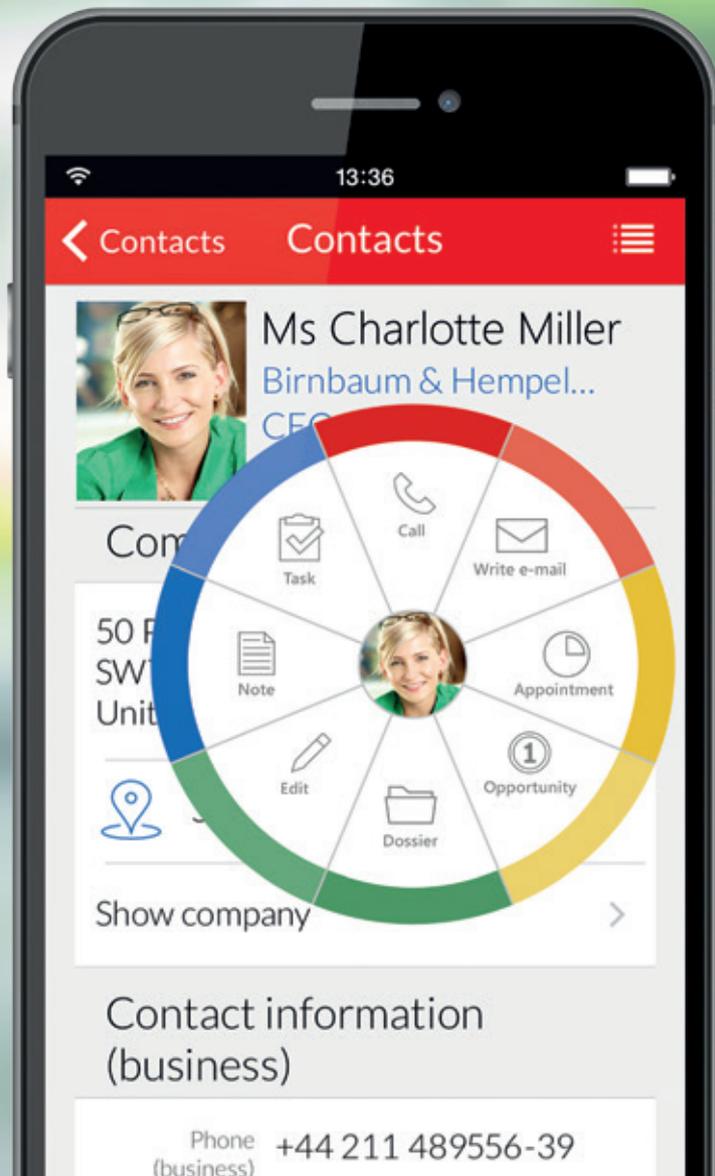


New functions

CAS genesisWorld x7



CAS genesisWorld

xRM and CRM for small and medium-sized companies



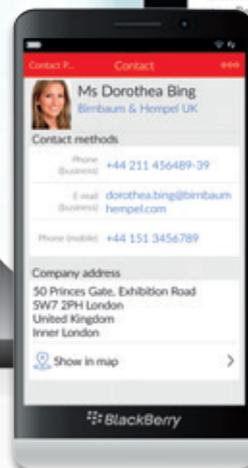
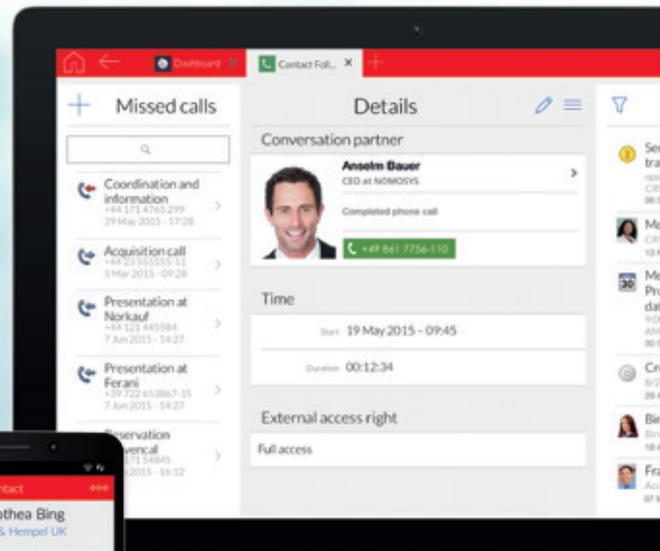
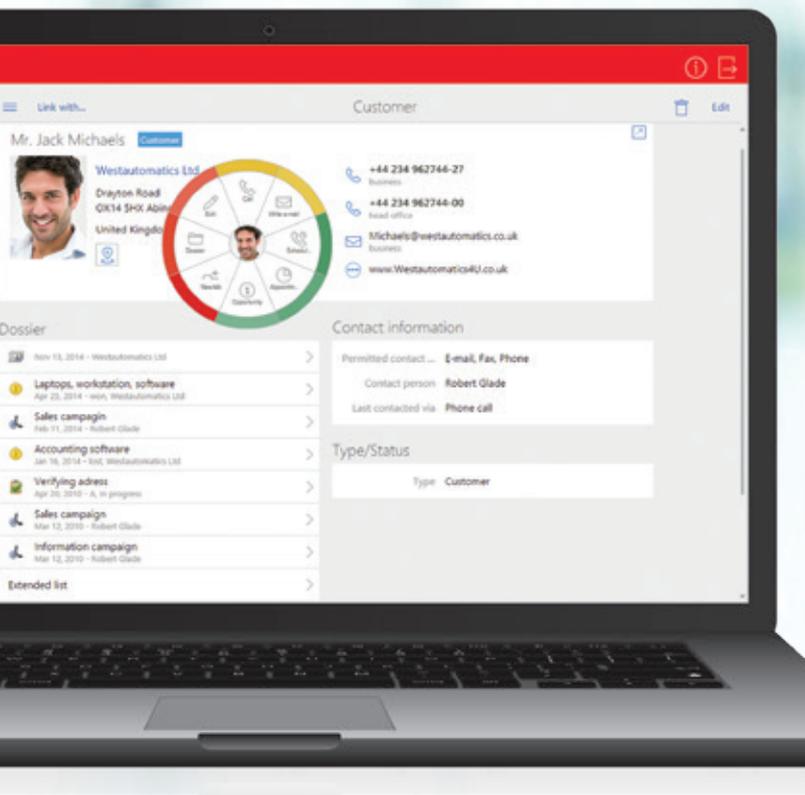
CAS genesisWorld x7: Happy customers and thriving Customer Centricity

Customer Centricity is the beating heart driving the new x7 version of CAS genesisWorld. This new company strategy assures sustainable relationship management success by keeping customers in the middle of all your company touchpoints, services and product developments — CAS genesisWorld is an essential aid in this process.

The new version delights users with its unique operating comfort. Now thoroughly revised to include Flat-Design principles which ensure a consistent look and feel for all user interfaces based on CAS SmartDesign® Technology. The responsive design is available for CAS genesisWorld Web and for CAS genesisWorld Mobile Apps.

The new context-sensitive radial menu utilizes a new form of intuitive operability, thanks to its quick access to key functions. If, for example, you open a contact data record the radial menu displays relevant actions such as “Create appointment”, “Create opportunity” or “Display dossier”. This enables a unique customer centric interaction for CAS genesisWorld Web and CAS genesisWorld Mobile Apps.

SmartSearch 2.0 is another highlight found in all CAS genesisWorld clients. Now in its second generation, the intelligent search function is astonishing in its simplicity,



◀ CAS genesisWorld 's responsive design adapts automatically to any user interface – this ensures continuity of look and feel regardless of the type of mobile device you might be using.

advanced search capabilities and incredible reaction times. Search hits are displayed according to relevance and relationships.

The new appointment management features include an interactive participants field which displays at a glance, whether participants are available for specific appointments. Additionally, you now have the option of inviting external persons to your appointments and are able to respond to external appointment invitations.

And now that we have expanded our existing language versions to include Portuguese, these new functions are available in more countries than ever before.

Besides these innovative functions and extensions, we also created the new Duplicate Finder Pro module. This allows you to quickly recognize and resolve duplicates. This is just one way that CAS genesisWorld makes your working day easier and increases overall efficiency.

