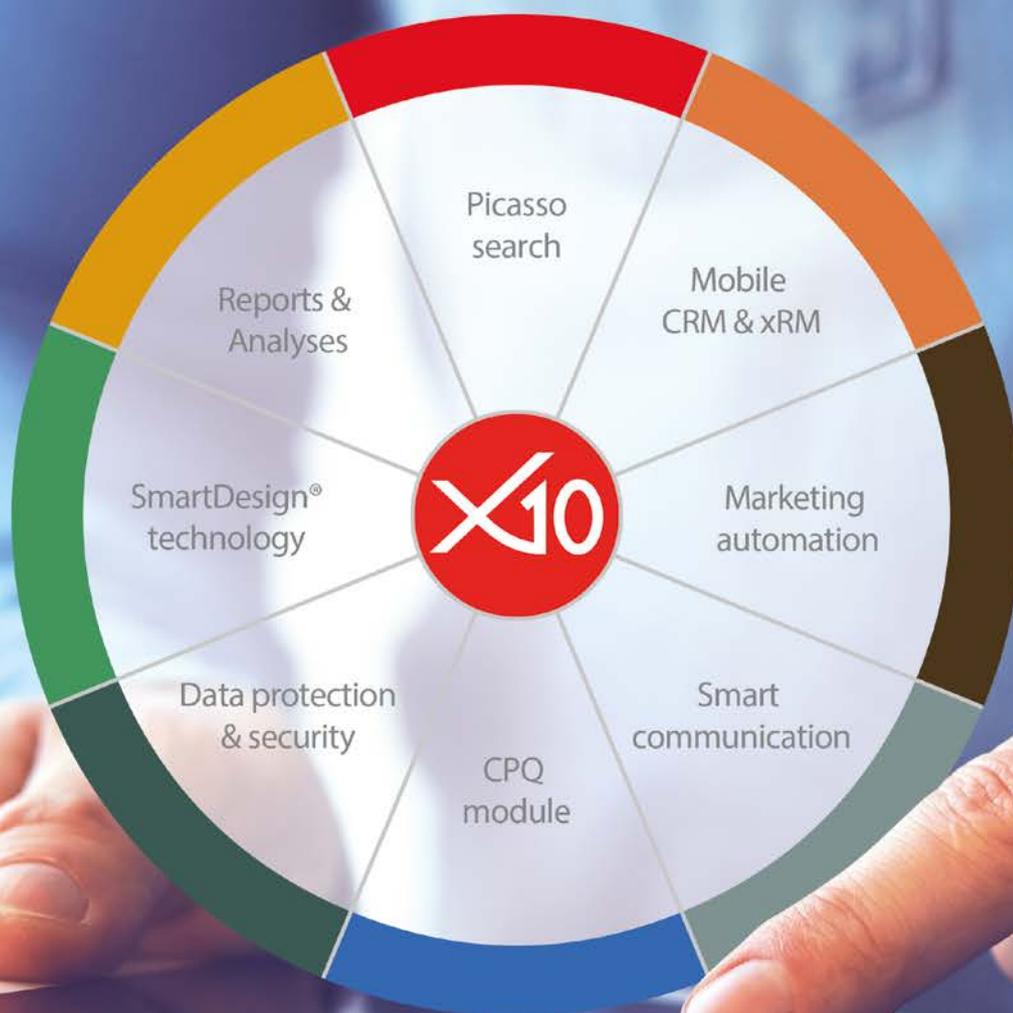


New functions

CAS genesisWorld x10



Customer Centricity
CERTIFIED

CAS **genesisWorld**

CRM and xRM for small and medium-sized companies



Get off to a flying start with the best CRM

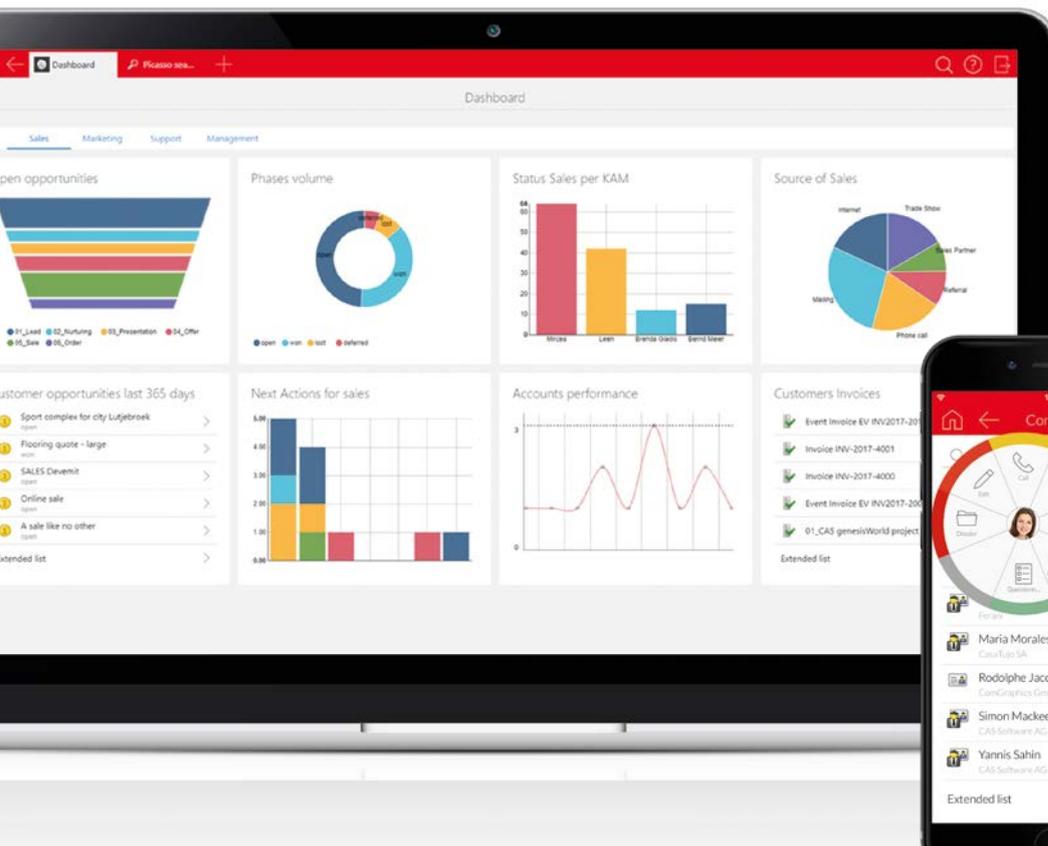
Smart design, setup assistants that think ahead, marketing automation and data protection - the x10 version of CAS genesisWorld offers you a wealth of new functions from the top trends in CRM. CAS Software AG's CRM flagship supports you in inspiring your customers and employees on their way to becoming true fans of your company - all in the spirit of CAS Software's Customer Centricity mission statement.

The current x10 version includes a range of new features for both office and mobile working: With their smart user interfaces, the mobile apps can adapt to the user's individual requirements as well as being available when offline.

The Picasso search is a further development of SmartSearch that will revolutionize your daily routines. Before you begin searching actively, it already displays information which is relevant to you and your day.

You can configure quotes in the blink of an eye using the new modules including the CPQ (Configure Price Quote) module. And the marketing automation tool Evalanche integration expands your direct customer dialog. The new version even helps you with the implementation of the EU GDPR (European General Data Protection Regulation).

Transparent processes and intelligent networking save you time and ease the burden of routine tasks - even when working mobile.



◀ Version x10 expands the number of use case scenarios for more Customer Centricity in your company.



Outstanding design: smart, customizable, intelligent

When using CAS genesisWorld x10 you will notice just how easy it is to use and operate. As winner of the German Design Award 2018, SmartDesign® technology ensures



an unmistakable user experience across all mobile devices.

