

Your CRM.

Fascinatingly simple



**Customer Centricity
CERTIFIED**

CAS genesisWorld

xRM and CRM for small and medium-sized enterprises





Shaping
relationships.

One goal for almost 30 years: our customers' success

How can we help your business be successful? With our leading-edge Customer Centricity software solutions and comprehensive Customer Relationship Management services. Because we know: Customer Centricity is the right strategy to lead SMEs into a great future. We will guide you on your way to becoming a 100 percent customer-centric company, benefiting you with our solutions.

We established CAS Software as a small two-man operation back in 1986. Today the CAS Group has more than 450 employees, all passionately committed to shaping relationships and enthusing people.

Our success is founded on leading-edge innovation and on our sector-topping appeal as an employer. We have won a number of awards in recognition of those attributes, including being voted overall winner in the "TopJob" and "Top100" business awards. All of this contributes to our ambitious goal of becoming one of the world's most innovative and successful xRM and CRM solution providers.


We are particularly grateful to our customers: in the current CRM satisfaction survey 2014/15, CAS Software has once again achieved a leading ranking. You too can discover how we can guide you on the way to becoming a Customer Centricity company – for your successful future.



Martin Hubschneider
CEO



Ludwig Neer
CTO



» CAS CRM helps us
to focus much more closely
on our customers. «

Patrick Baur

Head of Controlling,
v. Rundstedt & Partner GmbH,
recruitment consultants

Customer Centricity:

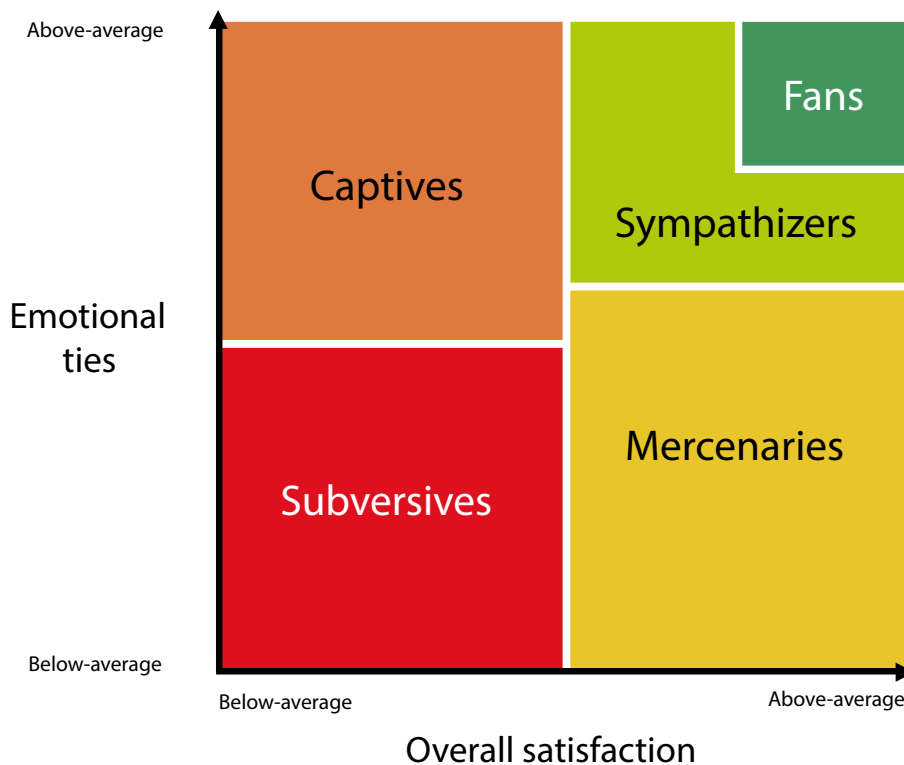
The success strategy for agile businesses

Customers make comparisons. We know you are looking for unique solutions and personalized advice. The consequence: prepacked services and standard products are no way to gain and keep customers. The best way to keep your customers happy in the long term and to turn them into fans is to know and meet their individual needs and wishes.

