



Customer



e-mobil BW GmbH
 www.e-mobilbw.de
 Number of employees: 12
 Industry: Civil service

Customer profile

The e-mobil BW GmbH company, is the state agency in Baden-Württemberg for electromobility and fuel cell technology providing information and advice on all aspects of electromobility. Its main focus is to provide support and information on the technological changes associated with electromobility and, to smooth the way for the industrialization of electromobility.

Products

- ▶ CAS genesisWorld Premium Edition
- ▶ Form & Database Designer module
- ▶ Marketing pro module

Partner



mpl Software GmbH
 70567 Stuttgart
 Phone: +49 711 781937-30
 www.mdl.de

Efficient team work promotes mobility

"The most exciting challenge we have mastered while implementing CAS genesisWorld was the switch from a hierarchically organized data tree structure such as those typically found in Microsoft products, to a multidimensional filing system/network structure with almost unlimited degrees of freedom. However, once you are over this hurdle, it is a system that adapts to the way your employees work and not vice-versa. CAS genesisWorld offers employees a means of working with increased transparency, thus improving overall efficiency in the team."



Lutz Engel, Consultant for scientific research, teaching and training

Requirements

- ▶ Customer management
- ▶ Centralized knowledge management
- ▶ Standardized address management
- ▶ Structured document management
- ▶ Central data repository with individual search functionality
- ▶ Minimum of paperwork
- ▶ Transparent, common company calendar
- ▶ Planning of marketing campaigns
- ▶ Mobile CRM

Benefits and advantages

- ▶ All employees kept up-to-date
- ▶ Employees can now work centrally from one common system
- ▶ Transparent contact data using a standardized filing system for all relevant contact information
- ▶ Contact and appointment information is now available at any time on your mobile device
- ▶ Central document management
- ▶ Efficient networking of different information (e-mails, appointments, documents, projects and so on)
- ▶ The system accommodates your individual workflows in a way that everyone can understand

Solution

The primary goal was to transition from a decentralized contact data system, to a centralized contact data system. With the added advantage of being able to manage e-mails, appointments, addresses and documents in the same system.



CAS Software AG
 CAS-Weg 1 - 5
 76131 Karlsruhe, Germany
 Phone: +49 721 9638-188
 CASgenesisWorld@cas.de
 www.cas-crm.com