

New functions

CAS genesisWorld x8



Customer Centricity
CERTIFIED

CAS genesisWorld

xRM and CRM for small and medium-sized enterprises



CAS genesisWorld x8: Creating inspiring customer experiences with Customer Centricity

CAS genesisWorld version x8 sets new benchmarks in customer satisfaction: a range of intelligent functions puts your customers and users first when it comes to touch-points, services and product development. Whether it be individual templates in *Survey online*, using price lists in several currencies in *Project* and *Sales pro*, *extending service contracts* and *product applications* in the Helpdesk module and much more besides – users experience time-saving functions across all application areas. In addition, CAS genesisWorld x8 provides the best possible basis for

the successful implementation of the Customer Centricity corporate philosophy.

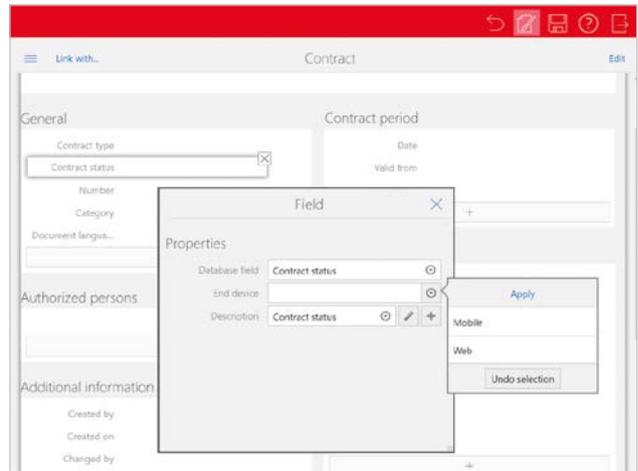
Here CAS genesisWorld is counting on its globally unique CAS SmartDesign® Technology, which embodies exceptional ease of use and provides a uniform look & feel across all user interfaces, thus ensuring an optimal user experience. Many new highlights, including the App Designer, CAS SmartSearch 3.0 and the dynamic reporting functions, allow you to work seamlessly and efficiently.

▼ Uniform look & feel across all mobile devices thanks to CAS SmartDesign® Technology



