

Your CRM

Fascinatingly simple



Customer Centricity
CERTIFIED

CAS genesisWorld

CRM/XRM for small and medium-sized enterprises





Shaping
relationships

One goal for more than 35 years: our customers' success

How can we help your business be successful? With our leading-edge CRM solutions and comprehensive services. Because we know: Customer Centricity is the right strategy to lead businesses into a great future. We will guide you on your way to becoming a 100 percent customer-centric company, benefiting you with our solutions.

We established CAS Software as a small two-man operation back in 1986. Today the CAS Group has more than 470 employees, all passionately committed to shaping relationships and enthusing people.

Our success is founded on leading-edge innovation and on our sector-topping appeal as an employer. We have won a number of awards in recognition of those attributes, including being voted overall winner in the "Top-Job" and "Top100" business awards. All of this contributes to our ambitious goal of becoming one of the world's most innovative and successful XRM and CRM solution providers.

We are particularly grateful to our customers: according to latest studies and surveys, CAS Software is at the top of their game when it comes to customer satisfaction. You too can discover how we can guide you on the way to becoming a Customer Centricity company – for your successful future.



Martin Hubschneider
CEO



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» From Austria to global player. Our CRM system has been set up across the company to ensure that our partner and customer wishes are always the center of our attention, this helps us to remain proactive and react quickly. «

Manager Sophie Höchtl

CRM Project Manager and Sales Controlling
TEAM 7 Natürlich Wohnen GmbH

Customer Centricity:

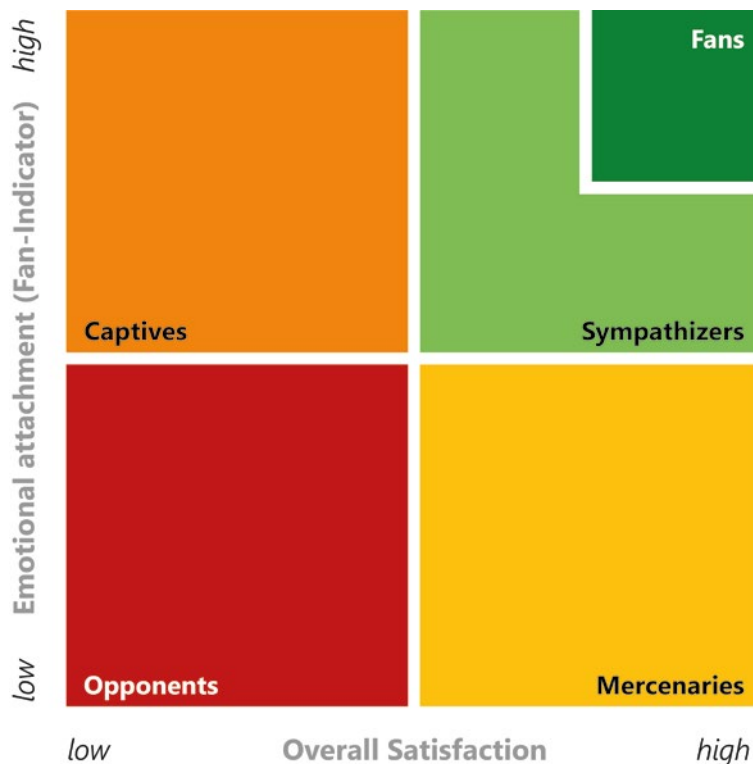
The success strategy for agile businesses

Customers make comparisons. We know you are looking for unique solutions and personalized advice. The consequence: prepacked services and standard products are no way to gain and keep customers. The best way to keep your customers happy in the long term and to turn them into fans is to know and meet their individual needs and wishes.

Emotionally committed customers will stay loyal, and will help grow your business by word of mouth. The more "fans" you have, the more successful you will be. How do you need to organize your business so as to offer the best

possible solutions and services to all your stakeholders? The answer is simple: as a Customer Centricity company, you place all your key personnel in the focus of everything your business does. With our innovative XRM/CRM solutions offering a tailored selection of configurable apps, you can automatically make all your products, services, business processes and touchpoints customer-centric.

Link satisfaction and inspiration with your own business success! We will provide you with a tailored roadmap to becoming a Customer Centricity company.



◀ Analyze, using the integrated "Fan Indicator" in our XRM/CRM solutions, how strong your customers' emotional ties are and pinpoint the customer segments in which you need to invest.

