



High-voltage line

CAS genesisWorld

At a glance

Industry sector: Energy / Power supply

Goals / requirements

- ▶ Combine existing address databases into one central database
- ▶ Multi-level access rights to addresses and other data
- ▶ Complete address history with all appointments and documents for the address
- ▶ Display of archived documents from document management
- ▶ Integration into existing IT infrastructure

Benefits and advantages

- ▶ Uniform, central address database
- ▶ Improved address quality
- ▶ Elimination of duplicate addresses
- ▶ Reduced time and expense for upkeep
- ▶ Clearly arranged customer dossier
- ▶ Support in organising and sending invitations for receptions, cultural events and press conferences
- ▶ Integrated solution with no media discontinuity
- ▶ High rate of acceptance among employees

Success story



All business contacts in one system

With a turnover of over 46 billion Euro and about 66,000 employees, E.ON is the largest private energy provider in the world. At its head office in Düsseldorf, the company uses CAS genesisWorld at 250 workstations for its address and contact management.



Coal-fired power plant in Scholven

In 2002, E.ON began the process of cleansing its addresses. Until then there had been a number of different systems for storing address data: Microsoft Outlook, Access, Excel, SuperOffice, and Cobra. This situation made it impossible to reconcile differences. Furthermore, there was no way to transfer data to appointment and document management. After extensive research, the company decided in favour of CAS genesisWorld. CAS partner itdesign GmbH (Tübingen, Germany) was given the assignment of integrating the solution and making customer-specific adaptations. After a successful trial run, the solution was released for 250 users in late 2003.

A cross-department, integrated solution

Paul-Josef Nowak, Project Director at E.ON, about the process of unifying address and contact management: "It made no sense to administer addresses in SAP – the procurement costs would have been too high." Instead we opted for a solution that supports address, document, and appointment management in all departments. The deciding factor was the possibility of integrating the software into the existing IT landscape. Microsoft Outlook, the Saperion document management system, and other programs were connected via itdesign interfaces.



“Acceptance among our users is high.”

Paul-Josef Nowak, E.ON Project Director

Project data

- ▶ In use since 2003
- ▶ CAS genesisWorld at 250 workstations
- ▶ Microsoft Outlook connection (appointments and e-mail)
- ▶ Interface to Saperion document management system
- ▶ Integration of CAS genesisWorld data into SAP portals

Customer

E.ON, Düsseldorf, Germany
www.eon.com

- ▶ About 81,000 employees
- ▶ A turnover of nearly 68 billion Euro
- ▶ Largest private energy provider

Implementing partner

itdesign GmbH, Tübingen, Germany
www.itdesign.de

CAS genesisWorld

- ▶ Professional customer management
- ▶ Supports internal processes, increases efficiency
- ▶ Specially designed to meet the needs of SMEs
- ▶ Excellent price/performance ratio
- ▶ Flexible, integratable, extendable
- ▶ Established product, winner of several awards
- ▶ Over 110 CRM specialists provide on-site support

Cleaned central database

In addition to a clearly organised contact history, the program makes it easy to send faxes and dials the phone number of a business partner directly from the application. “Another plus was integrating CAS genesisWorld data into SAP portals,” explains Project Director Nowak. “That makes it easy for all employees to use and maintain addresses.” The common database has had a positive effect on the quality of contacts: “While consolidating addresses, we took advantage of the opportunity to clean up our address inventories and check for duplicate addresses,” explains Paul-Josef Nowak.



E.ON central corporate headquarters in Düsseldorf

Used throughout the corporation

A number of divisions at E.ON are benefiting from the new software: Management Board, Finance, IT, and PR. The London office also uses the system to maintain company-internal contacts. “Of course we’ve had a number of adjustments made. And we’ve limited ourselves to the functions that provide benefits to the most users,” continues Nowak. After one and a half years of intensive use, Nowak is certain he’s reached the golden mean: “Acceptance among our users is high.”