



CAS ^{globe icon}genesisWorld

The spotlight on your customer



CRM places the spotlight on your customer:

ensuring your company's success over the long-term

For years, the competition in most markets has become harder and harder and has long required consistent orientation of the company strategy towards the customer. Besides comparable product properties such as mature functionality, prices suitable for the market and a high level of quality, customers today want more – personalised, professional interaction as well as first-class service.

The ideal strategy for your company's long-term success: adapting all processes and services to meet and exceed your customer's expectations. The best way to do this is by precisely identifying your customers' needs and systematically aligning your business operations accordingly.



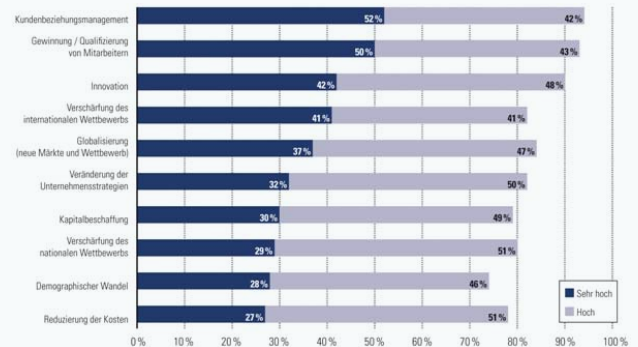


In particular, this means forming strong customer relationships. With efficient integral, intercompany and commercial business processes that are tailored to the value of the customer, you will be able to continually impress the right customers.

Customers impressed with the professionalism of your service and your products will also recommend your company to others – resulting in “Customer Excellence”. This provides a unique experience for your customers and at the same time raises the attractiveness of the jobs in your company. A new CRM generation will help you provide highly effective customer management on the road to success with “Customer Excellence”.

The number one success factor: strong, efficient customer relationships

In a recent study, the *Bundesverband Deutscher Unternehmensberater BDU e.V.* [German Association of Management Consultants] identified strong, efficient customer relationships as the number one factor for success. To ensure a long-term advantage over the competition, customer relationships must be strategically oriented, data gathered must be used efficiently and individual customer processes must be continuously improved.



Facts and figures on the Consultancy Market 2007/2008, BDU e.V. 2008
Source: *Bundesverband Deutscher Unternehmensberater BDU e.V.*, www.bdu.de

What is “Customer Excellence”?

- ➔ Customisation is the key to a successful company strategy
- ➔ Customer expectations are met and exceeded
- ➔ Exceeded customer expectations lead to very satisfied customers
- ➔ Satisfied customers will recommend you to others
- ➔ Effective customer management leads to attractive jobs

Discover the new CRM generation:
for your company’s success ➔

Market leadership in small and midsized enterprises:

CAS genesisWorld sets new standards in customer management

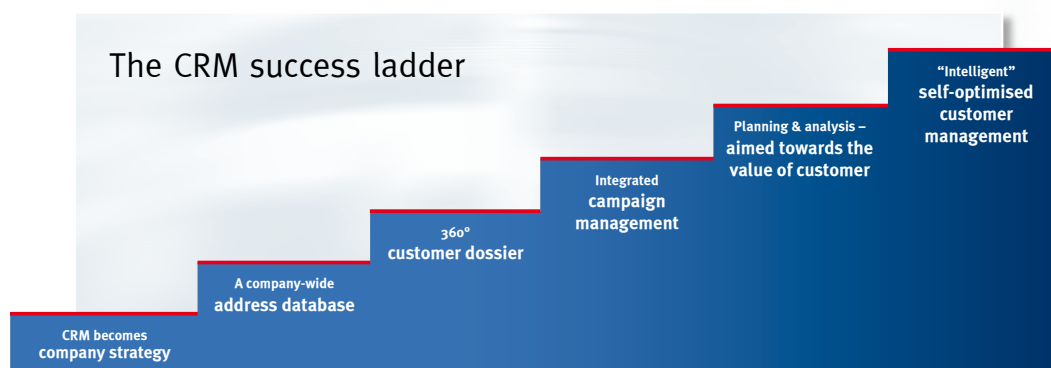
Your customer relationships – efficiently organised

The new CRM generation makes it easy for you to impress your customers. CRM enables you to identify your customer's needs, support them professionally and provides them with the best service possible. The recipe for success: CAS genesisWorld creates transparency, efficient processes and company-wide awareness. As a result, you can benefit from structured working procedures in sales, marketing, service and throughout the entire company.