And thanks to a comprehensive facelift of the Desktop client, we managed to significantly improve display clarity and consistency. By concentrating on what's important, we have improved the intuitive operation of the software which also helps to simplify daily tasks.

CRM that I love: simple, flexible, individual

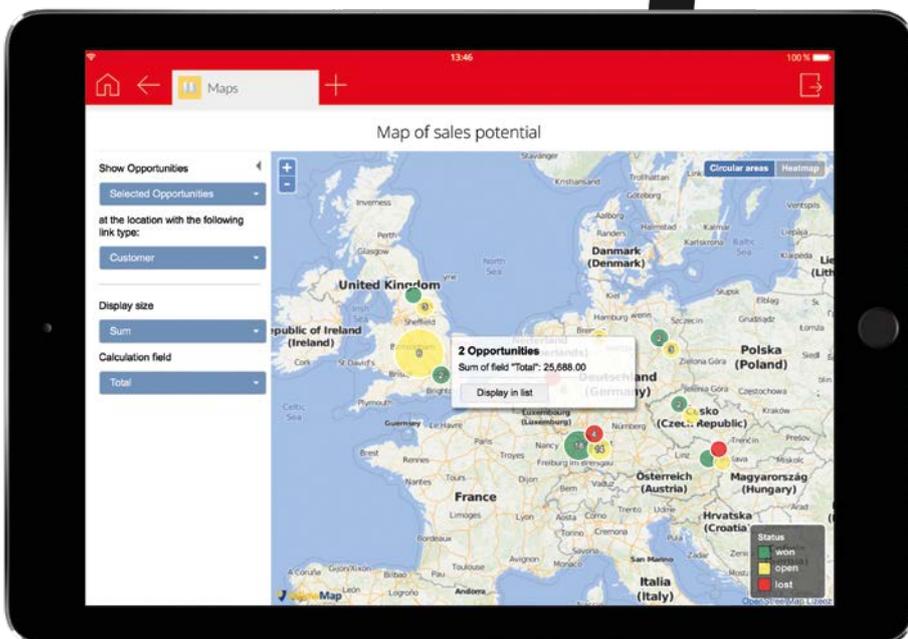
No two CRM installations are the same. Individual requirements vary depending on deployment, tasks

You can change the order and grouping of the apps using drag and drop.

▼ You can clearly display sales potential on maps.

and users. Users can simply drag and drop their own apps into groups and save the data they use the most in personalized views.

And as usual, with the help of the App Designer users can create their own apps without needing any prior programming knowledge. Your CAS genesisWorld partner can also provide you with support when creating apps so that they are specifically tailored to the business processes of your company. Consequently, your CRM will evolve into a xRM solution, which can be applied to other functional areas, for example, to help with the management of new applicants, employee development in personnel and continuing education requirements.



