

Product configuration – the key to success

Customer Centricity
CERTIFIED



CAS Configurator Merlin

Variant-rich products. Fascinatingly simple configuration.

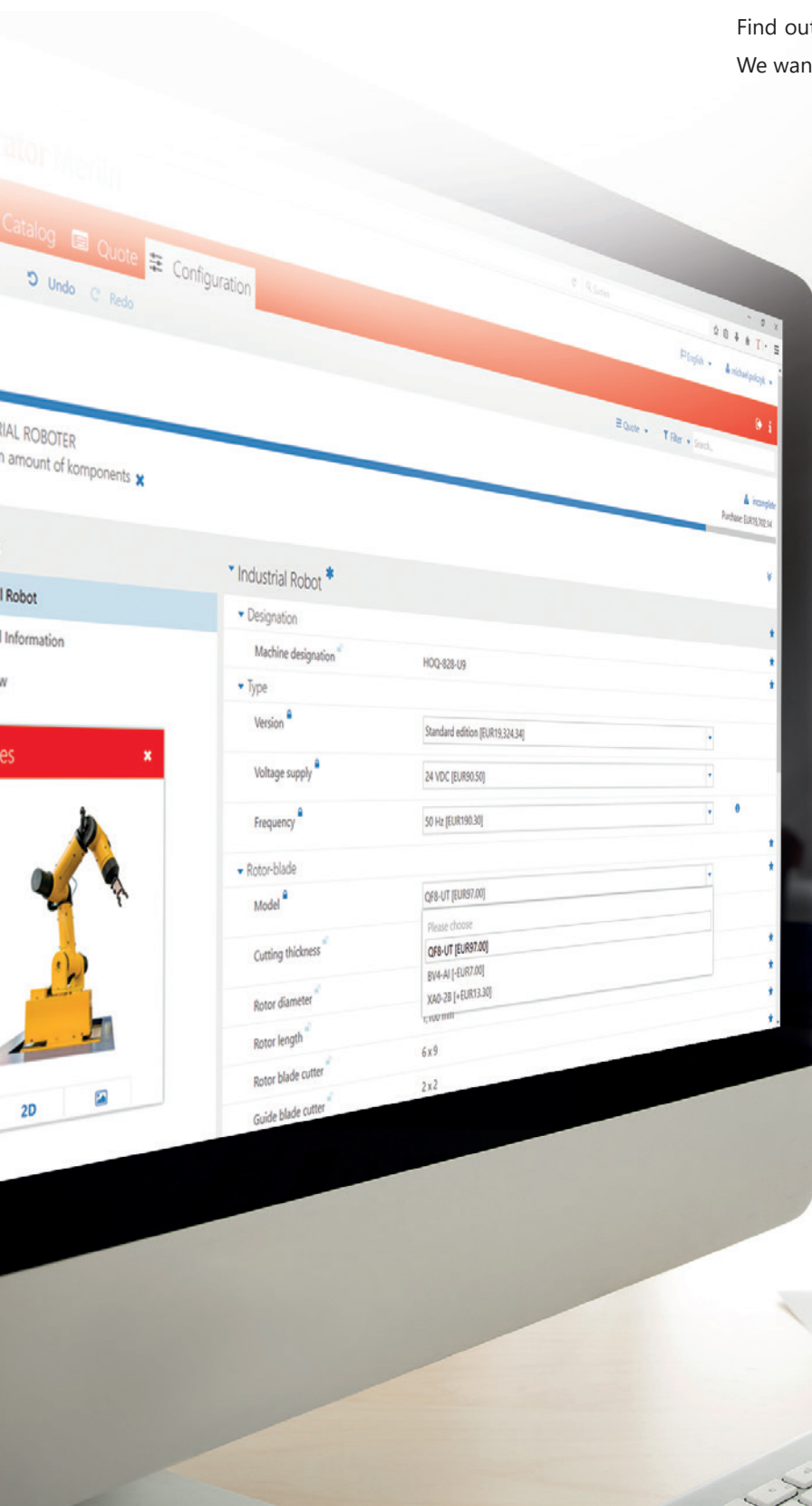


Welcome

Your enterprise offers highly complex products with many possible variants? Are you looking for an easy, efficient data and knowledge management tool and more sales power? CAS Configurator Merlin helps you to capture product know-how and ensure quick and error-free configuration. You can quickly generate quotes for complex products.