The fan-Portfolio®:

Source: 2HMforum., <https://2hmforum.de/en/>



CRM & XRM:

Unlimited relationship management

Utilize the power of your networks

The network of relationships linked to your business includes not only customers, but also employees, business partners, suppliers, competitors and investors. Successful Customer Centricity companies utilize the power of such networks in an integrated and simple way: revolutionary XRM (any Relationship Management) solutions provide the basis for documenting, managing and analyzing your relationships.

XRM enables unlimited expansion of CRM to your entire network, providing unlimited relationship management:

- For integrated data and freely configurable data links enabling effective analyses for enterprise management.
- Customizable for new dimensions in service, dialog and partnership.
- Assuring the ideal implementation of your Customer Centricity strategy.

Find out more about XRM
www.cas-crm.com



Choose your future!

Standard CRM systems

- Customer Relationship Management
- Satisfied customers
- Standard software, limited customization and expandability
- Stand-alone systems: Additional functionality through third-party providers
- Restrictions on mobile use
- Typical business software user interface
- Customer dossier with communication records
- Classic one-dimensional reports
- Geographic address listing
- Numerically based customer classification
- Manual data maintenance
- Simple data protection
- Simple search functions

Customer Centricity XRM/CRM solutions

- Management of relationships** with all the business's stakeholders
- Committed "fans"**
- Routinely updating standard solution**, flexibly scalable and customizable
- App-based company software** including groupware and project management
- Mobile XRM/CRM** – with native apps for all relevant operating systems and platforms
- Consistent smart control concept** for all devices
- Unlimited relationship management** based on smart data linking
- Multi-dimensional reports and **interactive analysis options**
- Comprehensive **geomarketing functionality**
- Customer classification additionally based on **emotional bonding**
- Wizards ensure **optimum data quality**
- Software-assisted data **protection and security**
- Picasso search** – Intelligent assistant using AI algorithms provides you with a quick overview and suggestions

CAS genesisWorld: The Number One for your customer relationships

CAS genesisWorld is your powerful XRM/CRM standard solution for successful and networked relationship management for Customer Centricity businesses:

- Scalable and flexibly customizable, with intelligent modules and interfaces – for integrated, centralized data storage and handling within a modern, paperless business.
- Extensive XRM/CRM functionality – for successful business management and organization.
- Mobility and customizability on all user devices incorporating intuitive control – for unlimited data access and freedom in Sales, Marketing and Service, Management.
- New dimensions in XRM thanks to integrated data – for detailed analysis and unlimited relationship management.