Always a step ahead

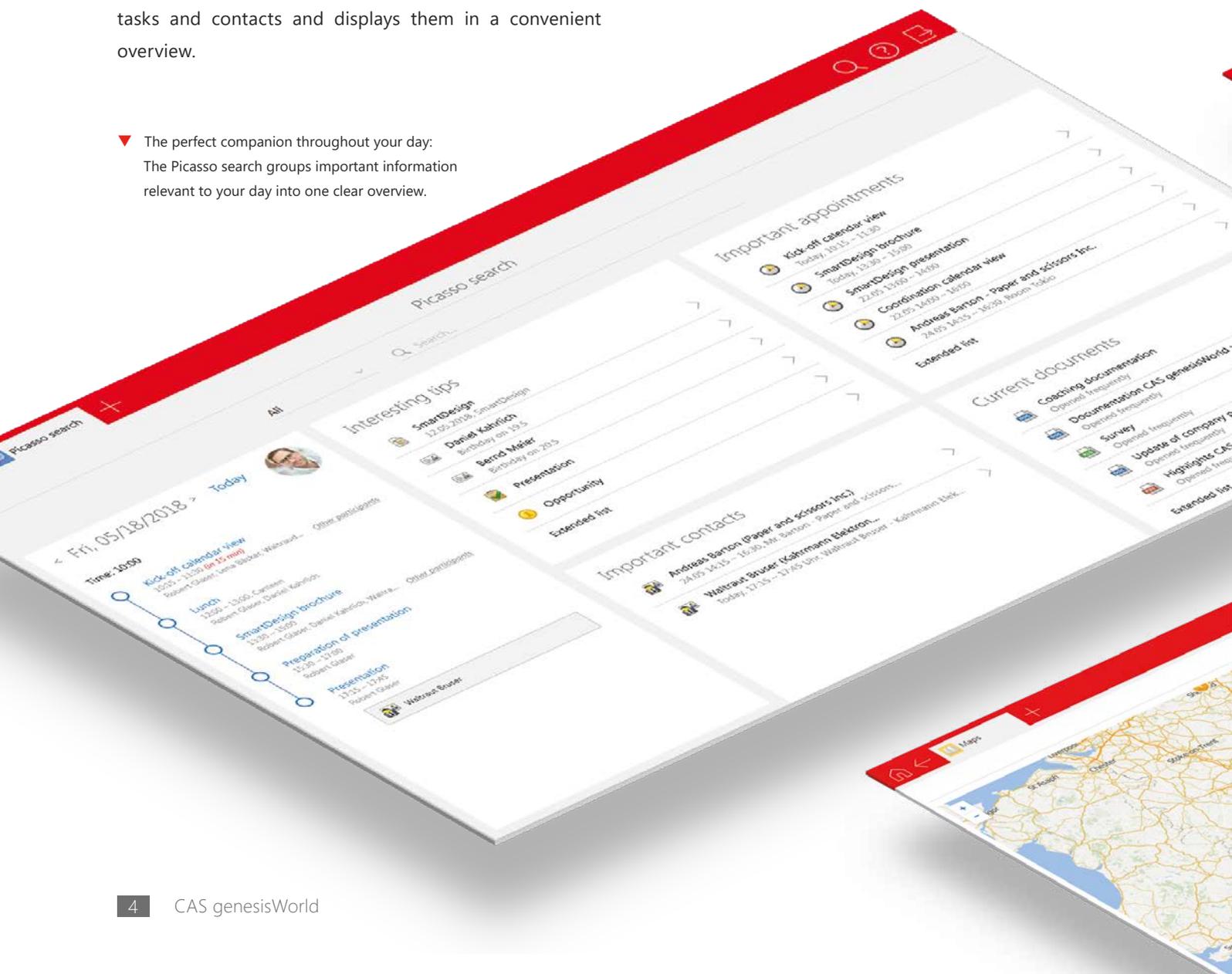
with the Picasso search

For most of us the day starts with a cup of coffee or tea, you can enjoy an even more relaxing start when using the Picasso search. After adopting Pablo Picasso's famous motto of: "I do not search, I find", we designed a new personal assistant that makes your working day much easier. Armed with artificial intelligence algorithms, the Picasso search thinks with you and knows what information is relevant for users.

Based on individual data, the Picasso search highlights selected appointments, documents, sales opportunities, tasks and contacts and displays them in a convenient overview.

- ▼ The perfect companion throughout your day: The Picasso search groups important information relevant to your day into one clear overview.

The Picasso search provides helpful additional information about various elements such as MyDay. This includes: opportunities, projects and much, much, more. The bottom line: Once you've used the Picasso search, you'll never want to be without this intelligent companion.



Evaluate clearly and rate

With the enhanced Report module, aggregated key figures can be created, giving you new insights into your customer requirements and companies. New drill-down functions now also allow detailed evaluation options in the

Web client. This means that information is available at a glance while on the move. They can be analyzed down to each individual item and then used for more effective decision making. Dynamic reports can be generated via xRM mails and automatically sent to the respective recipients via e-mail.

- ▼ The Report module with drill-down functions provides a 360-degree view of all the important key figures in your company.



Important data

available offline

With CAS genesisWorld x10, sales managers and service technicians always have access to their data when on the move. The SmartDesign® technology ensures the uniform operation of smartphones, tablets, notebooks or any other mobile device.