Emotionally committed customers will stay loyal, and will help grow your business by word of mouth. The more "fans" you have, the more successful you will be. How do you need to organize your business so as to offer the best possible solutions and services to all your stakeholders?

The answer is simple: as a Customer Centricity company, you place all your key personnel in the focus of everything your business does. With our innovative xRM/CRM solutions offering a tailored selection of configurable apps, you can automatically make all your products, services, business processes and touchpoints customer-centric.

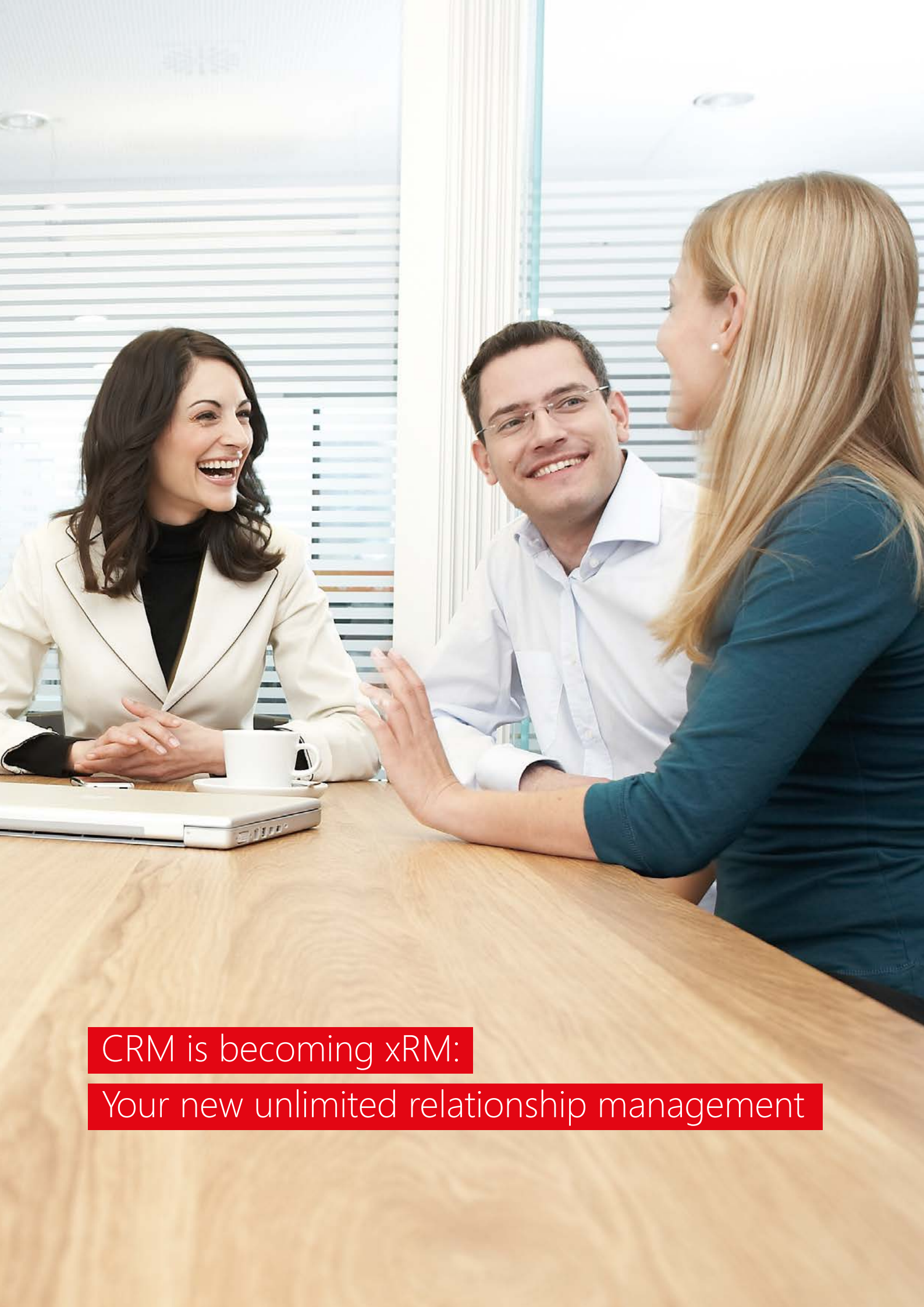
Link satisfaction and inspiration with your own business success! We will provide you with a tailored roadmap to becoming a Customer Centricity company.