The spotlight is on your customer

CAS genesisWorld focuses on your most valuable asset: your customers. All your employees always have the most important information at hand with which to quickly recognise and efficiently meet a customer's needs. The customer dossier provides you with a 360° all-round view of all relevant details. In this way, CAS genesisWorld supports all

communication and interaction with individual customers or selected target groups, with suppliers or partners, in project groups, within the company, across locations and on the road.



"CAS genesisWorld gives us a clear advantage over our competitors. With the same number of employees, we were able to increase our turnover by a considerable margin and reduce our costs."

Detlev Kleimann, owner LIEBHERR Central Dealership, Neu-Isenburg



With no extra costs: effective teamwork

Your employees can use CAS genesisWorld to access inter-departmental information and to work together perfectly. With CRM, schedule coordination, task management, content management and customer service become child's play. CAS genesisWorld ensures this with its central database, dashboards and personalised access rights. The result: your employees save valuable time.

Effective control: projects and reports

With the project management and reports at the press of a button, you have effective controlling instruments to hand for making well-informed decisions. Through targeted project planning, clear structures and up-to-date analyses based on company data, CAS genesisWorld enables you to always keep track of the big picture and act in good time.

Flexible and integrated: adapted to your needs

To meet your individual CRM requirements, CAS genesisWorld can be flexibly customised at any time – whether on each workstation at the user level, for the integration of other applications at the IT level, or between several sites and across national borders at the organisational level – mobile and multilingual.

Why CAS customers are successful

Since 1986 our objective has been to increase the profitability of companies with our CRM software – based on our philosophy of “Success through Customer Excellence”.



Five of our customers have won the renowned CRM Best Practice Award in recent years. The secrets to success are revealed quickly: our solutions are optimised to the needs of small and mid-sized enterprises – flexible, efficient, quick to implement, economical to procure and put into use. So we have become the CRM market leader for German small and mid-sized enterprises and have made a contribution to our customers' success with our award-winning innovations. You can also benefit profitably from our CRM solutions – for the success of your company over the long term!

Best regards



Martin Hubschneider
CEO
CAS Software AG

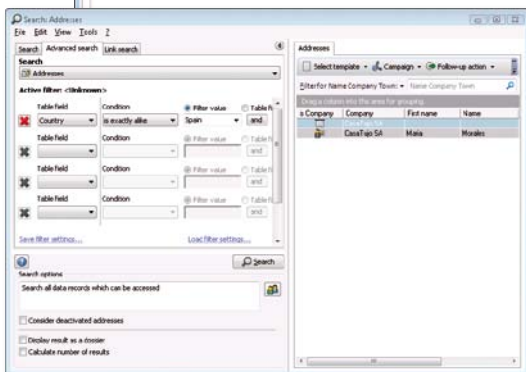
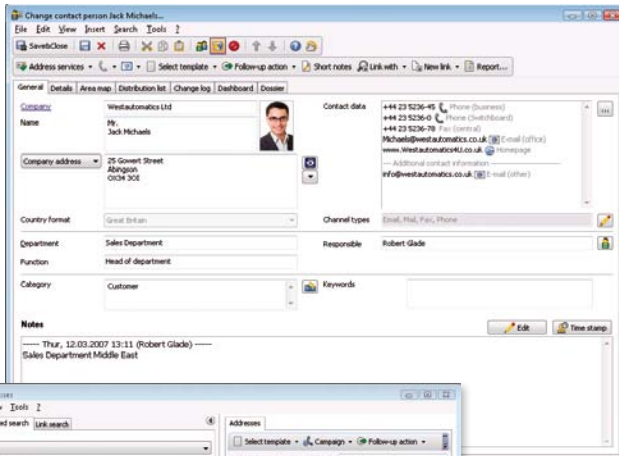
Experience CAS genesisWorld in detail:
successful customisation throughout
the entire company →



