

Reference



CAS netWorks





» The goal of introducing CAS netWorks was to consolidate the wide range of information in a CRM system interface, present it in a structured way, and optimize processes. CAS netWorks made our services more efficient and reduced our administrative effort significantly. We could rely on the expertise and reliability of our CRM partner to create a future-proof working environment and implement the system. «

Melanie Centner-Wappler, Head of HR & IT



## Industry sector

Banking/Finance

## Customer

- Association of International Banks in Germany (Verband Internationaler Banken, VIB)
- [www.vib.network](http://www.vib.network)
- Representation of members' interests to regulating authorities, policymakers, and the public
- Founded in 1982
- 190 members (as of 2025)

International banks based in Germany recognized the need to have their common interests represented early on. For this purpose, the Association of International Banks in Germany was founded in 1982.

With the introduction of CAS netWorks, internal processes were purposefully modernized and optimally aligned with the requirements of member management, enabling efficient and future-proof association work. Because long-term success is built on reliable collaboration and professional structures.

## CAS Communities

Based on the multiple award-winning products of CAS Software AG, CAS Communities offers tailored solutions for universities, associations, and foundations.

# CAS netWorks

## Requirements

- Clear member management (among others, information on memberships, contact details, history)
- Provide analyses and evaluations of member development, events, contributions, and fees
- Level internal and external communication
- Create a modern, user-friendly, and transparent working environment
- Incorporate interfaces to existing systems/applications (e.g., Outlook, website, newsletter tool, financial accounting)
- Employ an economical and future-proof solution

## Benefits and Advantages

- Saves time and resources by reducing the administrative workload
- Enables efficient process management through automated workflows
- Stores data centrally, thus creating more transparency and optimizing process tracking
- Ensures data protection compliances through a sophisticated rights and permission management

## Contact and Consulting



crm consults GmbH  
35435 Wettenberg  
+49 641 399 756-30  
[info@crm-consults.de](mailto:info@crm-consults.de)



[www.cas-crm.de](http://www.cas-crm.de)