◀ Analyze, using the integrated "Fan Indicator" in our xRM/CRM solutions, how strong your customers' emotional ties are and pinpoint the customer segments in which you need to invest.

The fan-Portfolio®:

Source: forum! basic research, www.forum-mainz.de



CRM is becoming xRM:

Your new unlimited relationship management

Utilize the power of your networks

The network of relationships linked to your business includes not only customers, but also employees, business partners, suppliers, competitors and investors. Successful Customer Centricity companies utilize the power of such networks in a integrated and simple way: revolutionary xRM (any Relationship Management) solutions provide the basis for documenting, managing and analyzing your relationships.

xRM enables unlimited expansion of CRM to your entire network, providing unlimited relationship management:

- For integrated data and freely configurable data links enabling effective analyses for enterprise management.
- Customizable for new dimensions in service, dialog and partnership.
- Assuring the ideal implementation of your Customer Centricity strategy.

Find out more about xRM
www.cas-crm.com/xrm



Choose your future!

Standard CRM systems

- Customer Relationship Management
- Satisfied customers
- Standard software, limited customization and expandability
- Stand-alone systems: Additional functionality through third-party providers
- Restrictions on mobile use
- Typical business software user interface
- Customer dossier with communication records
- Classic one-dimensional reports
- Geographic address listing
- Numerically based customer classification
- Manual data maintenance
- Simple data protection
- Simple search functions

Customer Centricity xRM/CRM solutions

- Management of relationships** with all the business's stakeholders
- Committed "fans"**
- Routinely updating standard solution**, flexibly scalable and customizable
- App-based company software** including groupware and project management
- Mobile xRM/CRM** – with native apps for all relevant operating systems and platforms
- Consistent smart control concept** for all devices
- Unlimited relationship management** based on smart data linking
- Multi-dimensional reports and **interactive analysis options**
- Comprehensive **geomarketing functionality** including heatmaps
- Customer classification additionally based on **emotional bonding**
- Wizards ensure **optimum data quality**
- Software-assisted data **protection and security**
- CAS SmartSearch - **intelligent live search** with customized hit list, sorted by relevance

CAS genesisWorld:

The Number One for your customer relationships

CAS genesisWorld is your powerful xRM/CRM standard solution for successful and networked relationship management for Customer Centricity businesses:

- Scalable and flexibly customizable, with intelligent modules and interfaces – for integrated, centralized data storage and handling within a modern, paperless business.
- Extensive xRM/CRM functionality – for successful business management and organization.
- Mobility and customizability on all user devices incorporating intuitive control – for unlimited data access and freedom in Sales, Marketing and Service, Management.
- New dimensions in xRM thanks to integrated data – for detailed analysis and unlimited relationship management.