Customisation throughout the entire company: competence, transparency and efficiency for your employees

Improved quality of address data

To be able to successfully communicate with your customers, you need an address database that is always up to date. CAS genesisWorld revolutionises the way addresses are updated, supports address registration and ensures that the data is always of the highest quality – it automatically checks for correctness and duplicates, accumulates data for decision-making purposes, automatically updates addresses when changes are made, displays data in clear hierarchies and classifications, and supports formats and character sets from various countries. The many search and filter criteria allow you to use addresses as required. The address mask adapts with respect to contents and ergonomics easily and flexibly to your individual needs.

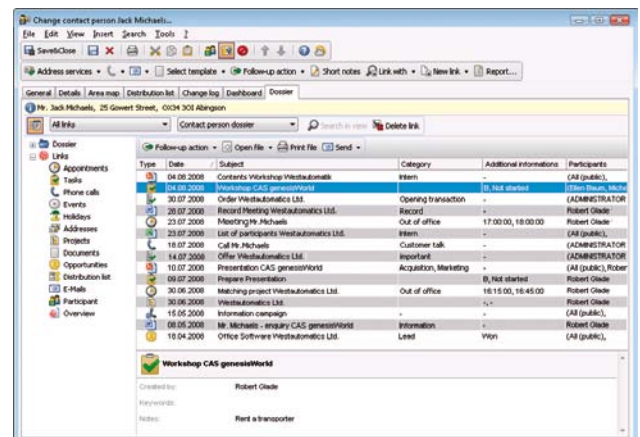


The address mask adapts flexibly to your needs

Address selection with extensive search and filter criteria

Everything in view with the customer dossier

The heart of every customer contact: a glance at the customer dossier and every employee has an instant overview. The customer dossier contains all appointments, tasks, telephone memos, correspondence, sales opportunities, complaints, orders, delivery notes and projects – in fact all information is structured and chronologically organised to give an all-round 360° view.



The customer dossier provides all information at a glance

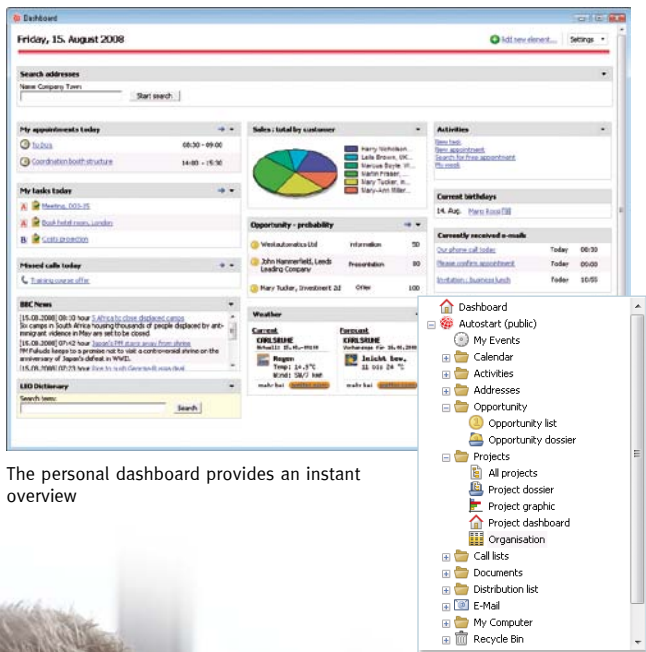


Knowledge for all employees

CAS genesisWorld optimally supports your customer-oriented company strategy. The foundation: central data management with individual access rights provide all employees with all the necessary information and documents. Your staff will always be optimally informed, able to give expert advice, take well-informed decisions, and will notice a substantial reduction in their everyday workload. As a result, your employees work efficiently and are happier – so your company runs smoothly and efficiently.