In the new version, we have expanded mobile functionality significantly. In preparation for a customer visit, existing information such as service agreements, project times and product usage can be viewed. And during customer negotiations, you can adopt items from the sales opportunities such as quantity, price and discount and then include them in a quote. The appropriate apps make things like mobile signatures or digital signatures for tablets and smartphones possible. In addition, the new version of the mobile app enables the editing of documents from the archive.

After a customer visit, field staff can record their working and project times. Receipts and invoices can be uploaded in parallel in the form of photos.

Limitless mobility

Even if the Internet is not available, CAS genesisWorld can still be used thanks to its offline capability. Users can access the dashboard at any time. Any data records which are available offline are displayed in the dossier - including any attachments from archived e-mails. The same applies to products, product groups and product usage. New business contacts or contact persons can be created and edited while mobile. The data is then synchronized with the central database at a later time.



On the road with
CAS genesisWorld x10: ▶
Mobile signing with
corresponding apps.

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Gordon Ltd,
20 Trinity Street
CB2 1TY Cambridge
United Kingdom



CAS Software AG
CAS-Platz 1-5
76131 Karlsruhe

Order Confirmation

Position	Quantity	Description
001	4.00	Server
002	6.00	Laptop
003	6.00	Consultancy

Net Price	Total Price
€1,520.00	€8,460.00
€960.00	€5,700.00
€1,000.00	€8,000.00

Order netto value:

18,160.00 €

DATE: 7/17/2018

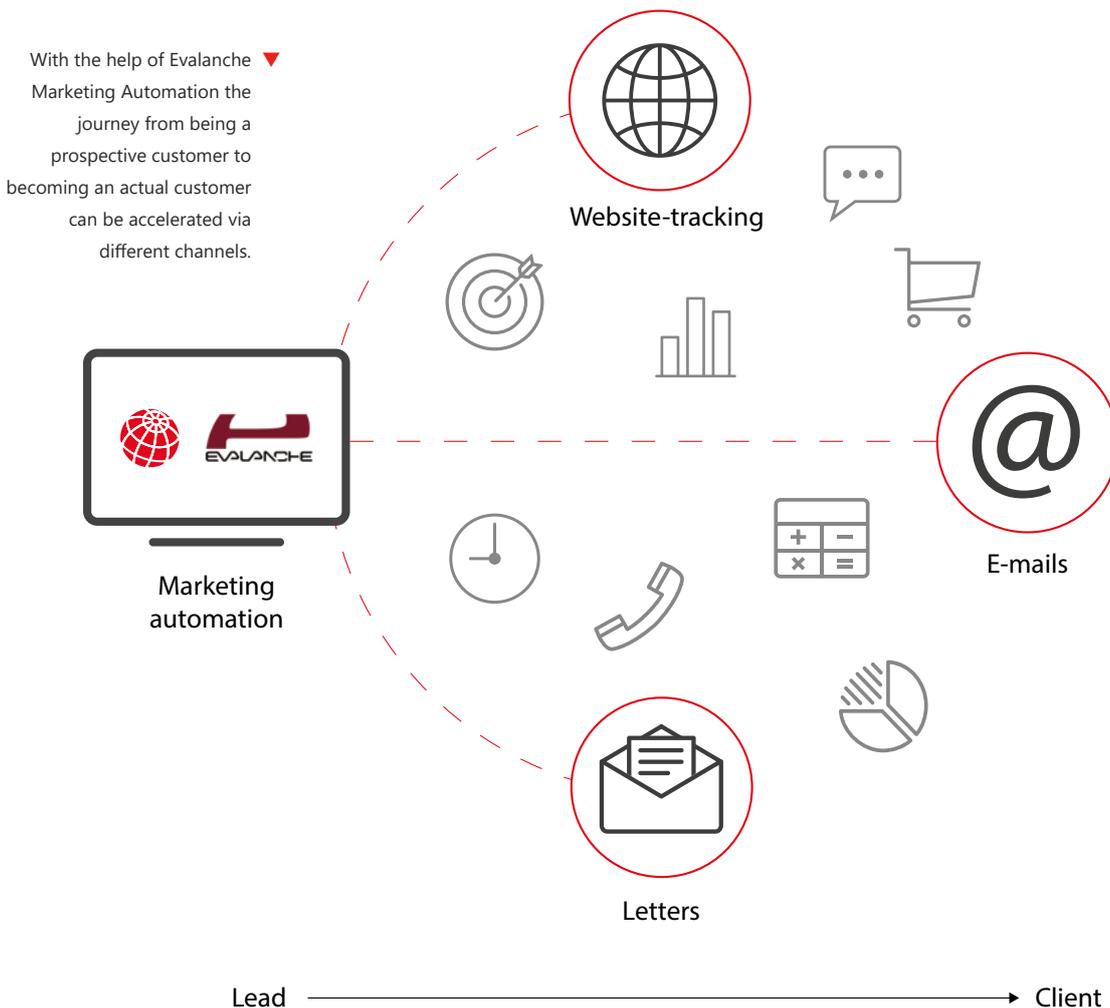
CRM meets

Marketing automation

How do companies inspire a constantly growing number of customers who value individual communication and support? The combination of CRM and marketing automation supports an interactive and cross-media dialogue which meets the individual information needs and wishes of customers in a targeted way.

With the integration of the marketing automation tool Evalanche into CAS genesisWorld x10, companies can design their customer communications more consistently

with a stronger customer focus. And new contacts can be gradually pre-qualified in Evalanche. On the basis of individual-marketing measures and campaigns, they are developed into sales-relevant leads in the sense of lead nurturing. In this way, interested parties receive exactly the information that is individually tailored to them - such as invitations, training offers or personal consulting services - and are introduced to the company and their desired product much more efficiently and in a more targeted manner.



EU GDPR - Expertise and security for CAS customers

Since the European Data Protection Regulation (EU GDPR) came into force, companies have been faced with the challenge of storing customer-related data in a legally secure manner.

CAS genesisWorld x10 supports the design of data protection compliant processes, for example, with declarations of consent or the automated deletion of data in due time.

In addition, CAS Software AG offers its customers comprehensive support and know-how on the road to digital sovereignty. Best practice recommendations, webinars and the CRM Guide: EU General Data Protection Regulation provide CAS customers with information and assistance in implementing legal requirements.



You can download the CRM Guide EU General Data Protection Regulation for free from: www.cas-crm.com/gdpr