For more than 30 years, CAS Software AG from Karlsruhe has been successfully offering different configuration systems to support sales processes from their implementation to live operation. We are your competent partner with years of experience in implementing national and international projects.

Find out what our team and CAS solutions can do for you. We want to help you grow your business!



Customized products:

Intuitive, efficient and mobile

Customers demand tailor-made products and services. The process of creating an offer is becoming more and more complex. CAS Configurator Merlin assists you in selling highly complex products by managing your sales processes more efficiently. Individual products and services can be offered quickly and flexibly. Costs are reduced and market competitiveness is enhanced.

With CAS Configurator Merlin your sales consultants have a tool that helps them capture the entire product know-how of their company. In customer meetings they can instantly offer the right product variant. In the background, the system checks if the chosen configuration is technically feasible and creates an error-free quote, which takes prices and discounts into account. You can quickly respond to customer wishes by adding, checking and implementing new requirements at any time. This saves time and reduces your employees' workload.



Technically accurate,
high-quality quotes



Centralized control
of worldwide sales



Saving up to 90%
time on sales
processes



Simple data maintenance for highly
complex products



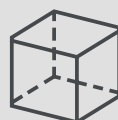
Internal data
maintenance



Mobile product
configuration



Intuitive product
modeling, no
programming skills
are needed



3D product
visualization



Efficient and proven
implementation
method

Customer Centricity:

Inspiring customers

Customer Centricity is our corporate philosophy that helps you grow your business. This innovative corporate culture aims at making the customer the focus of touchpoints, services and product development decisions. This is how companies become firm customer favorites and your customers become loyal fans. This is how companies become customer favorites and customers become loyal fans.

» The CAS Configurator Merlin configures even highly complex systems in just a few clicks. «

Holger Niendorf
Sales Engineer,
GekaKonus GmbH



» The MB Truck app sets a new standard in product presentation and needs analysis. It makes configured vehicles tangible and perceptible for our customers. «

Thomas Reuther
Project Manager MB Truck App, Daimler AG



» Thanks to the implementation of CAS Configurator Merlin we can now offer our customers and WINGAS huge advantages, particularly with regard to quote processes and contract creation. «

Eike Ewald
Customer Portfolio Management, WINGAS GmbH



DAIMLER

SPECS™



JUNGHEINRICH



» Being an innovative corporation we use modern technologies such as the product configurator to offer our customers individual and powerful all-round solutions. «

Nicole Schleiff

Product Manager, Konica Minolta GmbH



KONICA MINOLTA

Industry: IT + Software



» The Airbus Upgrade Configurator from CAS Software AG enables us to lead Airbus forward. «

Jerome Javelle

Head of Design Office, Airbus



Industry: Aircraft construction



» The implementation of the configurator is a tremendous advantage for sales and product management when creating quotes and products. «

Frank Goller

Specialist Project Manager,
EnBW Operations GmbH



Industry: Energy/Utilities



» With the new connection between customer, sales team and product information, we can create a larger number of offers in a shorter time period. «



Andrea Waizenegger

Product Manager, Herbold Meckesheim GmbH



Industry: Mechanical engineering,
plant manufacture and installation

For additional customer references please visit:
www.cas-smartcustomization.com/customer-references.html



Flexible implementation:

customized to meet your requirements

The CAS Configurator Merlin is a flexible and customized modular solution to meet our customers' requirements. In doing so, we place great importance on personalized consulting. Your solution will be as unique as your busi-

ness. The result is a configurator that is tailor-made for your business and allows for a fascinatingly simple product configuration.

M.Doc

Fast and easy document creation:

Automatic creation of any kind of document: quotes, specifications, contracts.

M.Core

Base system consisting of server and calculation core.

