



Customer:



ancotel GmbH
www.ancotel.com
Employees: 120
Industry sector:
telecommunications

Customer profile

A mix of innovative products and bespoke services especially for the IT and telecoms industry – this is the concept with which ancotel GmbH started in 1999. 13 years later, the company manages with more than 100 employees the largest and most important telecommunications nodes in continental Europe and beyond.

Products in use:

- ▶ CAS genesisWorld
- ▶ Report module
- ▶ Form & Database Designer module
- ▶ Crystal reports

Partner:



itdesign GmbH
72072 Tübingen, Germany
+49 7071 3667-60
www.itdesign.de

A highly customizable system giving enormous added value

"Creating a new mask field or data record type in CAS genesisWorld is simply a matter of using the Form & Database Designer module. And it is our processes and ongoing optimizations that influence and form the system and not the system that dictates processes. Our masks can be very complex, just like our business. With the help of the Form & Database Designer module, our experts make sure that both our national and international customers are always kept up-to-date on their business relationships with ancotel."



Markus Kosiolek, Head of Customer Relations Management

Goals/Requirements

- ▶ Company-wide information management system
- ▶ Mapping patchpoints
- ▶ Usage and invoices
- ▶ Mapping contract situations with multiple partners
- ▶ Sales support
- ▶ Mapping all available products and generating offers

Benefits and Advantages

- ▶ Targeted project management
- ▶ Business processes are mapped in one system
- ▶ Patchpoint documentation is stored in the CRM system
- ▶ Exact controlling of the internal and external projects
- ▶ Central address and document management
- ▶ Creating complex offers and correspondence
- ▶ Company-wide management of appointments, tasks and all customer and project related documents
- ▶ Transparent analyses using Crystal Reports

Solution

CAS genesisWorld is the main tool and information system for all employees in the company. All of the important functional areas within the company are mapped by the CRM system using our own data objects. The patchpoints are documented, usage is recorded and the sales team benefits from customized opportunities. All contracts as well as current contract status are mapped by the system.



CAS Software AG
Wilhelm-Schickard-Str. 8-12
76131 Karlsruhe, Germany
Phone: +49 721 9638-188
CASgenesisWorld@cas.de
www.cas-crm.com