Activities organised interdepartmentally

CAS genesisWorld ensures efficient, interdepartmental co-operation: appointments, allocation of resources, distribution of duties or joint projects can be organised in no time at all. Customisable dashboards provide an immediate overview. This relieves your staff of time-consuming organisational work and makes room for more important tasks.



The personal dashboard provides an instant overview

The individual navigator provides direct access

“With CAS genesisWorld, our customers can contact us at any time and from anywhere in the world.”

Michael Wagner, Managing Director Business Travel International GmbH, Düsseldorf



Smart and trusted operation

Ergonomically and intuitively, CAS genesisWorld allows you to organise information clearly in the navigator and the dashboard. A familiar user interface with the look and feel of the latest version of Windows inspires confidence and trust among your employees and ensures that they become familiar within the shortest possible time.

What CAS genesisWorld offers your entire company

- Central, standardised address management with updating and duplicate checks
- Customer management with customer dossiers and a 360° view
- Customer profile for targeted addressing
- Selection options and global search feature for all data
- Central document and project management as well as correspondence
- Interdepartmental appointment and resources management
- Well-structured dashboards, transparent activities and follow-ups
- Smart way of working and easy to operate
- Multi-stage rights system for secure access

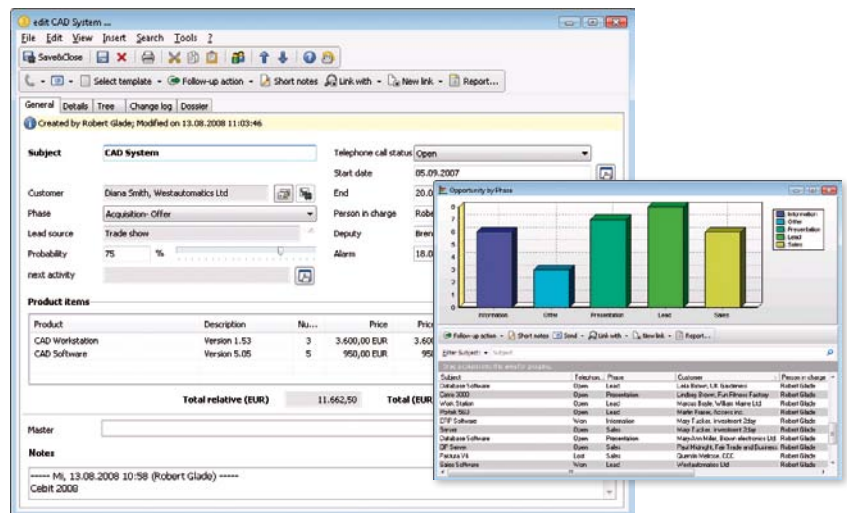
Raise your sales potential with CAS genesisWorld: powerful in sales – effective in marketing →



Profitable relationships guaranteed: the way to impress your customers

Use sales opportunities consistently

CAS genesisWorld consistently supports your sales team and increases your sales success. You can keep the complete sales process in view from the first contact through to conclusion, ensuring that no business opportunities are lost. The automatic notification and action service provides information in good time not only in case of escalations. You can produce forecasts and reports about sales potential at the press of a button. The entire sales process is transparent and logical for all.



Sales opportunities and customer segmentation for efficient sales

“Each employee saves 14 minutes of valuable working time with CAS genesisWorld, sales staff even up to 30 minutes – daily!”

Patrick Hofmann, Senior Executive Key Account Manager & CRM Project Manager, Isabellenhütte Heusler GmbH & Co. KG, Dillenburg



Maximising customer potential

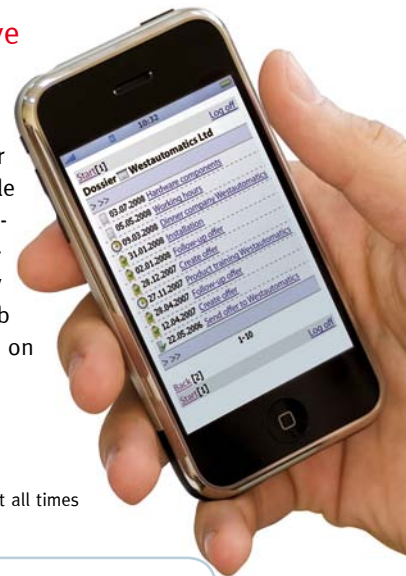
Your customers have completely varying needs as well as potential, which means unique business opportunities for your sales department. With CAS genesisWorld, you can segment your customers and can recognise individual potential and customer value. Your sales department acts efficiently, recommends the right product at the right time, practices up and cross-selling, thereby achieving better results.