In top form: App Designer in CAS SmartDesign®

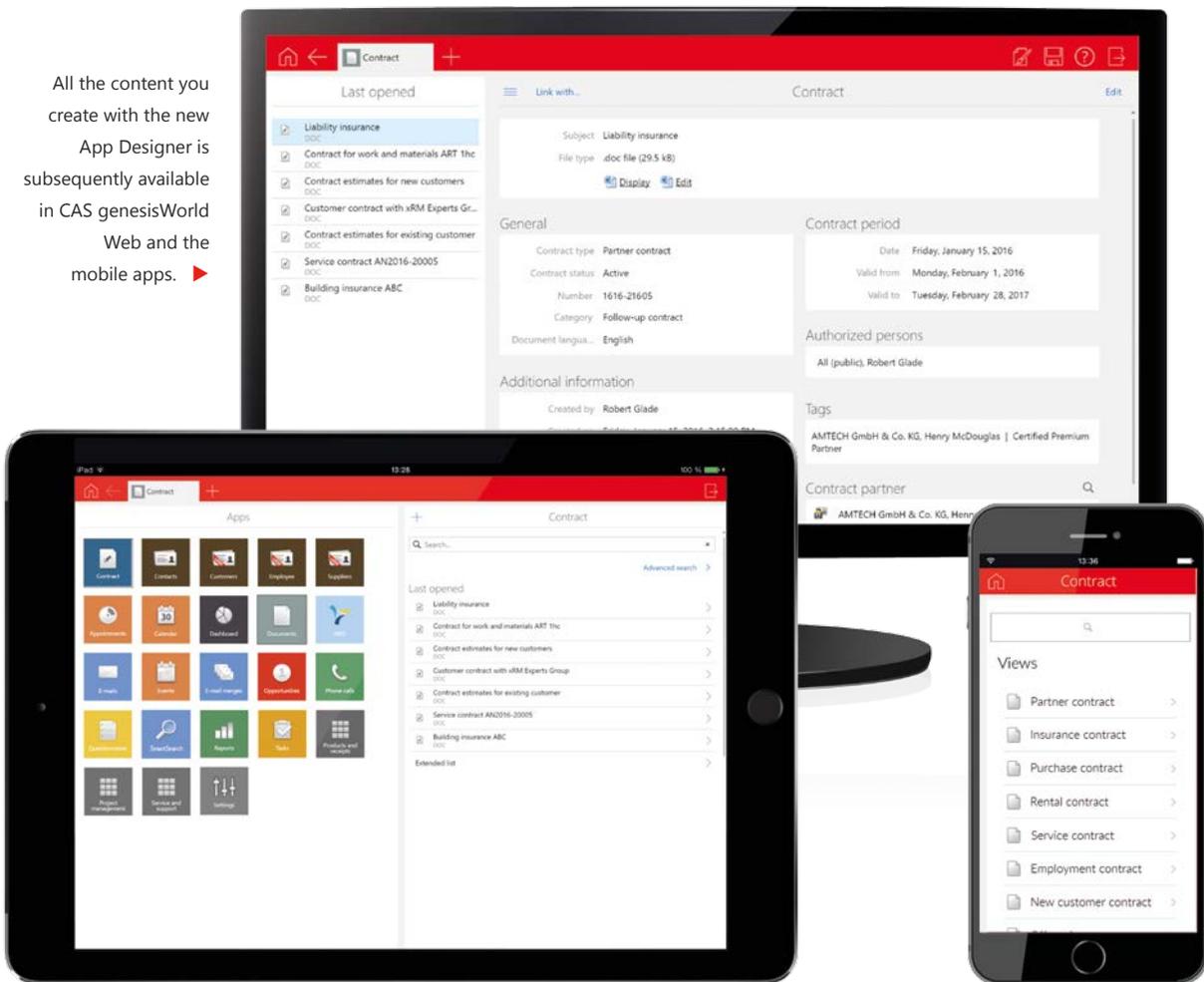
One of the highlights in the x8 version is the new App Designer for CAS genesisWorld which is based on CAS SmartDesign® Technology. Using this technology you can create your own apps as well as customize your own forms and lists. None of this requires any programming knowledge, you simply use drag & drop to configure your own information, elements and charts. And if you wish, you can also make them available in CAS genesisWorld Web and in the mobile solutions for iOS, Android and Windows. Should you require any other company-specific information, then it is really very easy to extend existing apps or even create completely new ones.



No programming knowledge is required to create your own apps.

Of course all the usual functions such as filters, links or access rights are available automatically. This enables you to design tailor-made solutions in a matter of moments - thus perfectly trimmed to the current and future requirements of each individual user.

All the content you create with the new App Designer is subsequently available in CAS genesisWorld Web and the mobile apps. ▶



Mobile apps: Available individually and offline

Whether on site visiting a customer, traveling by train or at your hotel – you are always kept up to date thanks to mobile solutions. You can use mobile apps to store all sorts of information under your personal favorites and access this data at any time, even offline. This ensures customer satisfaction, anytime and anywhere. The new mobile apps are available on all major platforms such as iOS, Android and Microsoft.

With the new Mobile apps there are almost no limits to individual customization. Whether it be completely new apps or adding your own information to existing apps, the new Mobile apps can be adjusted to the requirements of a company in just a few mouse clicks thanks to the App Designer.



CAS SmartSearch 3.0: Is now customizable

The new version of CAS genesisWorld x8 has further revolutionized the intelligent search function in the CRM system. Highlights include customer specific customizations. You can now integrate your own data record types and fields into the search. At the same time, the intelligent ranking of search results has been optimized. This means that hits used frequently or just recently by the user are

ranked higher and shown first. This increases your chances of finding popular information at first glance. Another new feature is the option of a full-text search using the search-as-you-type principle in all major formats such as PDF files and Office documents.

▼ Find relevant results in no time with the intelligent search functions of CAS SmartSearch 3.0.