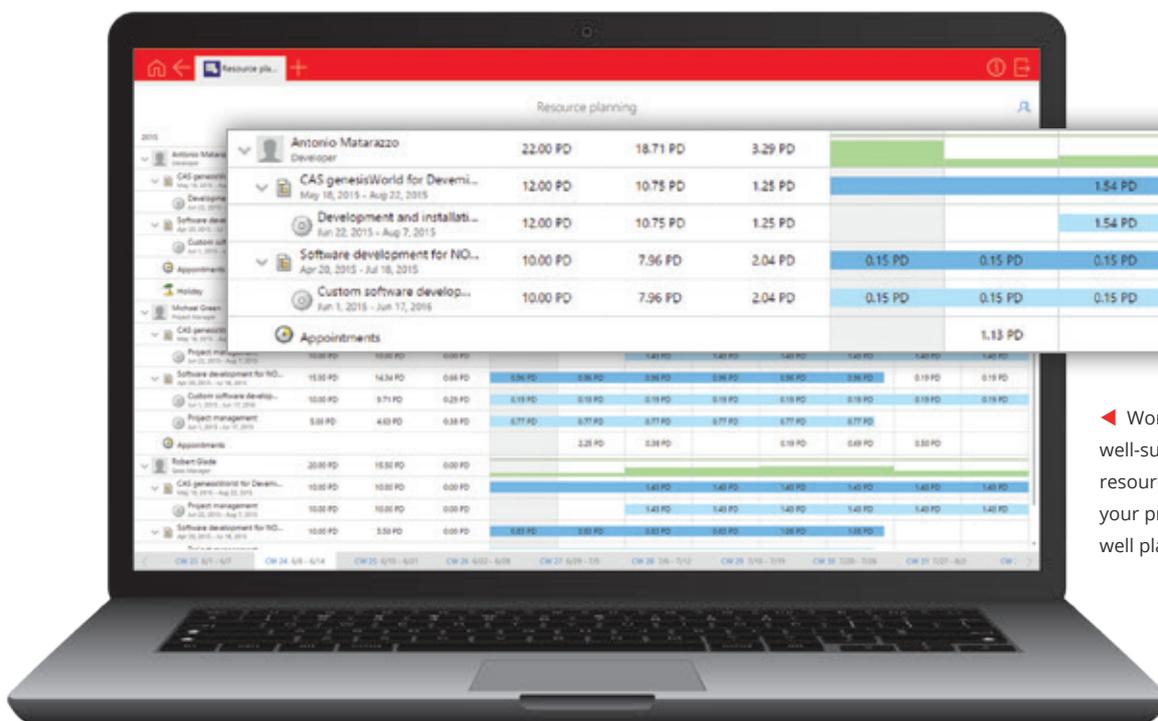


CAS genesisWorld Web: First-class process support that makes working in your browser easier than ever