More highlights

Configuring quotes

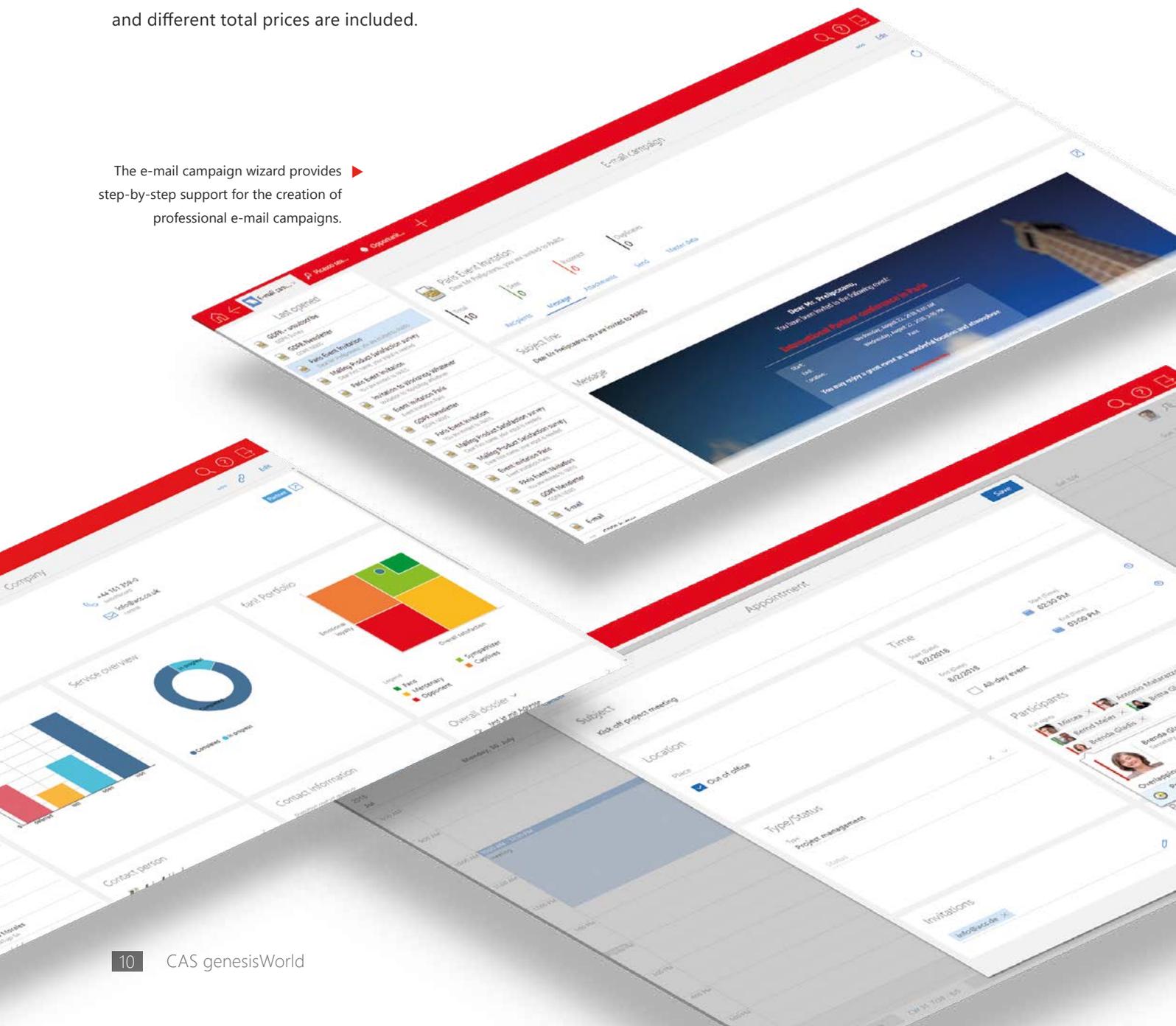
The new module CPQ (Configure Price Quote) combines CRM and quote configuration on one platform. Offers can thus be calculated intuitively and quickly. The new add-on module is particularly suitable for products that are offered in different variants or contain different components according to the modular principle.

The advantage: Offers are created in the sales opportunity directly. Optional items, alternative product descriptions and different total prices are included.

Smart communication

Numerous other highlights are included in the Smart communication area: This includes smart telephony via voice over IP (Skype for Business and Swyx). The e-mail campaign wizard provides step-by-step assistance when creating personalized e-mail campaigns to enable target-group specific forms of address.

The e-mail campaign wizard provides step-by-step support for the creation of professional e-mail campaigns.



Simple integration

With the new CAS genesisWorld OpenSync framework, integrating any third-party systems (including ERP) into the existing system landscape is now easier and faster than ever.

Calendar overview

The cross-calendar display of public holidays and the availability status of colleagues for upcoming appointments helps to simplify planning and avoid overlaps.

Extended modules

From now on, mandatory fields can be used in the Survey module. If desired, questionnaires can be sent automatically via the notification and action service.

