

CAS genesisWorld

Powerful CRM for Sales, Marketing and Service



From customer to delighted fan

with Customer Centricity

The Customer Centricity company philosophy was designed specifically to keep your customers at the heart of all your touchpoints, services and new product developments. Our CRM solution will support you along the way, ensuring the sustainable success of your company and providing incredible flexibility. In turn, this creates unforgettable customer experiences and opens up new business opportunities for you.

» CAS genesisWorld enabled us to quickly start our digitalization process and continuously ensures our security of investment as a CRM solution that grows along with us. The optimized cross-location sales process and our marketing process constitute a cycle that results in more order placements. We can access all important information and thus the basis for well-informed decisions by clicking a button. «

Timo Klaas

Head of Sales, Wölfel-Group









Friedrich Karl Schroeder

Die IT-Kompetenz aus Hamburg







What our customers say: www.cas-crm.com/references



















» The high expectations of our customers are our standard. With CAS genesisWorld, we have perfectly achieved our goal of bettering our sales and service management. The CRM solution enables efficient work across all departments, maps our company processes, and provides optimal support while on the go with its mobile solutions. «

Oliver Schmidt

BI/CRM Project Manager, OCULUS Optikgeräte GmbH



Your partner worldwide for your success

As an international company active on five continents with CRM products in twelve languages, CAS Software AG operates through a strategic partner network of more than 200 well-known companies in more than 40 different countries. Which means that there is a CAS Partner near you, ready and waiting to help with your CRM project. In fact, many of our international customers have received the CRM Best Practice Award for their successful CRM projects.

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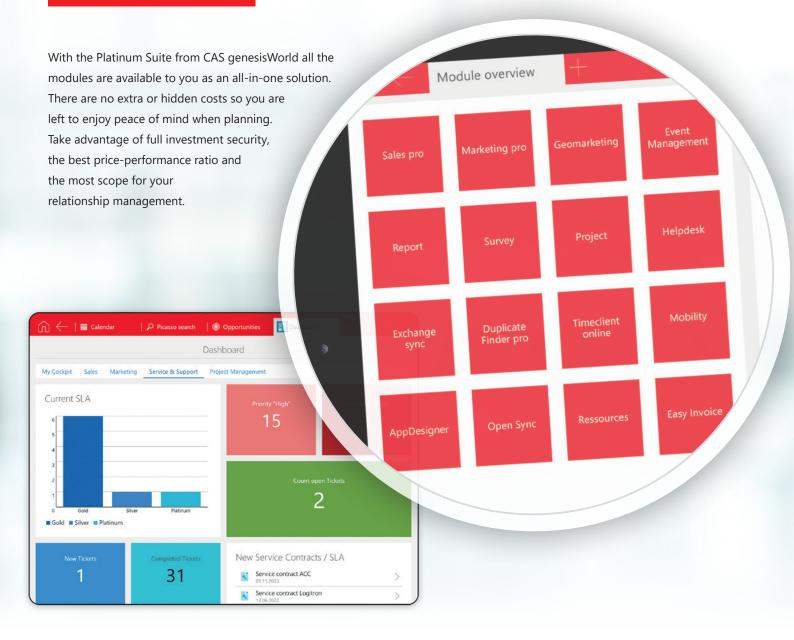
Fascinatingly simple

CAS genesisWorld is your digital assistant. Designed to support you along the way in your relationship and information management. Use the smart, fascinatingly simple functions and automatic processes to strengthen your customers' loyalty. CAS genesisWorld will help you bring Customer Centricity to life in your company and ensure that it flourishes so that your



CAS genesisWorld Platinum Suite

Limitless CRM



Unbeatable features of the

CAS genesisWorld Platinum Suite



The complete
CRM portfolio in one
solution



Unrestricted use of all modules



Rapid implementation times



Planning security through a holistic approach



Reliable, tried-andtested implementation methods



Individual CRM for every user



The best priceperformance ratio



Highest levels of data security and protection



Transparent costs

CAS Software AG

*CAS Software AG and third-party h

Forming relationships. Inspiring people.

CAS Software AG is one of Europe's leading suppliers of CRM solutions with a clear focus on the small and medium-sized enterprise (SME) market. The company was founded in 1986 and is now managed by co-founder Martin Hubschneider (CEO). More than 520,000 people in more than 34,000

companies and organizations worldwide enjoy the benefits of using our software solutions: best ergonomics, flexible and capable of integrating with existing software and offer excellent value for money.











40+

Countries

Language versions of CAS genesisWorld

³⁵

Successful years

Contact



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