Telephone calls and correspondence made easy

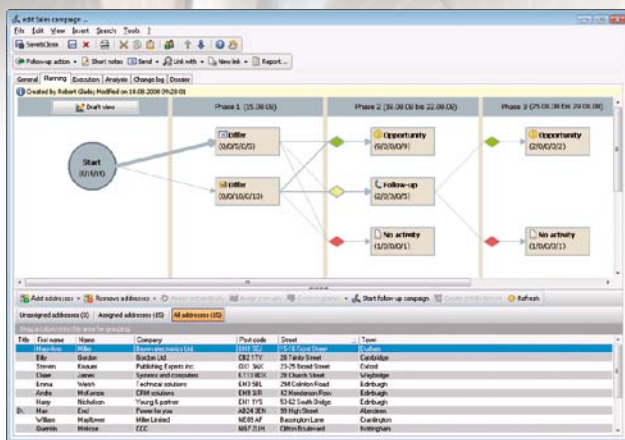
Communication with the customer becomes child's play not only for your sales personnel: CAS genesisWorld dials telephone numbers, opens the correct contact when for an incoming call, records missed calls as well as telephone calls with customers, writes personalised letters and e-mails at the same time to several recipients and is impressive with its ease of use. This is how to work efficiently!

Data can be accessed everywhere, even on the move

Regardless of whether your company has offices in several locations, your employees work from home or your sales force are on the road with mobile phones, smart phones or PDAs; CAS genesisWorld ensures easy access to up-to-date data: replicating data for company offices, laptops or smart phones, Web access for accessing the Internet, and on the move using mobile devices.



Well informed at all times



Targeted marketing campaigns easily planned with the Marketing module

Spot-on marketing campaigns

CAS genesisWorld supports successful marketing. During the planning phase, you can define each communication step graphically, select the right customers via convenient filter functions, define follow-up actions and carry out – depending on the preferred channel type in each case – targeted multi-stage campaigns through various channels of communication. This makes your actions more effective and minimises scatter losses.

Measuring success and controlling costs

With CAS genesisWorld you can always monitor the success and costs of your marketing activities: your customers' reactions are noted, turnover recorded and the leads gained are passed directly on to your sales department. Convenient analyses provide you with concise up-to-date information at all times, enabling you to easily keep an overview of your campaigns.

Make sound decisions with CAS genesisWorld:
with a smile in service and accurately in management →

What CAS genesisWorld offers your sales department

- Use and pursue sales opportunities
- Consistent, methodical sales process
- Segment and optimise customer values
- Convenient telephone functions and easy correspondence
- Mobile access at all times, regardless of location
- Access to vouchers from enterprise resource planning (ERP)
- Easing of routine work

For your marketing department

- Systematic customer dialogs through multi-stage campaigns
- Specific actions and recording of reaction across all channels of communication
- Analysis and cost controls for campaigns

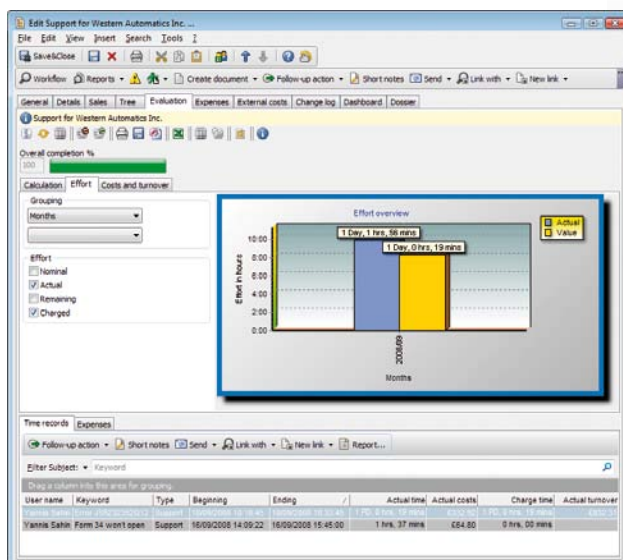
For a secured future: score with service and take clear-sighted decisions