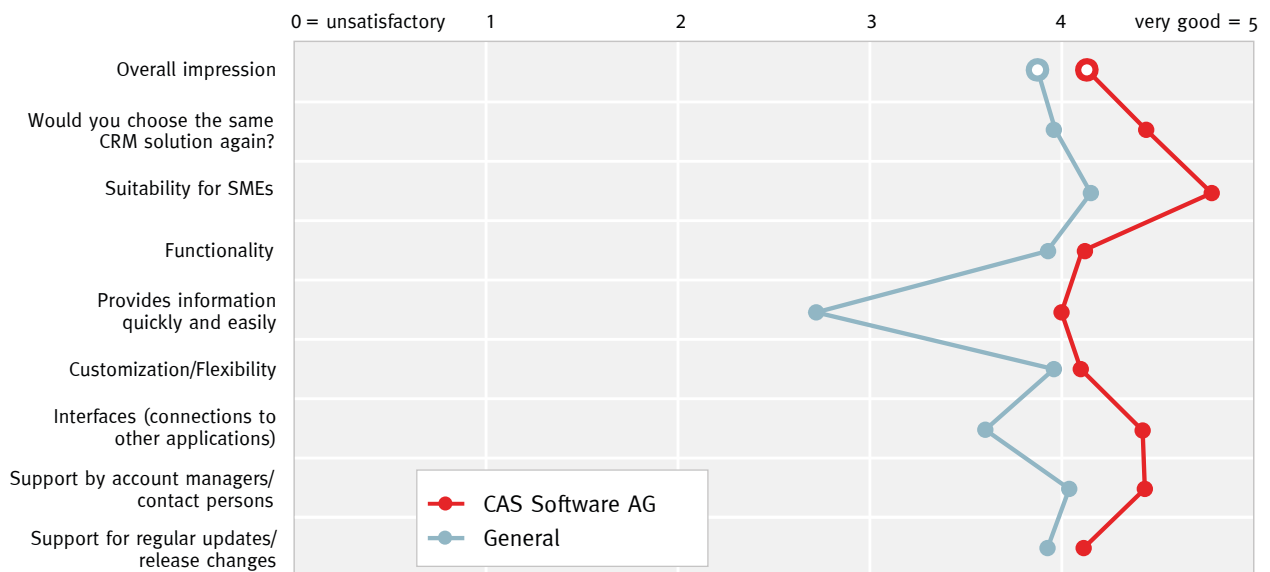
» Switching to CAS genesisWorld was like a quantum leap. «