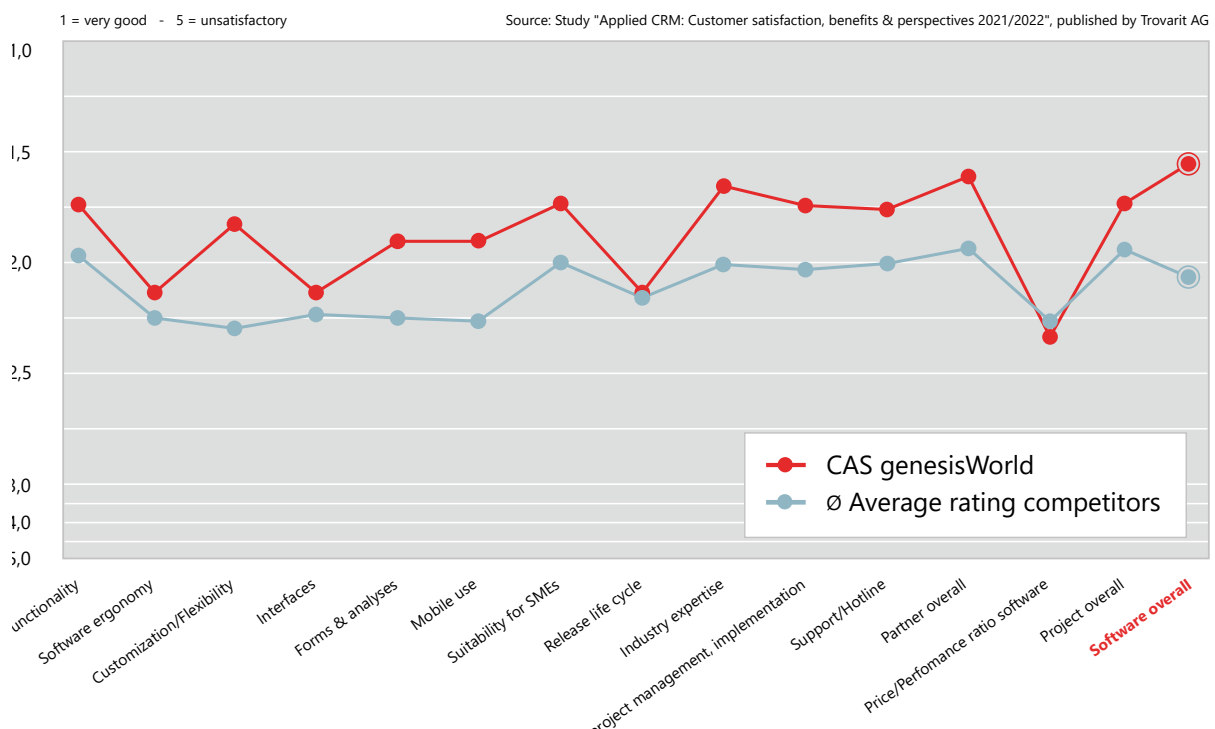


» Switching to CAS genesisWorld was like a quantum leap. «

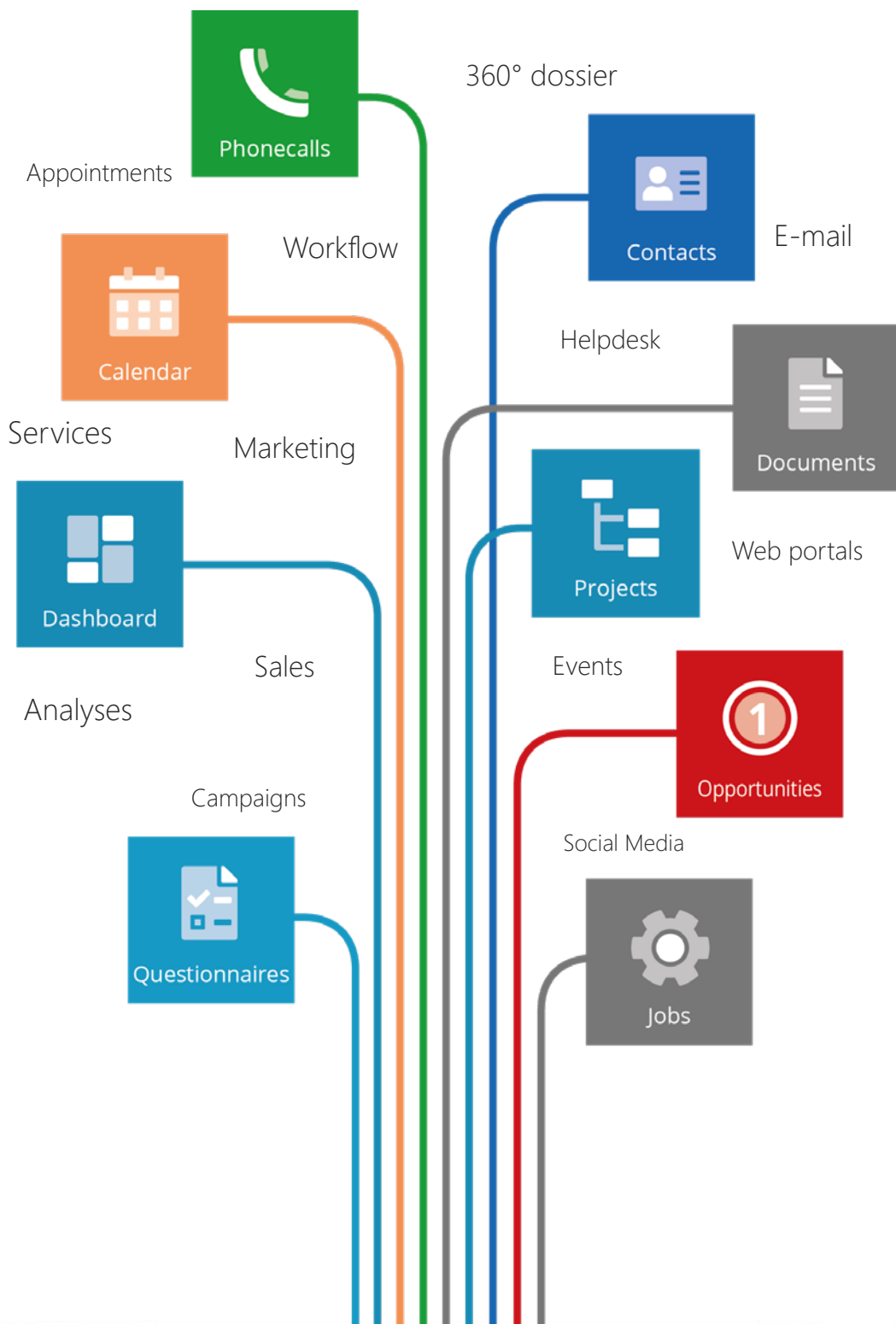
Uwe Momment
Director, Landau Media,
media/services