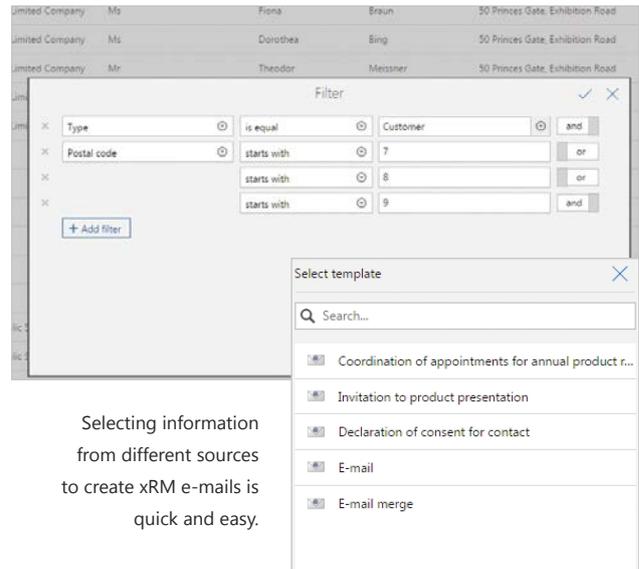
▲ Full-text search in all major formats such as PDF files and Office documents.

xRM e-mails: Mailings in a new dimension

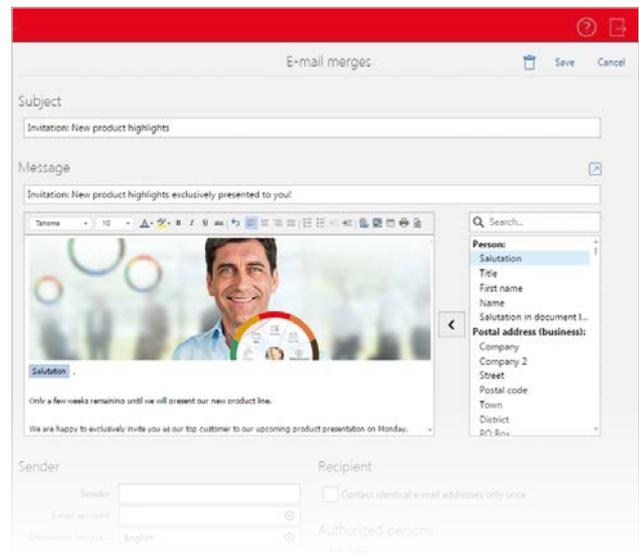
CAS genesisWorld x8 implements xRM (Any Relationship Management), taking your relationship management to another level. Now, you can include new information in your xRM e-mails and combine this with new application scenarios.

The new functions allow all relevant information from different sources to be included in personalized e-mails. For example, detailed information from events, sales opportunities, phone calls and inquiries can thus be integrated into mailings and sent at the drop of a hat. This way the new function streamlines the entire process and saves you a lot of time when creating uniformly designed xRM mails.

Of course, xRM e-mails are also archived automatically and the complete documentation of all contacts is safeguarded. The new version x8 also allows Web mail merges to be created and sent in CAS genesisWorld. This means that marketing and communication functions are available everywhere, complete with recipient selection, personalized forms of address, mailing and automatic archiving in the xRM solution.



Selecting information from different sources to create xRM e-mails is quick and easy.