Uwe Mommert

Director, Landau Media, media/services

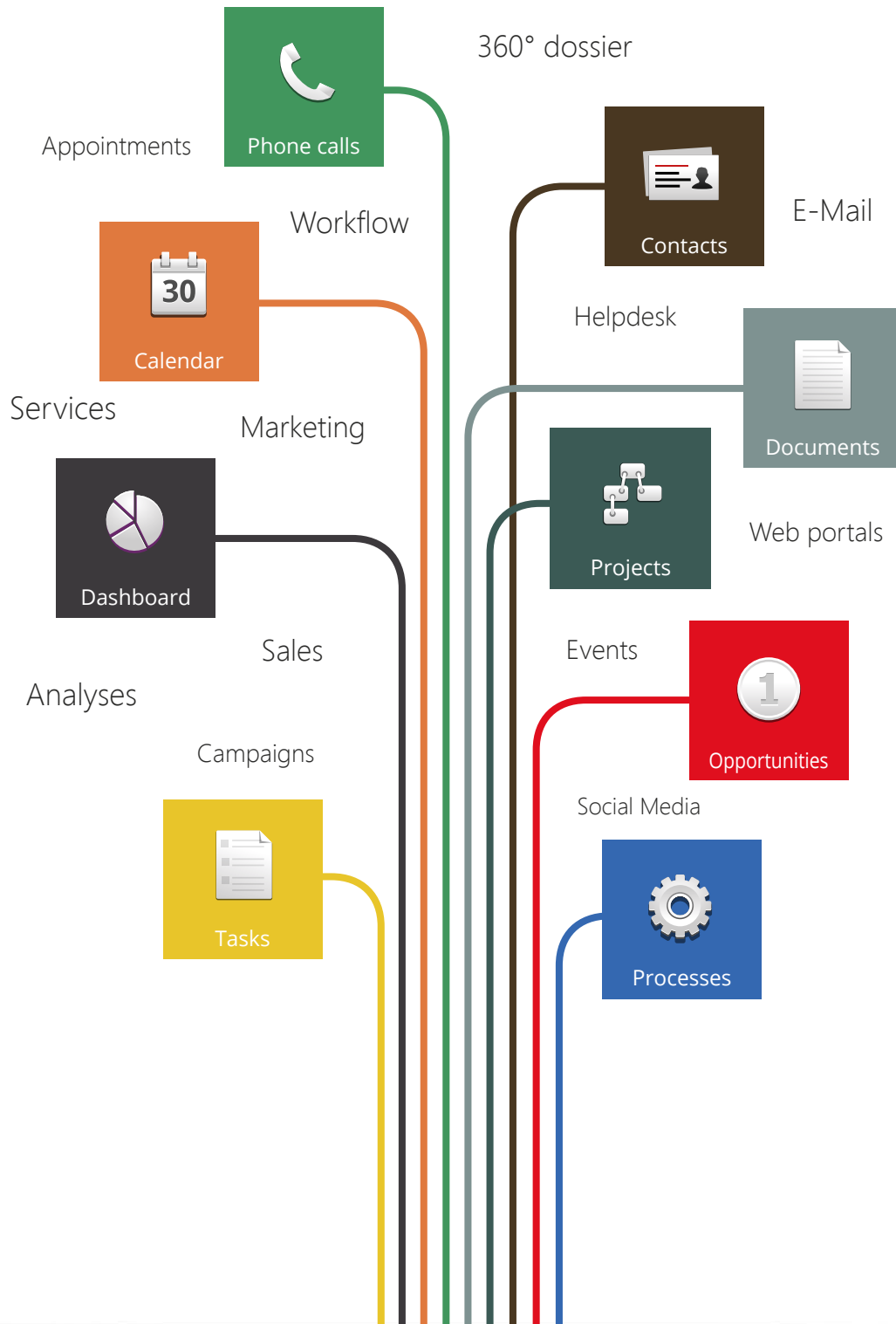
Top rating for customer satisfaction

In the CRM satisfaction study 'Applied CRM 2014/15', CAS Software with CAS genesisWorld proved to be the best across all key aspects of customer satisfaction.



Source: CRM-Praxis 2014/15; study of CRM software in companies, FIR e.V. an der RWTH Aachen and Trovarit AG, 09/2014

The solution world. Choose your apps!



The vision:

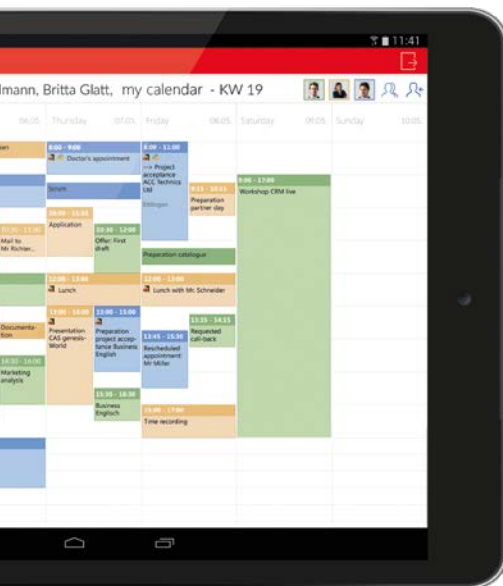
The world's most mobile CRM

Regardless of where or when you use your CRM system, or on what device, the consistent user control concept turns CAS genesisWorld into an essential mobile solution.

Work across different mobile devices, on all relevant operating systems (iOS, Microsoft Windows, Android, BlackBerry), with breathtaking convenience: enjoy extensive xRM/CRM functionality and full data access as a custom set complete with configurable apps.

