaches him to efficiently implement improvements to the organizational structure of the company using CAS genesisWorld. “My team does not need much persuasion; they see the software as a problem solver and an ‘accelerator’.” Ulmer smiles: “No more needs to be said about the user acceptance and the capabilities of CAS genesisWorld.”

## Locational advantage due to CRM

“Even when our customers call us years later, they are always amazed at how much we know about them,” says Ulmer about the effect of CRM on his long-standing relationships. In Latin America, not many companies that are similar in size to absolut technologies use CRM systems. This gives absolut technologies a real competitive advantage. And this is precisely what Hans-Jörg Ulmer still values after all these years. He sees no better alternative: the transparency, the closeness to the customer and the implementation of projects in close coordination with project partners. CAS genesisWorld aids all three factors in its capacity as a CRM system, ensuring that the groundbreaking success of the company is also integrated in the system over the next few years in the form of projects, addresses and tasks.



Installing large 3D visualization solutions requires excellent project management.