Top rating for customer satisfaction

Customer satisfaction is given highest priority at CAS Software. This has been confirmed in the current benchmark ranking, a survey conducted among customers and their IT managers.



The solution world. Choose your apps!



The vision:

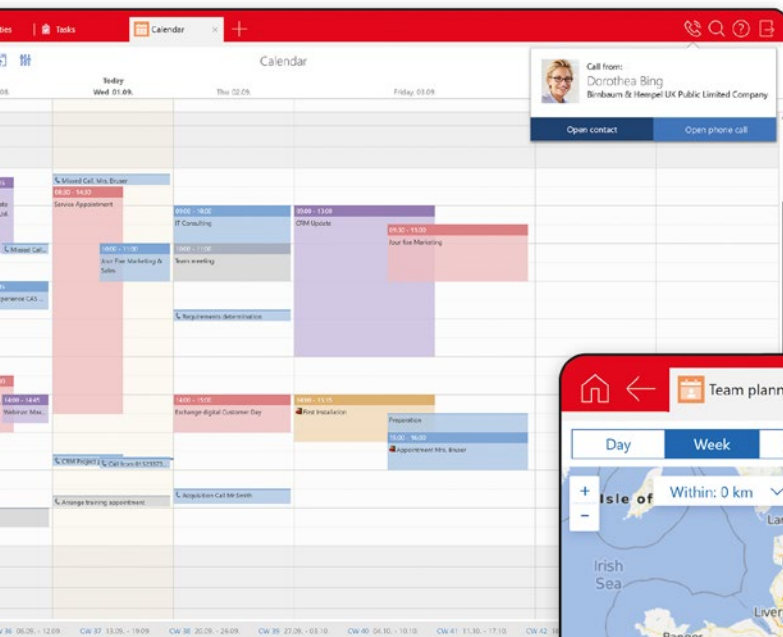
The world's most mobile CRM

Regardless of where or when you use your CRM system, or on what device, the consistent user control concept turns CAS genesisWorld into an essential mobile solution.

Work across different mobile devices, on all relevant operating systems (iOS, Microsoft Windows, Android, BlackBerry), with breathtaking convenience: enjoy extensive XRM/CRM functionality and full data access as a custom set complete with configurable apps.

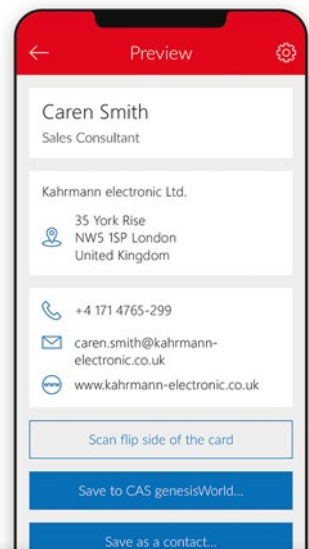
▼ Calendar

Choose between flexible calendar view options, such as your own, a colleague's or a team calendar.



