

Your complete CRM

Fascinatingly simple all-in-one package

Platinum Suite



CAS genesisWorld

Powerful CRM for Sales, Marketing and Service



From customer to delighted fan with Customer Centricity

The Customer Centricity company philosophy was designed specifically to keep your customers at the heart of all your touchpoints, services and new product developments. Our CRM solution will support you along the way, ensuring the sustainable success of your company and providing incredible flexibility. In turn, this creates unforgettable customer experiences and opens up new business opportunities for you.

» We decided on CAS genesisWorld because of the excellent support it gives in respect to international sales. As a global player we have to apply our expertise simultaneously across multiple locations and CAS genesisWorld helps to make this easier. «

Christian Walther

Head of Sales,
DELO Industrie Klebstoffe GmbH
& Co KGaA

DELO



What our customers say:

www.cas-crm.com/references

UNTHA

shredding technology



MOTORSERVICE
RHEINMETALL AUTOMOTIVE



DAS BESTE HAT SYSTEM

OKI



THE INNOVATORS OF COMFORT™

» Furniture is more than just form and function our customers enter into relationships with their furniture – so to guide our customers and help them make the right decisions we needed a reliable CRM solution. And this is exactly what we found in CAS genesisWorld. Now, we are able to manage our customer relationships with a level of professionalism that reflects the quality of our furniture. «

Klaus Rentschler

CFO,

Walter Knoll AG & Co. KG

WALTER KNOLL

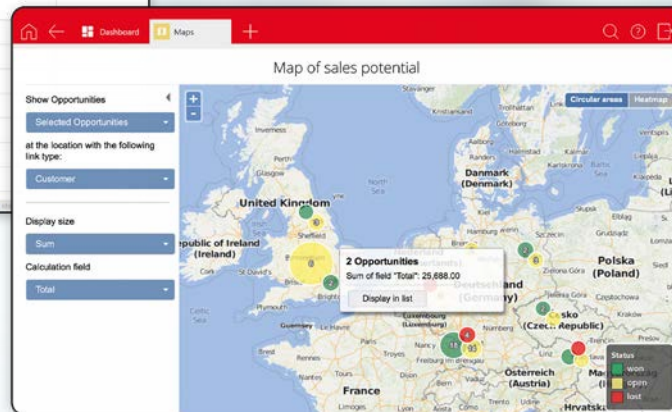
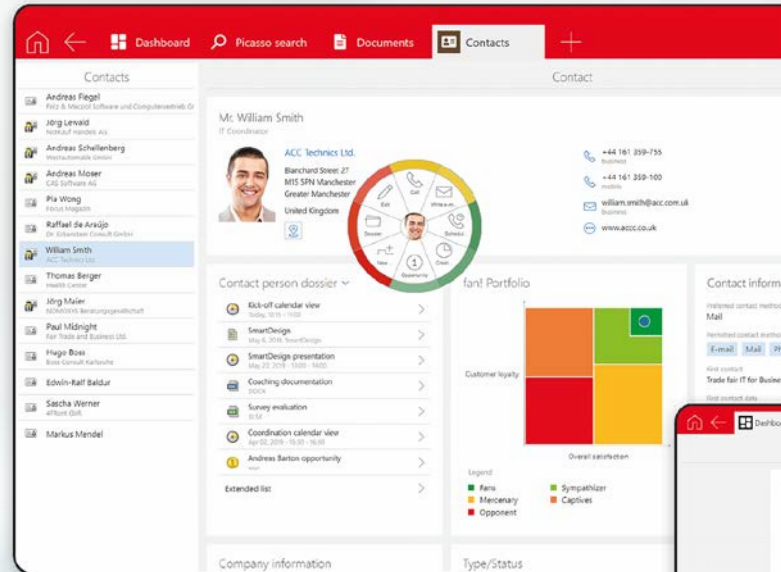
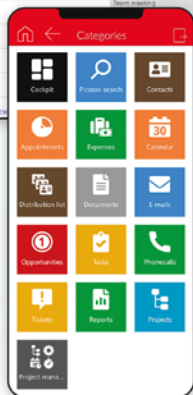
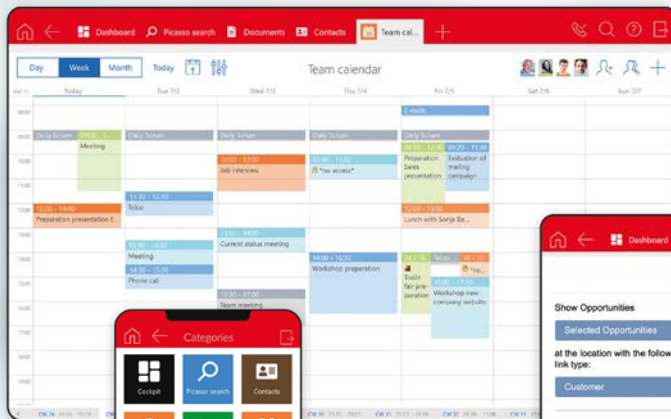
Your partner worldwide for your success

