



CAS Research

CRM for Research and Scientific Institutes

Impress partners with **targeted communication**

For research and scientific institutes, impressing business and administrative partners is the key to success – and professional project management and a market-oriented approach are the major success factors. You can achieve all this with a CRM solution that is specifically designed with these requirements in mind and supports the transfer of technology and expertise. A CRM system allows employees instant access to all information available on each partner – the foundation for establishing and maintaining a highly profitable technology network. This reduces costs over the long term and leaves you with more time to spend on what's really important: finding out more about your partners so you can provide them with first-class support.

The complete solution for research and scientific institutes

The industry solution, CAS Research, is specifically designed for research and scientific institutes. It has an array of sophisticated features that enables departments and institutes to work together seamlessly, regardless of their location.

Furthermore, this solution allows authorized users to access the centrally stored data from mobile devices, helping employees plan projects, acquire research and development projects, and manage events. CAS Research is based on CAS genesisWorld, the multiple award-winning CRM solution for small and medium-sized enterprises.

Staying focused on your partners

CAS Research helps you to stay firmly focused on your partners. Instant access to all key information means you can better identify and effectively meet your partners' requirements. With CAS Research, you can also access all data while on the move – the customer dossier provides you with a 360° view of all relevant information. This supports all communication and interaction: with individual partners, selected target groups, and throughout your company.

What can you achieve with CAS Research?

Stay well informed about your partners at all times

- Instant access to up-to-date user-sensitive address data at all times
- Instant access to all partner and project information wherever and whenever you need it
- Comprehensive support with the acquisition of research and development projects
- Technology transfer between economics and science

Inter-team and inter-institute collaboration

- Coordinate appointments and manage tasks effortlessly
- Maintain network contacts
- Centrally store data and documents
- No loss of information should an employee move to a different project team

Manage projects efficiently

- Structured project planning and management
- Increased transparency with regard to staff (both internal and external), project topics and project status
- Efficiently manage the partners involved
- Integrated reporting features including activity and project status reports
- Project management accounting with variance analysis

Targeted public relations and efficient event planning

- Targeting specific groups and individuals using mail and e-mail merges
- Extensive filter options for addresses; for example, filtering by sector
- Implement target-oriented campaigns and recording responses across all communication channels
- Analysis and monitoring of campaign costs
- Efficiently organize events

How can CAS Research benefit you?

- Simple and efficient processes
- Direct communication and smooth cooperation between members of your project team, throughout your entire institute, and with partners, regardless of where they are.
- Efficiently plan, manage and optimize your projects
- Easily and successfully organize events
- Greater transparency of project knowledge through central access to information
- Individual access rights ensure confidential data handling with no loss of information – even when personnel switch project teams
- Mail and e-mail merges for effective targeted communication with partners and the public
- Full control of costs
- Mobile access to data ensures your people are always well informed
- Motivated employees and satisfied, loyal business partners

"CAS genesisWorld makes it easier for research partners and industrial customers to work together and, with CAS Research, simplifies time recording, project implementation and budget management."

Dr. Günter Hörcher, CRM Officer at Fraunhofer IPA, Stuttgart, Germany



Professional project management

CAS Research enables you to stay in full control of your projects at all times: from efficiently planning resources, successfully implementing projects, through to accurate management accounting. Automatically generated reports bring security to the planning phase. The project status, ad-hoc analyses and an early warning system allow you to keep your projects well on track at all times. Better structured processes throughout your company motivate your employees and enable them to work more efficiently – your partners will in turn have more confidence in your services and will feel well looked after.

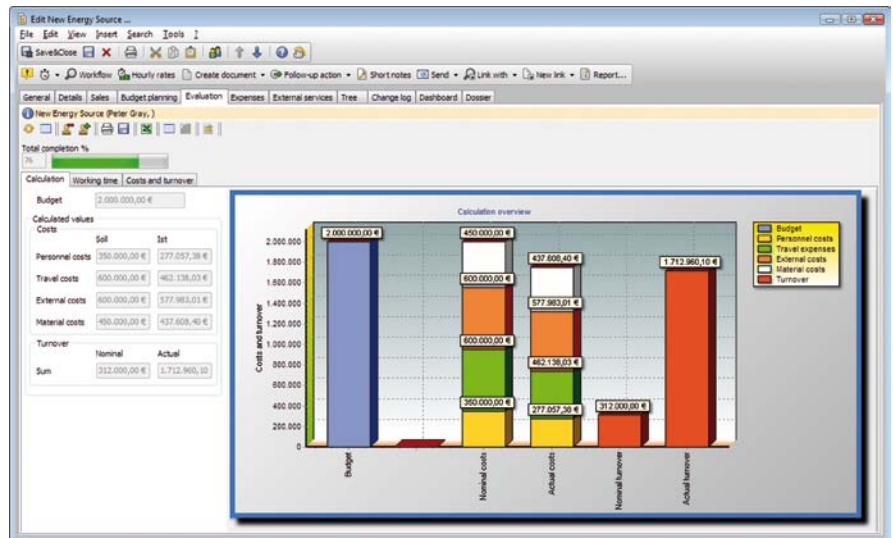
Find out more about CAS Research:
Smooth project management and good teamwork →