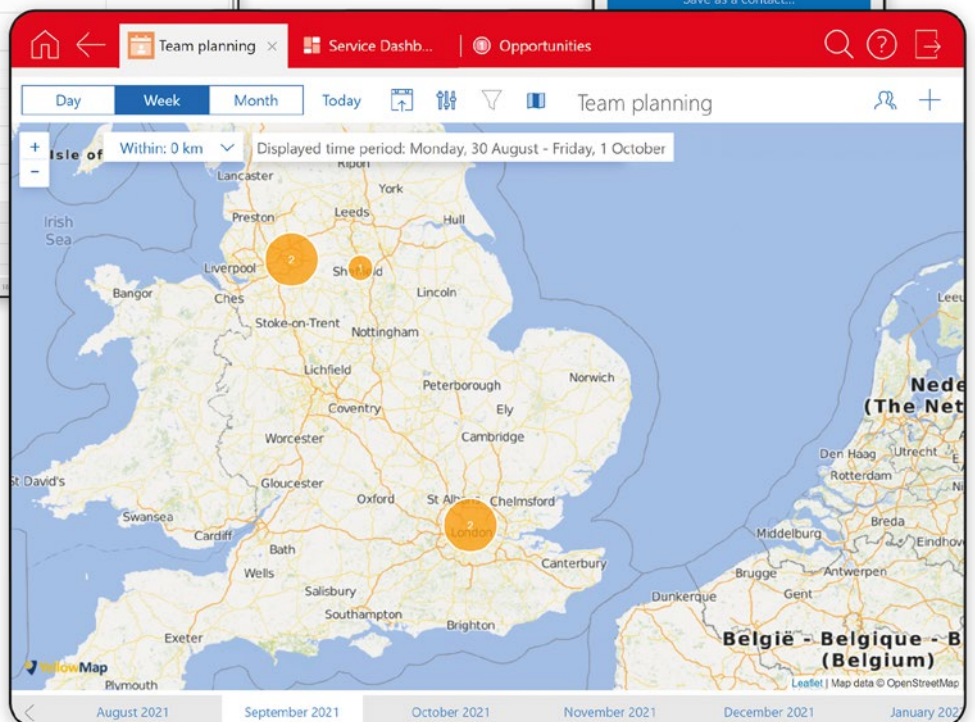
Responsive design ▶

With a responsive design, CAS genesisWorld adapts seamlessly to different display sizes and specific features of your devices.



Digital maps ▶

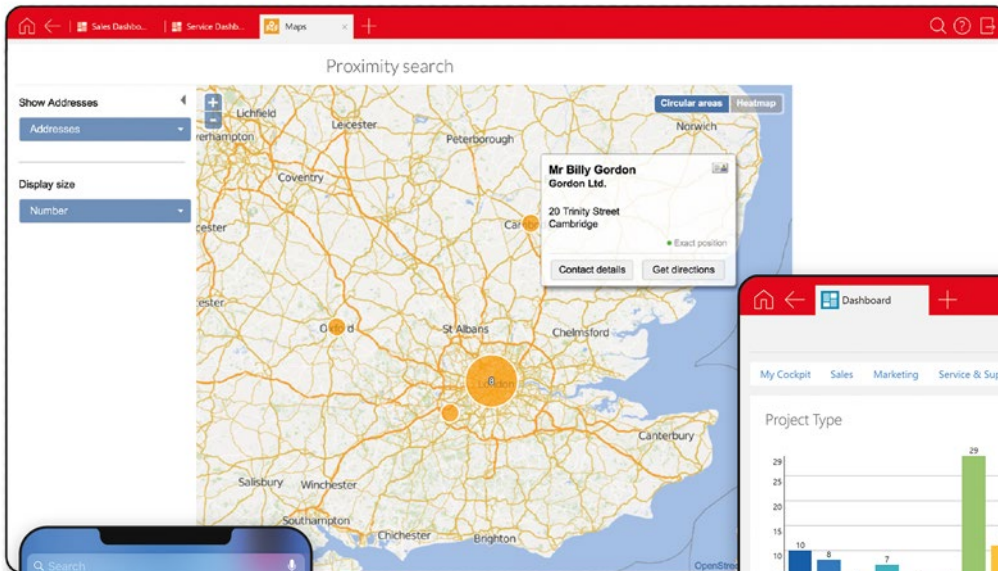
Use digital maps and charts to generate clear, informative geographic data analyses.



Whether on the tablet, smart phone, laptop, smart watch or PC, you will benefit from a unified and intuitive software interface. Responsive design enables CAS genesisWorld to adapt fluidly to different display sizes and the specific features of your devices, incorporating touch, mouse and keyboard control.