M.Model

Graphical editor that captures the product know-how:

Product managers can model the product structure and dependencies intuitively. No programming skills are needed.

M.Mobile

Present directly at your customer's site

Product data is available on the tablet anytime and everywhere.

M.Sales

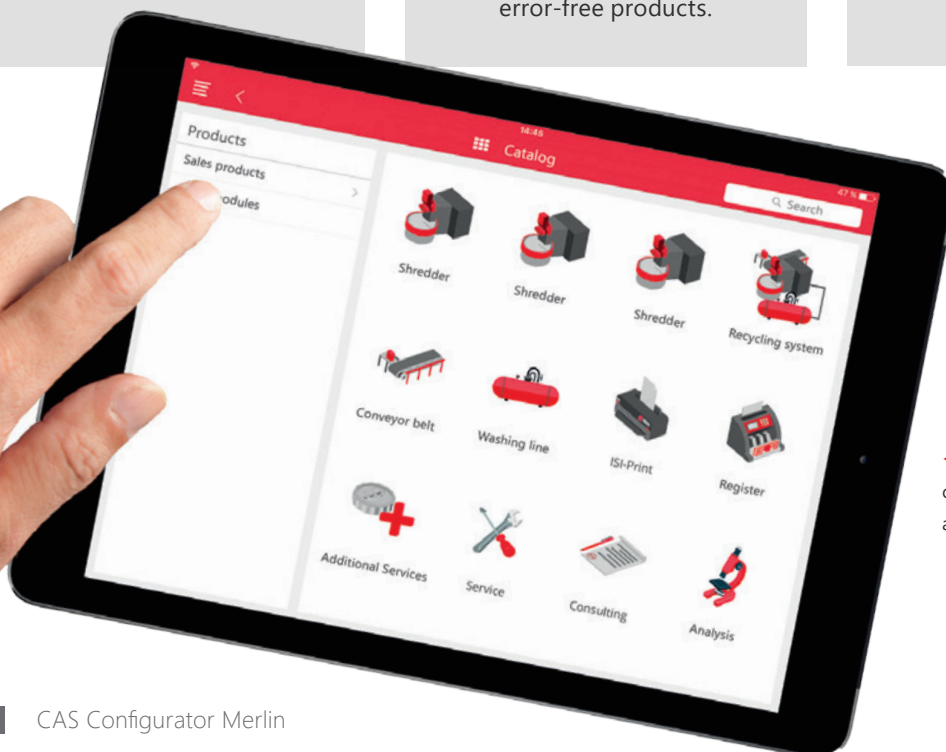
The product structure at a glance:

The intuitive and neat user interface makes it easy for sales consultants to quickly configure error-free products.

M.Web

Via the Web to the right product

End customers can configure products via the Internet, for example in a Web shop.



◀ With M.Mobile products can be configured and presented directly at your customer's site.

CAS SmartCustomization:

Your partner for successful cooperation

CAS SmartCustomization is a SmartCompany of CAS Software AG from Karlsruhe. We are specialists in the area of product configuration projects, implementation and customization. CAS SmartCustomization enables the software-supported customization of products and services. As well as ensuring that quotes and product configurations are created correctly, our software provides intelligent support so that our customers receive the best possible solution for their needs.

We have been continually developing CAS Configurator Merlin for more than 30 years now. We are able to do this as a direct result of working closely with our customers, many of whom include international market-leading enterprises like Daimler, Airbus or Konica Minolta.

CAS Software AG was founded in 1986 by Martin Hubschneider (CEO) and Ludwig Neer (CTO). Over 500 employees develop innovative configuration and xRM/CRM solutions for successful businesses from different sectors.

More than 20,000 companies work with our solutions every day and trust on us as experts in the respective domains.



52m

turnover in 2015
by the CAS Group*



500+

employees
CAS Group*



200

sales and solutions
partners



50%

equity ratio



22%

of turnover is re-invested
in innovations
each year



300k

users of CAS products



20k

companies worldwide
use CAS products



30+

years enthusiastic
customers

*CAS Software AG and third-party holdings



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