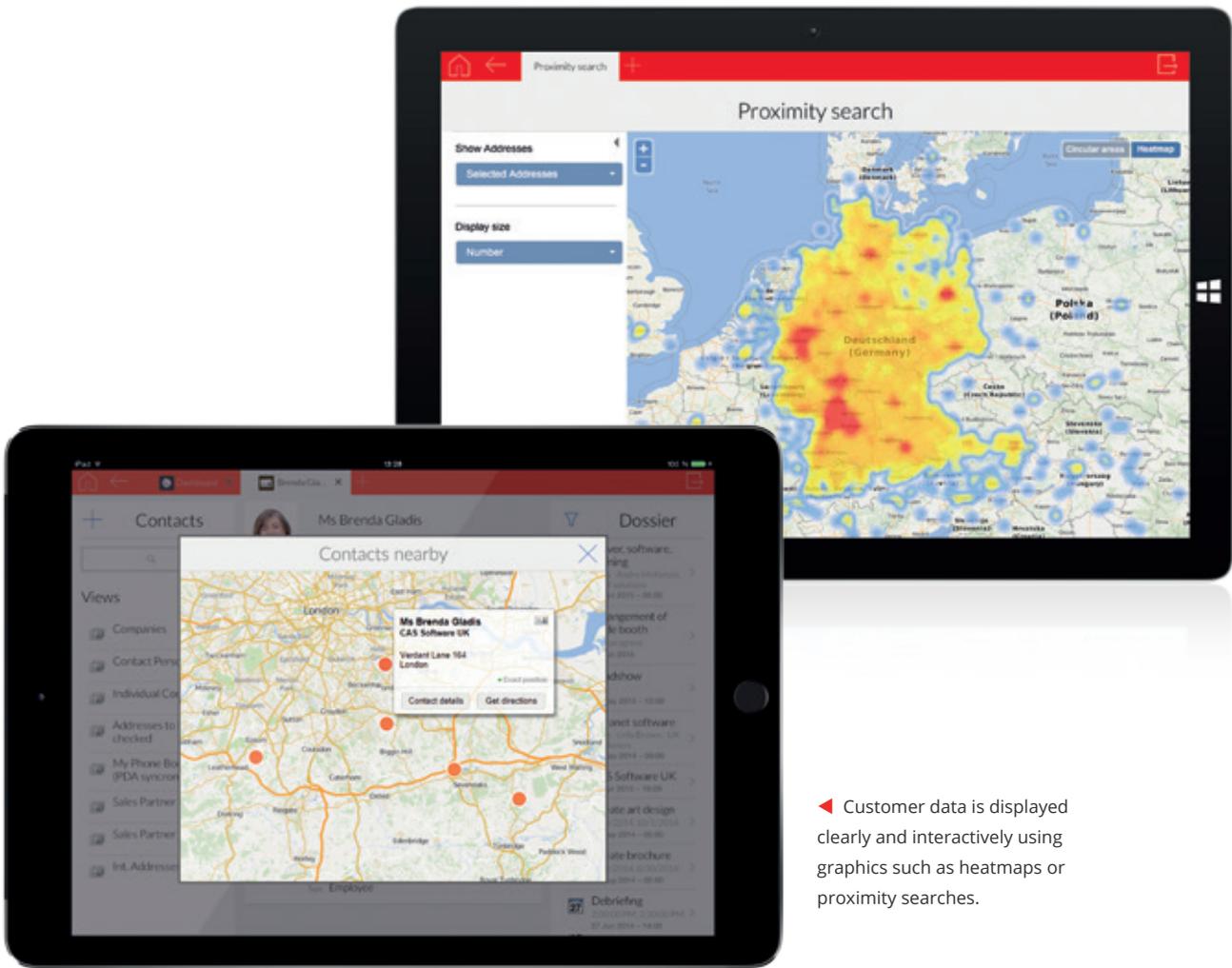
With the new x7 version of CAS genesisWorld Web, your working processes are now supported better than ever before. The Address Wizard helps you when recording contact data: you can copy address information from the web or from another source and then simply insert it into a new contact mask. Taking notes is now easier than ever, especially when making phone calls or organizing appointments, thanks to the HTML Editor which is now clearer. Besides individual formatting, photos can now also be added and communications involving the telephone, form letters or e-mail are just as comprehensively supported. For example, you can create an offer (including product items) from an opportunity and then send it to your customer.



Besides these new features, there are now more functions in the Service and Support area, which enable you to edit service contracts, product use and resource plans using the new x7 version. Project relevant data such as Working hours or Per diem can be recorded and displayed in CAS genesisWorld.



◀ Work processes are well-supported with clear resource plans, so that your projects are always well planned.



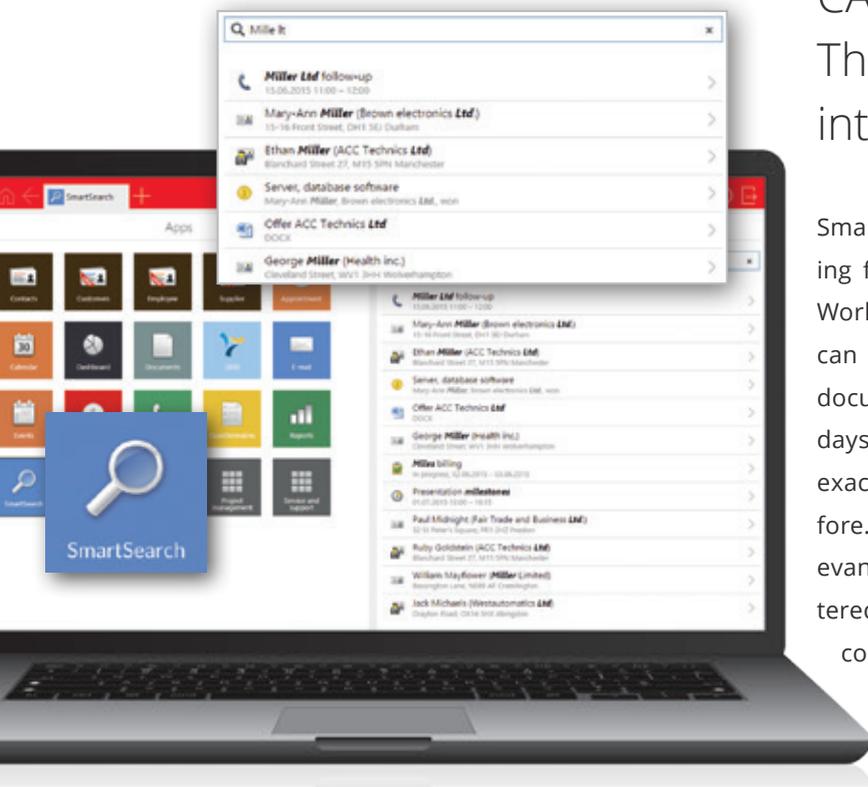
◀ Customer data is displayed clearly and interactively using graphics such as heatmaps or proximity searches.