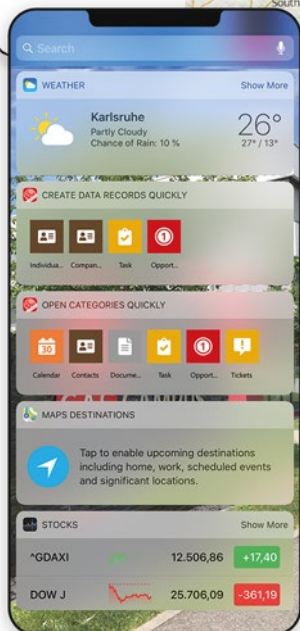


Find out more about mobile XRM/CRM.
www.cas-crm.com/mobile



◀ **Proximity search**

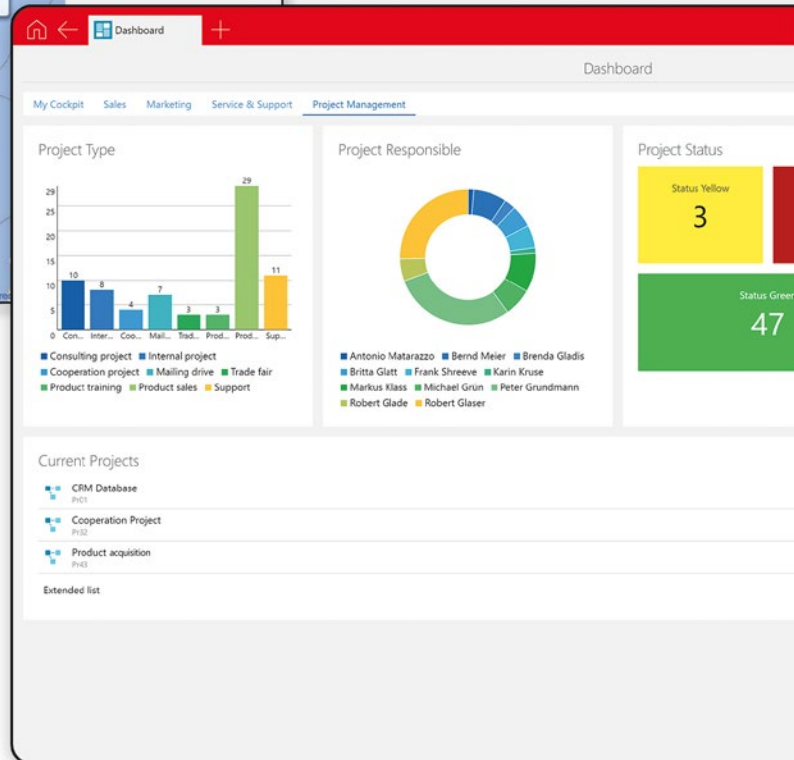
Display your direct contacts in the area.



Dashboard ▶
 Your custom dashboard for quick access to all relevant information.

◀ **Widgets**

Using widgets, you can quickly access your CRM or create new data records.



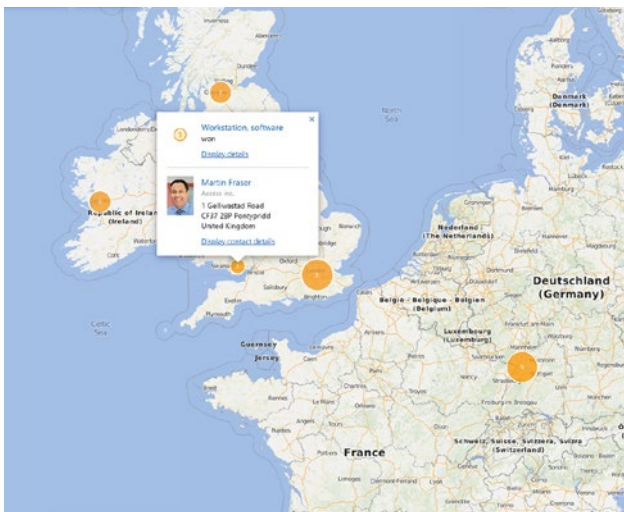
The highlights:

Simple, smart, flexible and customer-oriented

Detailed Overview

Geomarketing – Cluster data informatively with integrated Georeferencing functionality in digital maps.

- **Digital maps** and charts for geographic data analysis of sales, leads, and much more
- Identification of **sales potential**



Mobile office

CAS SmartDesign® – using groundbreaking technology to create "the world's most mobile CRM".

- Unified **look & feel** on all mobile clients
- **Responsive design** for all display sizes
- **Native applications** for all operating systems
- **Individual set of apps** for every employee

Generate real enthusiasm

"Fan Indicator" – Turn your customers into fans: manage and measure customers' emotional bonding with your business.