As an international company active on five continents with CRM products in eleven languages, CAS Software AG operates through a strategic partner network of more than 200 well-known companies in more than 40 different countries. Which means that there is a CAS Partner near you, ready and waiting to help with your CRM project. In fact, many of our international customers have received the CRM Best Practice Award for their successful CRM projects.

CAS genesisWorld

Fascinatingly simple

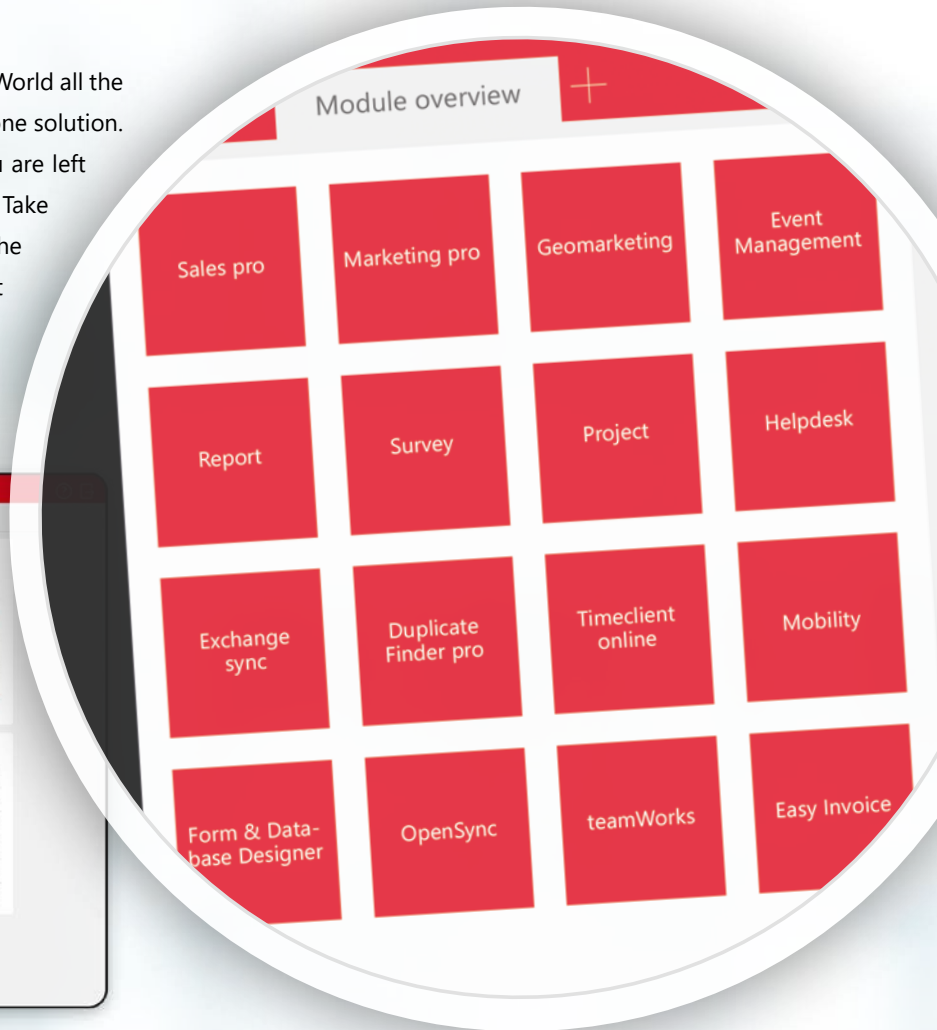
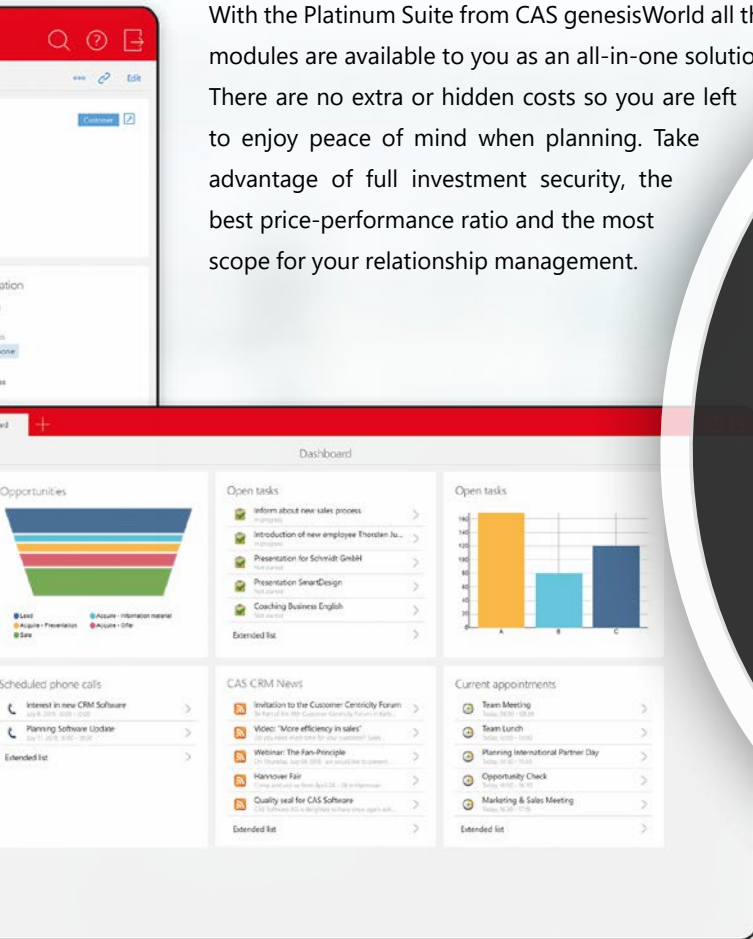
CAS genesisWorld is your digital assistant. Designed to support you along the way in your relationship and information management. Use the smart, fascinatingly simple functions and automatic processes to strengthen your customers' loyalty. CAS genesisWorld will help you bring Customer Centricity to life in your company and ensure that it flourishes so that your customers become fans of your products and services.