CAS genesisWorld Mobile Apps: Applying geomarketing to customer data for clear visualizations

There are now numerous new functions for the CAS genesisWorld Mobile Apps which are available on the iOS, Android, Microsoft Windows and BlackBerry platforms, for example geomarketing on the iPad. Addresses and random data including address references can be displayed in detail on maps. Users can examine the relationships between diverse data and then display these relationships multi-dimensionally. This gives

users access to functions such as proximity searching and heatmap analyses even while mobile.

Even if you do not have access to an internet connection, you can still access data records offline on Android devices. This can be a great help, for example, during customer meetings when you need to access relevant information.



▲ The CAS SmartSearch intelligent search function finds relevant hits quickly, even if you make a typing error.

CAS SmartSearch 2.0: The next generation of intelligent searching

SmartSearch 2.0 has revolutionized intelligent searching for any type of information across CAS genesisWorld Clients. Using a defined search algorithm, you can search the whole database for addresses, tasks, documents, projects, appointments, processes, holidays, phone calls, tickets and opportunities and find exactly what you are looking for quicker than ever before. The search hits are sorted according to their relevance and are refined even more with each letter entered using the search-as-you-type feature. And when coupled with the radial menu, you have direct access to more actions, for example, phone calls or you can send an e-mail to a contact person you were looking for. The SmartSearch app in both the CAS genesisWorld Web and CAS genesisWorld Mobile Apps enables you to find data records quickly.

Invitation management: Providing support using the iCalendar standard

With the new x7 version, CAS genesisWorld Desktop now also supports the iCalendar standard. Using this standard you can now invite external participants to appointments and respond directly to appointment invitations in the CAS genesisWorld e-mail client. People outside of your company also benefit from these functions whereby participants who have been invited to a common appointment are notified when someone accepts, declines or even if the appointment is changed. And what's more, participant availability is displayed using different colors.



▲ Color-coding is used to indicate participant availability, so you can see at a glance whether someone is available.



International: Portuguese has now been added to the existing language packs

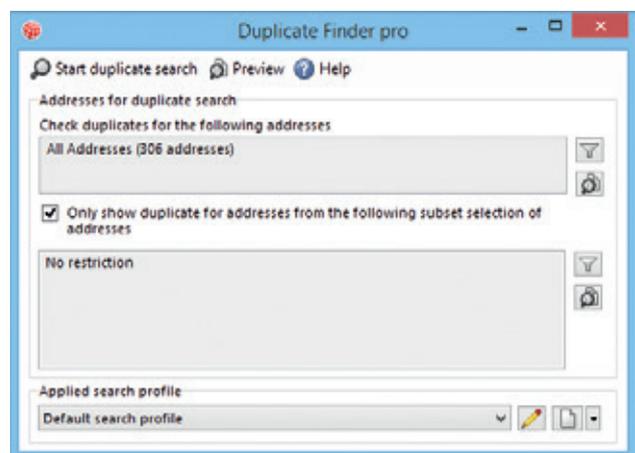
CAS genesisWorld is developing internationally. To date, CAS genesisWorld was available in ten languages in the full function version. With the addition of Portuguese, language availability has now increased to eleven. Every new language spreads the availability of CAS genesisWorld and helps to bring customer process optimization to new markets.

Survey: Anonymous surveys get more functions

Besides extending report functionality by adding a status indicator to surveys, the Survey module in the new x7 version also supports the creation of anonymous surveys. Additionally, when opening questionnaires on smartphones, the way they are displayed is adapted to the respective mobile device. This also applies for questionnaires in both browsers and in the CAS genesisWorld Mobile Apps.

Duplicate Finder pro: Improving address quality at the touch of a button

The new Duplicate Finder pro module helps you to find and resolve duplicates in your database at just the click of a button. This applies, for example, to multiple instances of company addresses, individual company contacts with contact persons and multiple instances of contact persons. Phonetic comparisons are used to help support duplicate searching which forms the basis of significantly improved address quality.



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