- Calculate degrees of **enthusiasm**
- Classify by **customer clusters**
- Present results in **reports**
- Basis for **investment decision-making**
- Integrated method - **2HMforum**.

Offer tailor-made products

CPQ (Configure Price Quote) – configure variant-rich products and offers in a simple way.

- Easily manage increasing **product diversity**
- Incorporate recorded customer wishes
- Tailored, error-free **product configuration**
- Professional **quote generation** based on defined **pricing models**

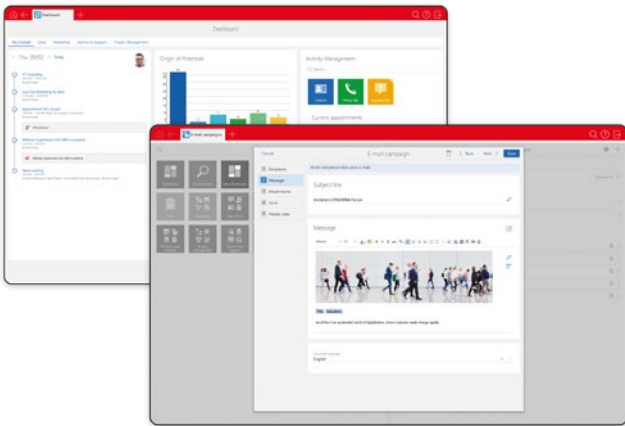


» (...) *The CRM data provides the foundation for our strategic decision making.* «

Ralf Benzler
Sales Director,
Erwin Renz, manufacturing company

Targeted communication and customer interaction

CAS genesisWorld helps you to maintain close contact with your customers and prospects, whether digitally or face-to-face. Organize video calls or online events, send out personalized e-mails, run marketing automation campaigns and start targeted surveys - all the results are displayed on your personalized dashboard and you can easily derive specific follow-up actions. This way, you can control all actions in one solution, creating exciting customer experiences, and increase the emotional loyalty of your customers.



- Comprehensive search and filter functions for target-group-specific marketing campaigns
- Professional e-mail marketing and newsletter for a customer centric dialog
- Marketing automation campaigns provide customized, automated and efficient lead generation
- Powerful event management with facility management, online registration and analysis
- Use surveys to obtain and evaluate feedback systematically

Unique interaction

The innovative radial menu offers completely new and intuitive usability by enabling customer-focused interaction.

Remarkably adaptable to your business

CAS genesisWorld brings together all data sources and processes to open up new horizons for your relationship management. Add-ons and interfaces to third-party applications are seamlessly integrated into one user interface. All data from applications such as Microsoft Office, archiving and communications solutions, materials management and ERP systems are interlinked, providing you with the ideal resources to manage your business effectively.

CAS genesisWorld is available in various editions and for different industries, and can be individually licensed for every user. Whether you are a small business, a medium-sized enterprise or a large organization, CAS genesisWorld as a scalable future-proof platform is adapted to the needs of your business right from the start and capable of growing with it.

Find out more about
CAS genesisWorld.

www.cas-crm.com



CAS Software AG:

Forming relationships – inspiring people

Your partner for long term alliance

Founded in 1986, CAS Software AG is now on the mission "Passion for Customer Centricity". The 6,500 square meter CAS Campus offers space for ideas and room for further growth. Over 470 people on the Campus and at the CAS App Center develop innovative XRM/CRM solutions for successful businesses from a variety of different sectors.

Find out what our team and CAS solutions can do for you. Become part of the community of Customer Centricity businesses with a great future!

Leading companies place their trust in the "Made by CAS Software" label

Over 34,000 companies and organizations including global market leaders such as Daimler, Airbus, Fraunhofer, and MSI use CAS Software' solutions and rely on our expertise.



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

» *CAS Software is an agile, dynamic business, focused closely on innovation.* «

Prof. Dr. August-Wilhelm Scheer
Top100 Jury Member and BITKOM
Executive Board Member

CAS Software AG in figures



46Mio.+

Turnover of the
CAS group* 2021



470+

employees in the
CAS group*



200

Sales and
implementation
partners



70%

Equity ratio



25%

Investment in
innovation
of turnover



520K

CAS product users



40+

Countries



12

Language versions
of CAS genesisWorld

*CAS Software AG and third-party holdings



CAS Campus



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