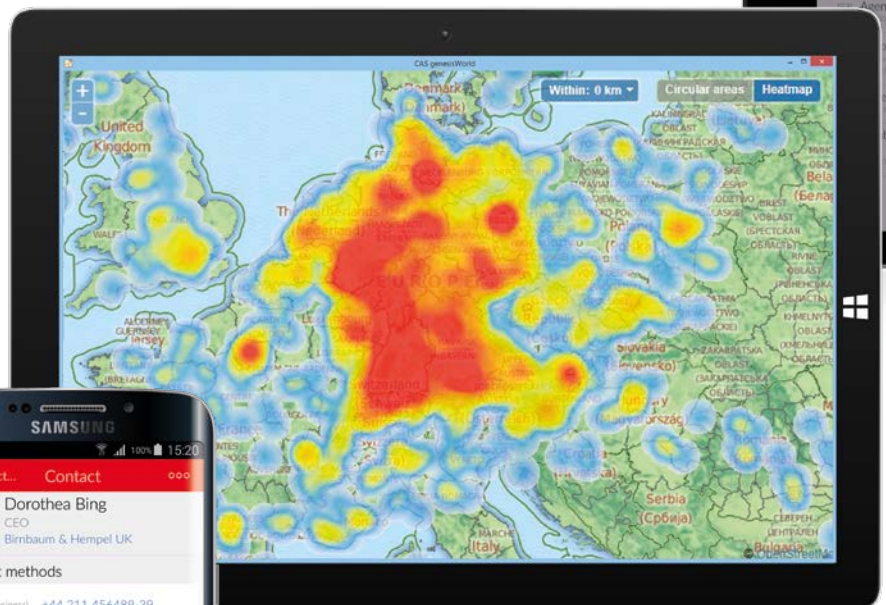
▼ Calendar

Choose between flexible calendar view options, such as your own, a colleague's or a team calendar.



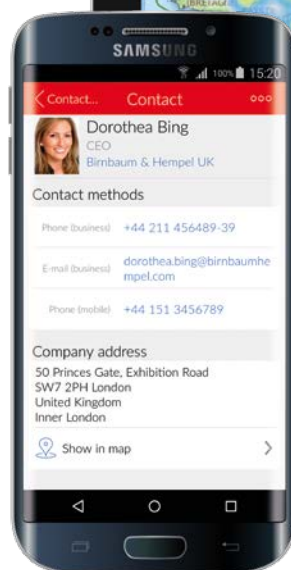
Heatmap ▼

Use heatmaps and charts to generate clear, informative geographic data analyses.



Proximity search ►

Display your direct contacts in the area.



◀ Contact

Access all customer, sales lead data and contact the relevant people directly from the address view.

Whether on the tablet, smart phone, laptop, smart watch or PC, you will benefit from a unified and intuitive software interface. Responsive design enables CAS genesisWorld to adapt fluidly to different display sizes and the specific features of your devices, incorporating touch, mouse and keyboard control.

