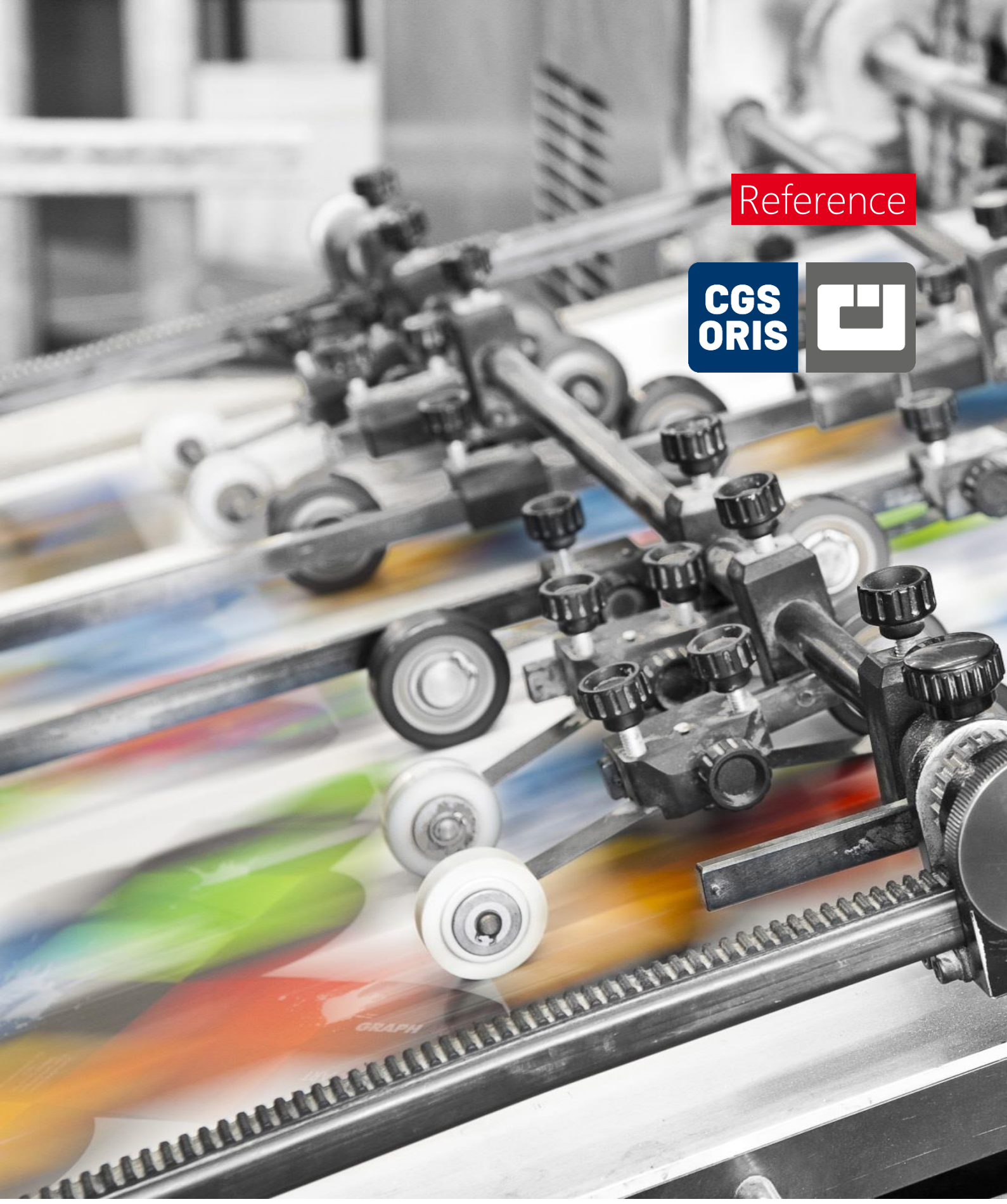

Reference

CGS ORIS

CAS genesisWorld

CRM + AIA® for small and medium-sized companies

CAS SOFTWARE

» CAS genesisWorld enables us to save customer information centrally which can then be viewed and/or accessed by each of our employees in the company group depending on their rights. This has led to more transparency, improved customer care and more efficient corporate knowledge management. «

Lutz Semmel, Order Management Software & Licensing

Industry

Software and system solutions for the Pre Media and Digital Print sector

Objectives/requirements

- Centrally manage addresses
- Amalgamate all customer relevant data from multiple databases to one central location
- Support services with a ticket system
- Consistent group-system solution which includes multilingual functionality

Benefits and advantages

- Improved customer care through the 360 degree customer overview
- Continuous monitoring of individual jobs using the automatic notification service
- Centralized knowledge management: Knowledge is now independent of any one specific person and available to all
- Simple quote creation due to all the relevant data now being available in one central location
- More transparency at a global level and a more effective exchange of data across the company group
- Mobile access while on the go
- The ticket system has been optimized so that support requests are now organized more efficiently

Project data

- CAS genesisWorld Premium
- Modules: Form & Database Designer, Helpdesk, Project, Resource, Report
- Integration to Sage 100

Customer

- CGS Publishing Technologies International GmbH, www.cgs-oris.com
- Global leaders in proofing, color management and workflow solutions for the printing industry
- Founded in 1985, with approximately 50 employees

Network Concept

- More than 22 years of experience in consulting CRM and ERP projects
- 3 sites (Karlsruhe, Lich, Niedernhausen)

CAS genesisWorld

- Professional customer management
- Supports internal processes, increases efficiency
- Specially designed for the requirements of SMEs
- Mobile CRM solutions with CAS SmartDesign for smartphones, tablets and browsers
- Flexible, easy to integrate, extendable
- Established product – winner of several awards
- Over 200 CRM specialists provide on-site support
- CAS products being used successfully by more than 30,000 companies worldwide

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