CAS genesisWorld Platinum Suite

Limitless CRM

With the Platinum Suite from CAS genesisWorld all the modules are available to you as an all-in-one solution. There are no extra or hidden costs so you are left to enjoy peace of mind when planning. Take advantage of full investment security, the best price-performance ratio and the most scope for your relationship management.



Unbeatable features of the CAS genesisWorld Platinum Suite



The complete
CRM portfolio in one
solution



Unrestricted use
of all modules



Rapid
implementation times



Planning security
through a holistic
approach



Reliable, tried-and-
tested implementa-
tion methods



Individual CRM
for every user



The best price-
performance ratio



Highest levels of
data security and
protection



Transparent costs

CAS Software AG

Forming relationships. Inspiring people.

CAS Software AG is one of Europe's leading suppliers of CRM solutions with a clear focus on the small and medium-sized enterprise (SME) market. The company was founded in 1986 and is now managed by co-founder Martin Hubschneider (CEO). More than 400,000 people in more than 25,000 companies

and organizations worldwide enjoy the benefits of using our software solutions: best ergonomics, flexible and capable of integrating with existing software and offer excellent value for money.



40_{m+}

Turnover of the
CAS group 2018*



400₊

Employees in the
CAS group*



200

Sales and
implementation partners



40₊

Countries



400_k

CAS product users



1.000₊

CRM experts



11

Language versions of
CAS genesisWorld



30₊

Successful years

Contact



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