Smooth project management and good teamwork

Target-oriented project management for excellent results

CAS Research enables you to plan and manage your events and research projects more precisely and effectively. Risks, phases, milestones, targets, tasks and resources are included right from the start; working hours, expenses and external costs are recorded, which you can then compare with your project budget. The project status, ad-hoc analyses and an early warning system allow you to keep your projects well on track at all times.



Project cost estimation and budgeting with up-to-date information on working hours, expenses and external services.

Stay in control of your project with time recording and overviews of costs and working hours

CAS Research enables you to record the working hours, expenses and external costs for each partner and project, even when you are on the move. You can also include budget and material costs and enter details of hourly rates and estimate-to-complete figures. Managing your projects has never been easier.

Centrally stored project information and documentation gives you a clear overview

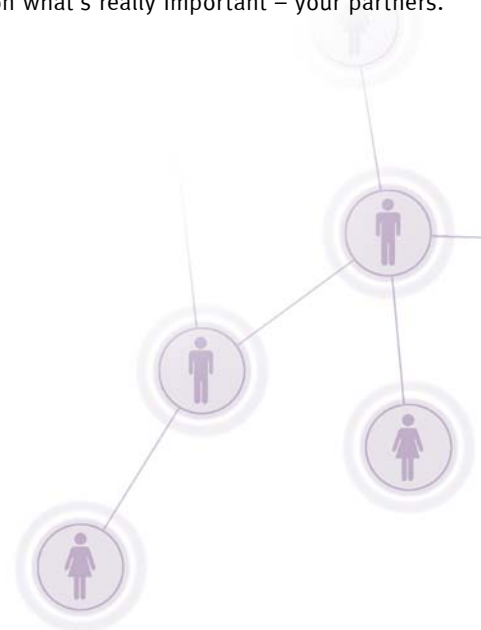
Central data storage with CAS Research ensures that all project teams have access to all documents and information about your partners, thus increasing transparency – all employees have an overview of the project's members, content and current status. Furthermore, knowledge gained in previous research projects can be easily applied to new projects.

Good teamwork means you have more time to focus on what's really important

With CAS Research, all employees have access to one central database, enabling departments and institutes to work together seamlessly, regardless of their location. Coordinating appointments, managing tasks, processing documents, and joint project work – CAS Research supports all these activities within and between the various departments and divisions in your network. Your employees are always kept up to date and well informed. Furthermore, their day-to-day work will become noticeably easier, giving them more time to focus on what's really important – your partners.

"All employees now have access to the same, up-to-date information. This speeds up the acquisition process immensely because the information available increases the chance of successfully attracting new customers."

Prof. Peter A. Bruck, CEO and Chief Researcher at Research Studios Austria

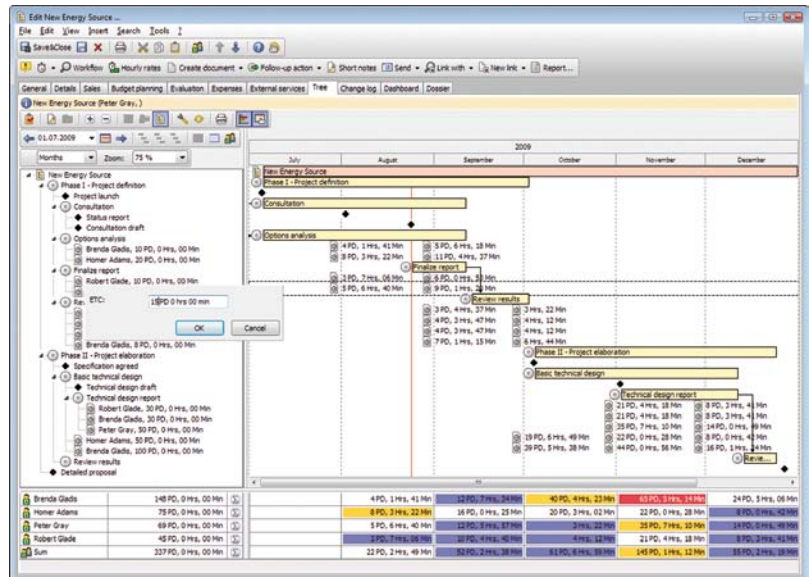


Access your data from anywhere while on the move

No matter whether your employees are in the office, visiting customers or working from home, through replication and online access, CAS Consulting ensures that your people have direct access to up-to-date information at all times. Data can be retrieved as well as edited. All this means that your internal and external employees are always kept up to date wherever they are.