Fast and reliable service

Your customer hears a smile even on the phone. Thanks to CAS genesisWorld, your service personnel can easily provide your customers with quick, reliable and friendly service. CAS genesisWorld provides you with direct access to comprehensive customer information and to each project. Your service enquiries can be recorded, processed and systematically forwarded on quickly and efficiently. In this way, you nurture good customer relationships also when customers have queries.

Helpdesk maximises efficiency

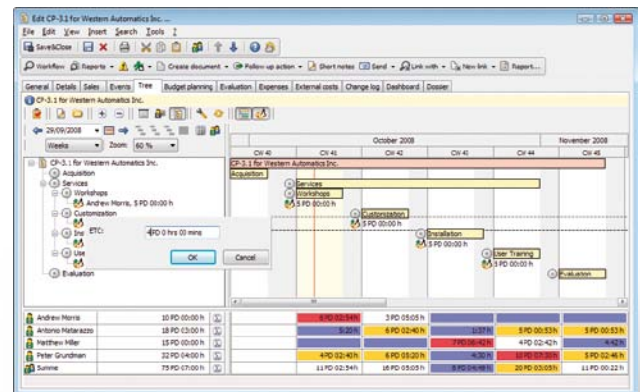
An optional ticket system organises all service enquiries simply and transparently, regulates handover and messaging, and provides the results in an FAQ database for all service personnel. Automatic time recording for processing and the means used guarantee full cost control. CAS genesisWorld supplies evaluations for areas or individual customers at the press of a button – so that your service department functions professionally.



Reliable information and complete control of the costs in the customers service with the Helpdesk module

Control projects accurately

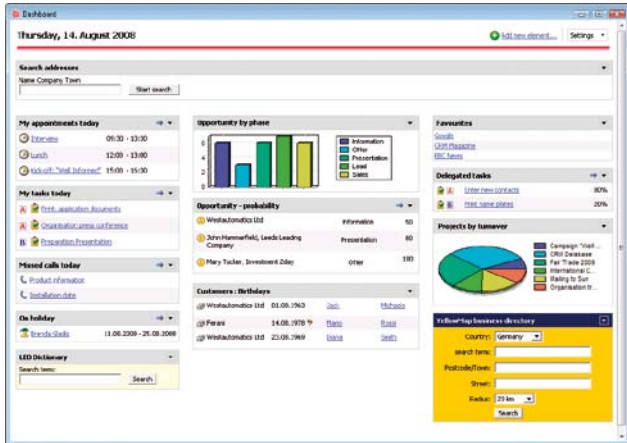
With the additional project management in CAS genesisWorld, your employees have an effective process and control system: they can plan and structure your projects accurately and include risks, milestones and objectives as well as tasks, resources, budgets, costs and times from the beginning. You keep your projects on schedule through the project status, ad hoc evaluations and an early warning system.



Plan structured projects and handle them accurately with the Project module

Dashboards for instant overviews

The management dashboards keep your management personnel well informed at all times. For this CAS genesisWorld draws upon all necessary interdepartmental data. With current daily analyses of customer profitability, feasibility or sales forecasts compiled in well-structured dashboards, you have the right measures to hand. Your company stays on the road to success.



Well-structured dashboards on all levels

“Customer Relationship Management has become a decisive factor for the success of our company. The easy handling and intuitive operability of CAS genesisWorld ensured above-average acceptance from the beginning.”

Joachim Just, Manager EDP and Payroll Department, MÜLLER & BAUER GmbH & Co. KG, Metzingen



Assured planning with forecasts and reports

Clear forecasts and accurate automatically generated reports ensure reliable planning for your management personnel. Accordingly, every employee sees exactly what he or she needs and what he or she is authorised to do. The managing director receives an overview of all of the company's success indicators, the division manager detailed insight into each department, and the sales personnel instant overviews of the customers. With CAS genesisWorld you will have a sound pool of real-time information on which to make decisions at all levels.