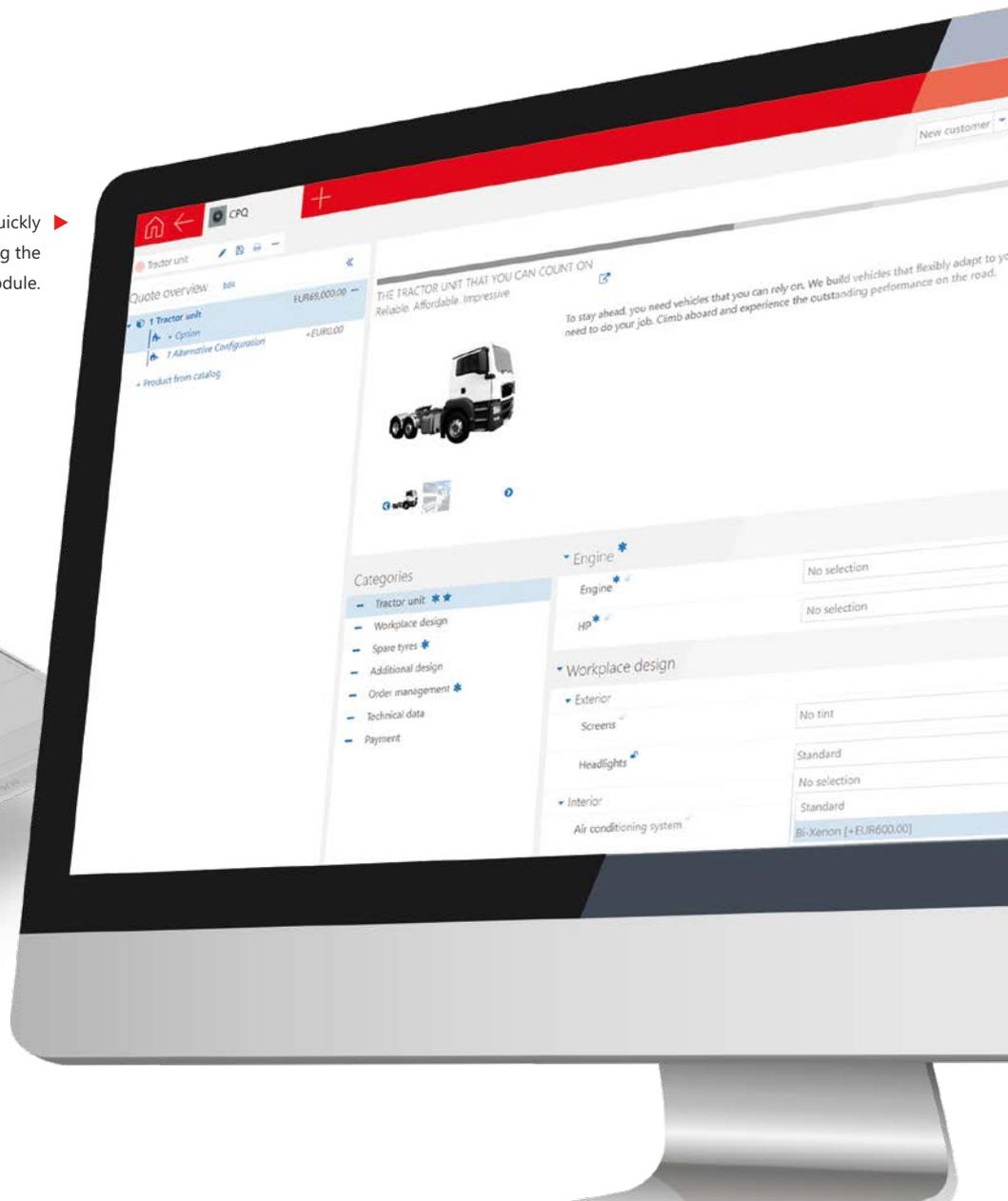
Document creation in Easy Invoice has been enhanced for billing. This makes it possible to create specific invoices for a selection of addresses, e.g. for the billing of monthly contributions.

In addition, there are improvements in project invoicing, for example through different currencies.

You'll find these and many other highlights of CAS genesisWorld x10 on www.cas-crm.com

You can create quotes quickly and intuitively using the new CPQ module.

▼ The new appointment view shows the availability of the participants and ensures overlap-free planning.



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