Always well informed about your partners

An up-to-date pool of address data is the foundation for successfully communicating with your partners. The customer dossier contains comprehensive information on individual contacts – this way all employees can easily find out which projects are currently running and where, and which internal or external colleague is the project manager. Appointments, tasks, phone call notes, correspondence, and sales opportunities are stored in the customer dossier clearly and chronologically. Furthermore, thanks to the sophisticated access rights system, all information is handled confidentially.



Plan and manage your projects from beginning to end using the Scheduling and Resource Planning view.

CAS Research – a flexible, precisely tailored, complete solution

No matter how large your research or scientific institute is, CAS Research will fit right from the start. And you can expand it as your company grows.

CAS Research

- fits any size of company
- is a flexible complete solution that you can use immediately
- integrates various applications into one user interface
- meets the strictest data security requirements

Impress your partners over the long term
Efficient organization of events and targeted acquisition →



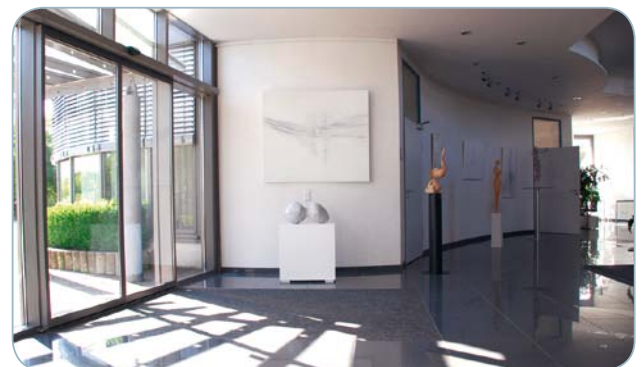
Efficient organization of events and targeted acquisition

Professional event management impresses partners

CAS Research enables you to plan and implement targeted marketing campaigns quicker and more effectively. Setting a date, sending out invitations, managing registrations, attendance lists, name tags, and planning resources – CAS Research helps you do all this and more. The sophisticated search and filter criteria enable you to find the right contacts from your central database and send invitations using their preferred method of contact (e-mail, letter, etc.). A range of templates lets you personalize your mail merges so that you can address your partners directly, increasing the effectiveness of your campaigns. The extensive rights system ensures all customer data is handled confidentially. Furthermore, the convenient analysis feature gives you an instant overview of all your events.

CAS CRM – the market leader with over 25 years of CRM experience

CAS Research is a product of CAS CRM, a SmartCompany of CAS Software AG based in Karlsruhe, Germany. Having over 200 certified partners the company is the leading German CRM provider to small and medium-sized enterprises (SMEs). Its product portfolio includes CRM systems and industry solutions which are used by companies, service providers and organizations to establish successful and sustainable customer relations, to help them make better use of their internal knowledge and improve corporate memory; as well as increase the efficiency of their employees.



What can CAS IT Services offer your company?

- Central, consistent contact management with up-to-date addresses and dossiers
- Comprehensive project management with a work breakdown structure
- Interdepartmental and cross-site appointment and project management
- Early-warning system for project management
- Record of working hours, expenses and costs for management accounting purposes
- Complete event management and target-oriented acquisition
- Supporting the acquisition of research and development projects
- Central access to data coupled with an extensive rights system for addresses, projects, tasks, documents and appointments
- Mobile access at any time and from anywhere
- Centralized document management
- Sophisticated filter and search features
- Easy and intuitive to use

"CAS genesisWorld enables us to manage our customer contacts more effectively and provide our customer and partners with excellent services and support."

Andreas Schubert, board member at YouGovPsychonomics AG



Targeted acquisition of research and development projects

The key to a successful acquisition is knowing your target group. With CAS Research, all information on your partner is stored in the customer dossier. This information is the key to offering the right research and development project and, once you have successfully acquired a partner, to finding the right experts for the team. The entire acquisition process is transparent, efficient and effective.



For more information, visit www.cas-crm.com/Research



More than 200,000 users in 25 countries work with CAS Software AG products on a daily basis. The company has won a number of awards for both its innovative products, and its commitment to the SMEs. The awards include; "Innovator of the year" in 2011 and 2006, "Employer of the year" in 2009 and last, but by no means least; the "Software Made in Germany" quality seal of approval.





www.cas-crm.com

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