This is what CAS genesisWorld offers for your Service area

- Fast and reliable information
- All information about a project at a glance
- Systematic workflows
- Ticket system with automatic time recording
- Product inventory administration and maintenance contract administration/accounting
- Controlling and reporting for service management

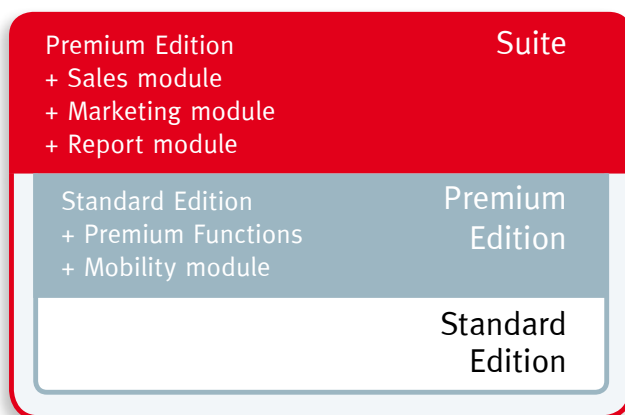
For your company controlling

- Project management with evaluations
- Early warning system for project control
- Overlapping, well-structured management dashboards
- Automatic preparation of forecasts and reports
- Any desired evaluations in real time

Successfully implement customisation with CAS genesisWorld: flexibly for all size and requirements →



Precisely tailored, flexible and immediately productive: the ultimate choice for your company



Editions and modules to suit every requirement and size of company

Suitable for every size of company

Whether you manage a smaller company or work for a small and mid-sized enterprise or for a larger organisation, CAS genesisWorld fits from the start and grows with your company. In various editions, as a suite and with modules, CAS genesisWorld can be expanded at will at the workstation level, providing you with right solution for your company at all times.

A flexible core solution for an immediate start

Regardless of your company's professional customisation requirements, CAS genesisWorld, as a flexible core solution, adapts quickly and easily to your individual requirements. Without the need for extra development such as masks, fields, input options and objects as well as workflows for more efficient illustration of your business relationships and processes.

Integrated applications under one user interface

CAS genesisWorld does not reinvent the wheel, but rather integrates office, enterprise resource planning, archiving and communication solutions under one user interface. So, for example, vouchers from your ERP system or contracts from your archive system can be stored directly in the customer dossier. All data is available beyond system and departmental boundaries over one user interface without changing applications. Access is fast and direct and ensures that your employees can work efficiently.

Highest demands on data security

Not all information should always be available to every employee. This is where the multi-stage rights system comes in: CAS genesisWorld regulates access to every individual data record for every employee. With group and user profiles, the rights system is well-structured and easy to administer. Furthermore, a cleverly devised journal system records all changes and offers extra security.

"The business processes have become much more efficient and faster since the introduction of CAS genesisWorld."

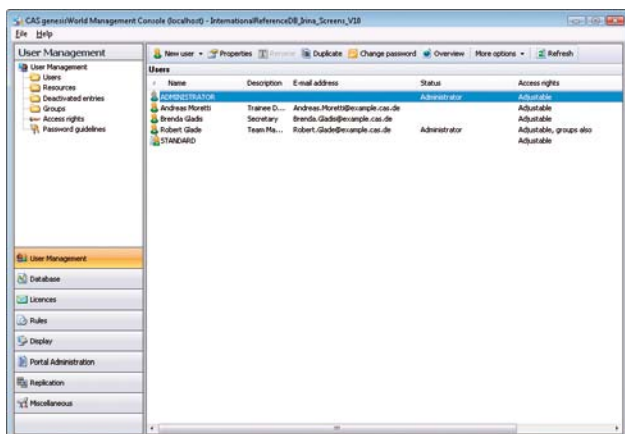
Jörg Münchinger, Manager Sales Office and Project Manager KIS, Paradigma Energie- und Umwelttechnik GmbH & Co. KG, Karlsbad





Selectable provision and scalability

You can decide for yourself whether you buy or lease CAS genesisWorld, or whether to run it in your company or have it hosted. It is important when making this choice to take your IT requirement into consideration. The important thing is that you take this into account when choosing your IT requirements on the provision form. The flexible multi-layer architecture offers the greatest possible scalability, and the distribution of load across several servers guarantees fast response times.