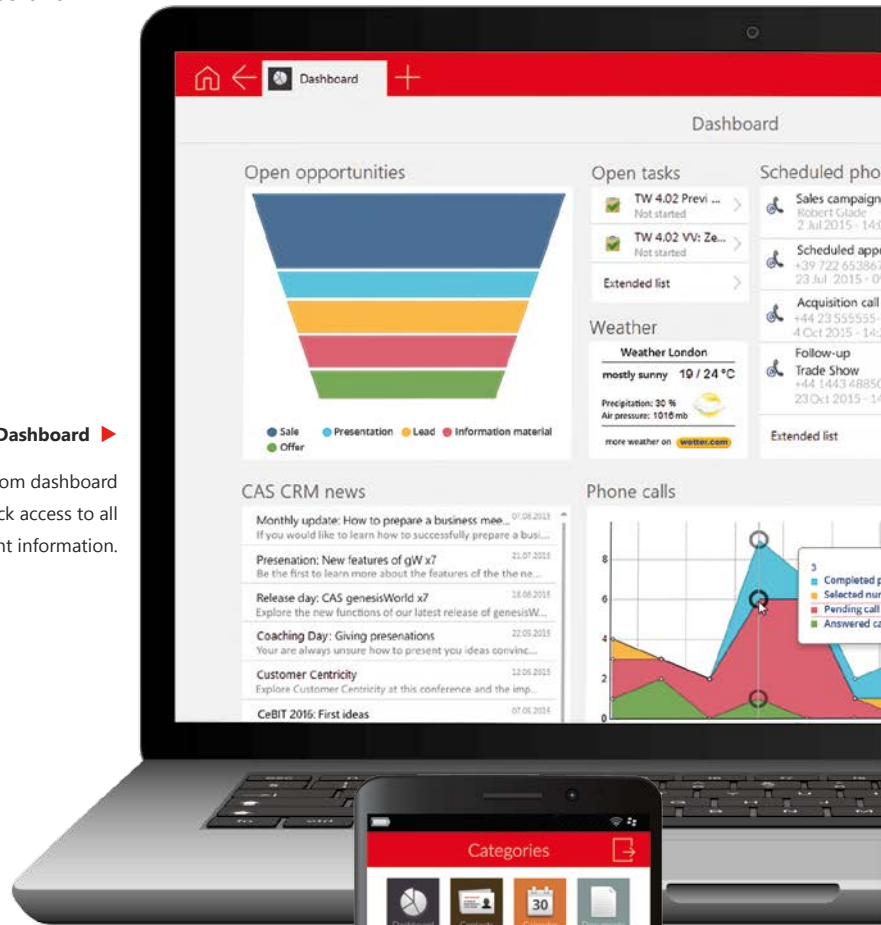


Find out more about mobile xRM/CRM.
www.cas-crm.com/mobile



Dashboard ▶

Your custom dashboard for quick access to all relevant information.



◀ Radial menu

The innovative radial menu enables customer-focused interaction.

Responsive Design ▶

With responsive design, CAS genesisWorld adapts seamlessly to different display sizes and specific features of your devices.



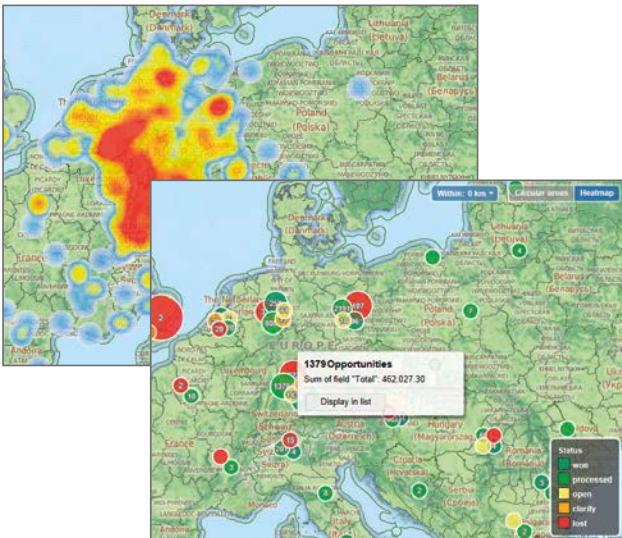
The highlights:

Simple, smart, flexible and customer-oriented

See more

Geomarketing – Cluster data informatively with integrated Georeferencing functionality in digital maps.

- **Heatmaps** and charts for geographic data analysis of sales, leads, and much more
- Identification of **sales potential**



Work on the go

CAS SmartDesign® – use groundbreaking technology to create "the world's most mobile CRM".

- Unified **look & feel** on all mobile clients
- **Responsive design** for all display sizes
- **Native applications** for all operating systems
- **Individual set of apps** for every employee

Generate real enthusiasm

"Fan Indicator" – Turn your customers into fans: manage and measure customers' emotional bonding with your business.

- Calculate degrees of **enthusiasm**
- Classify by **customer clusters**
- Present results in **reports**
- Basis for **investment decision-making**
- Integrated method - **forum!-Marktforschung GmbH**

Provide tailored advice

Offer and product configuration – configure complex products and offers in a simple way.