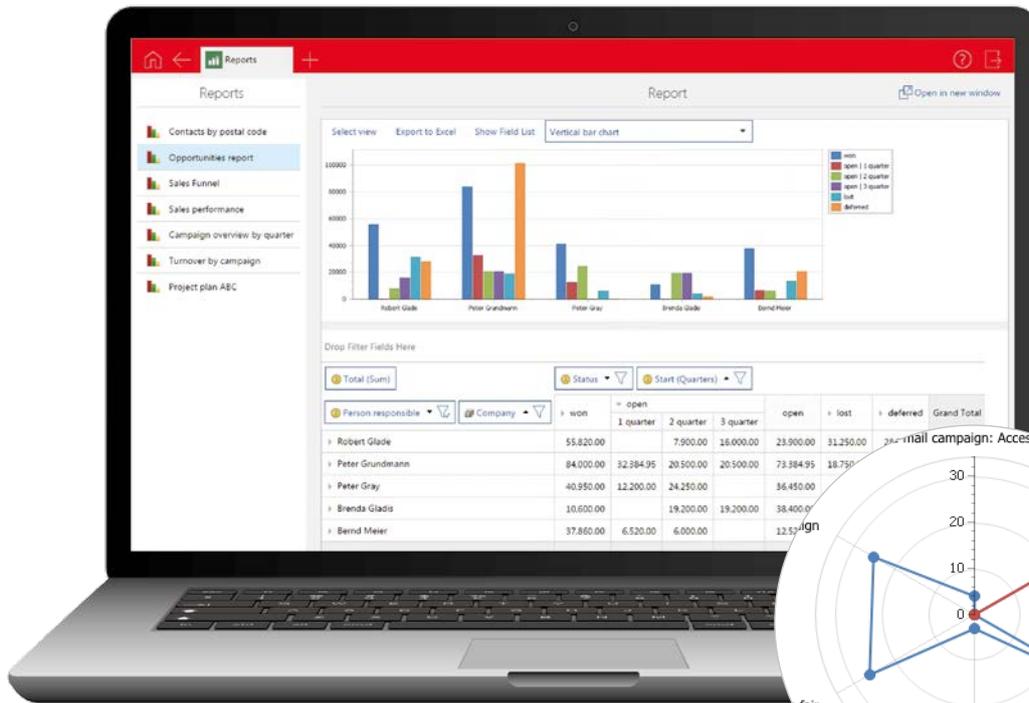


Personalized and uniformly designed xRM mails in just a few clicks.

Intelligent observer: Smart data management

In version x8, CAS genesisWorld has a new function for data clean up. This automatically keeps track of the quality of the saved data. Databases can be checked for inconsistencies at regular intervals using an intelligent system of

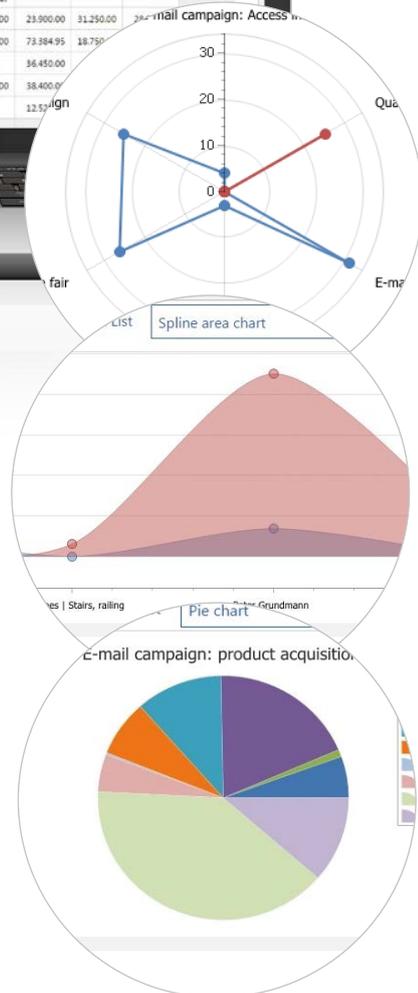
rules. Corrections are implemented independently. Users define which rules apply. This enables you to keep a lean database and only retain necessary information in the CRM solution.



◀ Reporting function now includes many new interactive views.

Reporting: New analysis & filter options in CAS SmartDesign®

CAS SmartDesign® now also includes the sophisticated reporting and interactive report views from the x8 version. All customer and project data analyses can be filtered and sorted specifically or ad hoc. In addition to the interactive pivot views, a variety of other chart views are also available for displaying your reports.



Unique combination: CAS genesisWorld & the Merlin product configurator

We've combined two special solutions in the new version to bring you a one-of-a-kind package: CAS genesisWorld together with the product configurator, CAS Configurator Merlin. This powerful duo ensures an integrated sales process which has been shown to make time savings of up to

90 percent when creating quotes for variant-rich products. The interaction of these two products enables, amongst other things, the centralized documentation and expansion of comprehensive product knowledge, especially in the areas of mechanical and plant engineering.

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