Easy administration, user and rights administration using the Management Console

CAS genesisWorld as a default solution

for the following sectors:

in the following languages:

- Automobile
- Banks
- Research
- Universities
- Industry
- Engineering Services
- IT Services
- Schools
- Tourism
- Management Consulting
- Associations
- Insurance

- German
- English
- French
- Italian
- Dutch
- Spanish
- Czech
- Hungarian
- Romanian
- Turkish

Launch into a successful future:

with CRM from the market leader for small and mid-sized enterprises →

150,000 users rely on CRM products from CAS Software: start your CRM success strategy with the market leader

Lasting company success with CAS Software AG

With our philosophy of “Success through Customer Excellence”, we have been developing and marketing CRM solutions for small and mid-sized enterprises as well as selected large-scale companies since 1986. Our customers benefit from professional customer management, transparent information, efficient business processes and precisely tailored solutions. The result: lasting company success through long-term customer relationships and competitive advantages. So our customers as well as ourselves have experienced steady growth for many years.



Unique solutions and innovation

As the German market leader in customer relationship management solutions for small and mid-sized enterprises, we offer our customers unique solutions for various demands and for different sectors. With the constant further development of wide-reaching international research activities and constant innovations, our products secure CRM investment over the long-term.



Expertise in consulting and implementation

A pan-European network of certified and trained CAS Partners provides your company with professional support during implementation, including advice for your CRM strategy, analysis of your processes and structures, individual adaptations, faster implementation through to professional training for your staff. In this way, your customer management solution is geared to success from the beginning.

Awards

Winning the “Employer of the Year 2009” and “Top Innovator 2006” competitions has been the reward for our continuous commitment to human resource management and innova-

tions management. We are especially pleased with the success of our customers, six of whom have been awarded the renowned CRM Best Practice Award in the last few years for professional customer management.



Press reports

PC

Professionell

“Providers such as CAS Software (the ‘German CRM King’), SAP, Oracle and numerous other companies show [...] new, even further integrated products for company control.”

absatzwirtschaft
ZEITSCHRIFT FÜR VERKAUF

“Perfect systems of course are nowhere to be found – but [...] at the Isabellenhütte foundry, the CAS genesisWorld CRM system can no longer be overlooked [...] Peter Müller, managing director, says clearly: ‘A significant part of our increase in turnover in recent years is based on it.’”

Business&IT

“With 20 years of service experience, CAS Software AG is one of the old hands on the CRM market.”

COMPUTERWOCHE

“Even German providers such as CAS Software [...] record respectable growth and excel with new software technologies as well as Internet-compatible CRM solutions.”

Markt
UND MITTELSTAND

“Through the conversion to the CAS genesisWorld CRM System, Klotz, a cable manufacturer, ensures care for its 13,000 customers all over the world.”

sales
BUSINESS

“The *Diakonisches Werk* Berlin Brandenburg took top place during this year’s CRM Best Practice Award in the Business-to-Business sector. By using Customer Relationship Management, the organisation has developed out of a period of crisis into a presentable services company, praised the jury.”

vdi-nachrichten.com
Die große Info-Plattform für Ingenieure

“CAS Software from Karlsruhe is one of the most entrepreneurial CRM providers here in Germany, especially for small and mid-sized enterprises.”

CRM and company portal

Information management complements your customer management perfectly: with CAS teamWorks, you can quickly realise an inspiring company, employee, customer or partner portal. CAS teamWorks saves and distributes not only valuable corporate knowledge, but rather also standardises the procedures through checklists, workflows and forms – of course in seamless cooperation with CAS genesisWorld.