- **complex products** and offers in a simple way.
- Incorporate recorded customer wishes Tailored, error-free **product configuration**
- Professional **quote generation** based on defined **pricing models**

» (...) The CRM data provides the foundation for our strategic decision-making. «

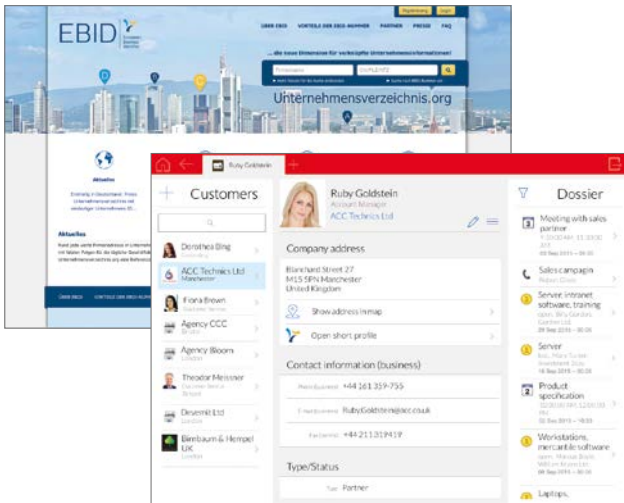
Ralf Benzler

Sales Director,

Erwin Renz, manufacturing company

Better decisions with the up-to-date data

Data quality – make the right decisions based on valid, up-to-date data.



- Error-tolerant duplicate checking
- Data enrichment through Unternehmensverzeichnis.org business listings
- Link address and company information using European Business IDentifier (EBID)
- Data maintenance with input aids and consistency checks

Unique interaction

The innovative radial menu offers completely new and intuitive usability by enabling customer-focused interaction.



Remarkably adaptable to your business

CAS genesisWorld brings together all data sources and processes to open up new horizons for your relationship management. Add-ons and interfaces to third-party applications are seamlessly integrated into one user interface. All data from applications such as Microsoft Office, archiving and communications solutions, materials management and ERP systems are interlinked, providing you with the ideal resources to manage your business effectively.

CAS genesisWorld is available in various editions and for different industries, and can be individually licensed for every user. Whether you are a small business, a medium-sized enterprise or a large organization, CAS genesisWorld as a scalable future-proof platform is adapted to the needs of your business right from the start and capable of growing with it.

Find out more about CAS genesisWorld in our function brochure.



www.cas-crm.com/features

CAS Software AG:

An SME for SMEs

Your partner for long term alliance

CAS Software AG was founded in 1986 in Karlsruhe by Martin Hubschneider and Ludwig Neer. The 6,500 square meter CAS Campus offers space for ideas and room for further growth. Over 300 people on the Campus and at the CAS App Center develop innovative xRM/CRM solutions for successful businesses from a variety of different sectors.

Find out what our team and CAS solutions can do for you. Become part of the community of Customer Centricity businesses with a great future!

Leading companies place their trust in the "Made by CAS Software" label

Over 10,300 companies and organizations including global market leaders such as Daimler, Airbus, Fraunhofer, and OKI use CAS Software' solutions and rely on our expertise.



What our customers say:
www.cas-crm.com/references

» CAS Software is an agile, dynamic business, focused closely on innovation. «

Prof. Dr. August-Wilhelm Scheer
Top100 Jury Member and BITKOM
Executive Board Member

CAS Software AG in figures



50_m

Turnover CAS group
2014*: approx.
€50 million



450+

Workforce: More than 450
employees in the
CAS group



200

Sales and
implementation
partners: 200



45%

Equity ratio:
> 45 percent



20%

Investment in innovation:
20 percent of turnover



250_T

CAS product users:
250,000 people



37

International:
Customers in more than
37 countries



11

Language versions:
CAS genesisWorld is
available in 11 languages

*CAS Software AG and third-party holdings



Contact



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