



CAS  genesisWorld

At a glance

Branch: Services

Goals/Requirements:

- ▶ Central address administration
- ▶ Address migration including history
- ▶ Printing document templates
- ▶ Simple administration
- ▶ Friendly user environment
- ▶ Secured web access
- ▶ Secured user access

Benefits and advantages:

- ▶ Sophisticated work with addresses
- ▶ Fast address search
- ▶ Contact history overview
- ▶ Simple and quick segmentation
- ▶ Overview of sales and business activities
- ▶ Communication platform of the company

TEAM ▶ DIREKT®



Success Story

marketing-friends, s.r.o. is a young modern company with the registered office in Brno, oriented at providing of marketing services. The affiliated company Team Direkt, GmbH is its major partner. Team Direkt, founded in 1996 and having its registered office in Wiesbaden, specializes in products to provide protection against dust and dirt, i.e. professional cleanliness during construction works and development of products for craftsmen.

TIME for a Change

Some tools serve out as the time goes and need to be replaced by new ones. And the same occurred also in the CRM system implementation for the companies marketing-friends and Team Direkt. Both affiliated companies use a single shared information system, which enables them to create, maintain and develop a joint customer database. Team Direkt profits from contact history, while marketing-friends with its activities forms joint future.

CAS genesisWorld implementation included transfer from the current address system including successfully managed migration with more than 90,000 addresses and 320,000 records of their history. The entire implementation process was performed during one week. The implementation included training of the users and basic administrative training. Users at marketing-friends confirmed a strong point of CAS genesisWorld, namely its very short adoption time. Upon short training, they embarked actively on fulfilment of working activities of their common working day. CAS genesisWorld has become their working tool used everyday, immediately nicknamed "ČAS" by marketing-friends users, which means "TIME" in the Czech language.

Time is money and CAS genesisWorld saves time.

Flexibility is the Winner

One of the reasons why to choose CAS genesisWorld consists in its outstanding flexibility in creating new user fields and in screen adaptations. These capacities were used in meeting the requirements of management as well as users of both companies mentioned above for adaptation of the application functional and appearance part. Besides ergonomic modifications, print templates used daily were created, too.

Not even the web client remained free of adaptations. CAS genesisWorld users can find any customer in a quick and elegant manner, directly from the www homepage, according to the client number used at marketing-friends as well as Team Direkt. marketing-friends users use a Windows client, Team Direkt work with a web client, while it can be said that A single system rules all. Travel representatives of Team Direkt have perfect access to contacts, customer history as well as e-mail while travelling and in their office.



Place a photograph of Mr. Binder and/or Miss Richterová here, and a quotation as per the German case study

Project data:

- ▶ Used since November 2007
- ▶ Implementation time - 1 week
- ▶ Language versions: English
- ▶ Used at 2 localities CZ and GER
- ▶ Implemented secured Web Access

Customer:

- ▶ marketing-friends, s.r.o. - Brno
www.marketingfriends.cz

Specialist in marketing activities for craftsmen on German speaking markets and in surrounding countries

- ▶ Team Direkt GmbH - Wiesbaden
www.teamdirekt.com
- Specialist in dustfree works and needs for craftsmen

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
- ▶ Several dozen thousands users
- ▶ Qualified support and specialists

Prepared for the Future

Implementation of CAS genesisWorld is not the end of the CRM implementation project for marketing-friends but rather the beginning. Jan Binder, corporate agent and owner of both companies, has a clear vision and says: *"My idea is to build a small call-centre and share customer information stored in CAS genesisWorld and our ERP system SAP Business One."*

In respect of the future, CAS genesisWorld is certainly the right choice. Interconnection of information stored in both systems will reduce administrative demands and simplify access to the data. Both requirements of the management can be surely implemented in the future.

CAS genesisWorld is ready even today. Interconnection with the ERP system as well as the telephone exchange will be performed by means of certified solutions with well-proved partnership companies.

CAS genesisWorld can be adapted not only to technologies. Adaptive adjustment according to business requirements of the customers is apparent from the licensing manner, as well. Additional new user licenses can be purchased on a continuous basis, and increased as per the new number of users. The licenses can also be leased for a chosen limited time period, e.g. on the quarterly or half-yearly basis, thus providing dynamic support of any current marketing campaign.

CAS genesisWorld offers marketing-friends a potential that can be used easily in the future.



About KOMIX s.r.o.

KOMIX s.r.o. is a Czech company established in 1992. It has more than 130 employees. The company is focused on complete turnkey deliveries of information systems, including their maintenance and support. In addition to development projects, KOMIX implements standardised solutions in the areas of Customer Relationship Management, Web Content Management, and project-portfolio management. It also provides a complete portfolio of software testing services.



Certification of quality and reliability

- ▶ ČSN EN ISO 9001 (CQS) certification
- ▶ ČSN EN ISO 14001 (CQS) certification
- ▶ Certification of business for Confidential security level (NBÚ-National Security Authority) no. 00404
- ▶ NBÚ confirmation no. 000556 for Restricted industrial security level
- ▶ NBÚ certification for the business information system of KOMIX s.r.o., 1.0, which is intended for processing confidential information at the Restricted level of secrecy.

