CRM

ARTIFICIAL
INTELLIGENCE

SECURITY
GDPR

CPQ

INTERNET
OF THINGS

EDM
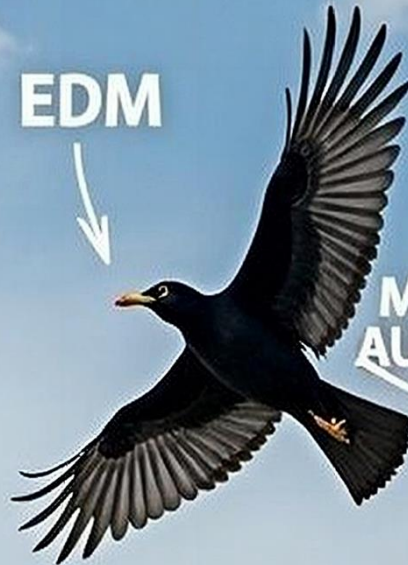
DEM
MARKETING
AUTOMATION

BLACKBIRDS
INFOTECH

Since 2017, **BlackBirds Infotech** has been a leading company in the IT sector, providing innovative and customized solutions that guide businesses through digital transformation.

We differentiate ourselves with a strategic and innovative approach, developing software solutions designed to optimize business processes, enhance customer relationship management, and boost competitiveness. Our offerings consist of scalable and highly customizable tools, suitable for businesses of all sizes, compliant with **GDPR** and **Industry 4.0** standards, delivered by internationally proven partners.

With a consultative and result-oriented approach, we assist our clients in the digitalization and growth of their businesses, aligning our solutions closely with the evolving demands of the market.

**BlackBirds Infotech** delivers tailored software solutions, designed to help companies successfully address the challenges of digitalization and innovation. We operate both locally and internationally, leveraging cutting-edge technology to enhance operational efficiency and competitive advantage.

Our services include:

- **CRM (Customer Relationship Management):** We implement advanced platforms for optimal customer and commercial relationship management, including **CAS genesisWorld (On Premises)** and **SmartWe (Cloud)** by **CAS Software AG**, customizable and integrated with various ERP platforms (**Business Central, SAP Hana, Business One, ABAS, Mago 4, etc.**).

- **CPQ (Product Configurator):** We offer sophisticated tools for configuring complex products such as **CAS Merlin**, adopted by industry leaders like Mercedes Benz to optimize sales and production processes.

- **Marketing Automation + DEM + B2B Web Tracking:** We implement advanced marketing automation and emailing campaign solutions, leveraging strategic partnerships with **Inxmail** and **Evalanche**, enhancing customer engagement and loyalty from the first contact along their customer journey. **Leadinfo** is a specialized platform for generating leads by identifying businesses by visiting your website.

- **Document Management:** We provide advanced centralized document management systems such as **ELO Digital Office**, ensuring security and scalability.

- **Lead Generation:** We develop effective customer acquisition strategies, integrating digital marketing techniques with advanced audience analysis and segmentation tools.

- **Data Security:** We deploy advanced international cybersecurity technologies, such as **G-Data** and **Stormshield**, ensuring data security and full compliance with GDPR standards.

- **Industry 4.0 and IoT:** We support digital transformation through state-of-the-art IoT solutions like **Alleantia gateways**, enabling immediate connections between machinery and management systems.

- **Artificial Intelligence:** We offer specialized consulting for integrating AI technologies into business processes, particularly enhancing digital marketing and sales activities.

- **Middleware and Data Integration:** We implement advanced middleware platforms, such as the **Marini Integration Platform**, enabling rapid, intuitive connections between diverse applications, optimizing business processes and ensuring maximum security and compliance.

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**CAS genesisWorld** is an **On-Premises CRM** solution with over **30,000 customers**, and the **market leader in Europe**. Designed to optimize and enhance **customer relationship management**, its powerful, flexible, and highly customizable features efficiently support daily business activities, significantly improving productivity and customer experience.

- **Centralized management** of customer data, securely accessible from any device via web, app, and desktop interfaces, available offline or in replication mode.
- Advanced integrations with **ELO Digital Office** for optimized document management; multiple ERP platforms (**Business Central, SAP Hana, B1, ABAS, Mago 4, ...**); integration with **LLM AI (ChatGPT, Mistral, ...)**, **Microsoft Azure (AuthO2, ...)**, **Teams**, and **Outlook**.
- Customizable dashboards and interfaces equipped with analytical tools, advanced reporting, and specialized modules tailored to each business need.
- Enhanced business profitability through leaner, more efficient, and scalable processes.
- Increased team motivation and productivity by centralizing information and activities within a secure and intuitive hub.

With **CAS genesisWorld**, your company can optimize internal processes, enhance customer loyalty, and elevate business value through centralized, effective, and secure data management.

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**SmartWe** is a **cloud-based CRM** solution designed for **small and medium-sized enterprises**, featuring an intuitive interface for easy and effective customer management. Built on secure and scalable infrastructures located in Germany, it offers advanced tools to streamline daily tasks with maximum mobility and accessibility.

- **Comprehensive management** of contacts and activities, including detailed interaction history for a **360-degree customer view**.
- **Centralized document storage**, ensuring security, compliance, and rapid information retrieval. Integration with **ELO Digital Office**.
- **Integrated calendar** for efficient activity planning, project management, and team coordination.
- Continuous oversight of **leads and sales opportunities**, supported by analytical tools and automation features.
- Advanced search engine **CAS SmartSearch**, facilitating quick access to information and contacts.
- **Full mobility**, with apps available on **iOS, Android, and Windows**, enabling access to company data from anywhere, including offline.
- Application customization with **App Designer** and an integrated **App Store** to download feature extensions.

With **SmartWe**, companies can boost productivity and simplify customer relationship management through an always up-to-date CRM, accessible from any device.

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# Merlin CPQ

**CAS Merlin** is the ideal **product configurator** for companies offering complex and customizable products. This solution optimizes the sales process, reduces errors, and increases business profitability through advanced variant management.

- **Intelligent management of product variants**, with flexible rules that simplify configuration and minimize errors.

- **Automated document creation**, enabling rapid generation of personalized quotes, technical specifications, and contracts.

- **Intuitive and interactive user interface**, accessible via any web browser, ensuring a smooth and effortless experience.

- **Seamless integration with ERP and CRM platforms**, including **CAS genesisWorld**, providing complete management of the sales cycle.

- **Reduced production costs and optimized material management**, significantly enhancing market competitiveness.

- **Interactive product design**, with advanced visualization and simulation tools to enhance the user experience.

With **CAS Merlin**, companies can effortlessly handle complex configurations, accelerate the sales process, and significantly improve customer satisfaction.

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## ELO Digital Office

Rely on **ELO Digital Office**, an intelligent and scalable **document management solution** designed to digitally transform companies and optimize business processes. ELO provides advanced tools for securely and efficiently organizing, archiving, and managing company documents.

- Trusted by over **1.4 million users worldwide** for professional document management.

- **Scalable across all industries**, with adaptable solutions tailored to both SMEs and large corporations.

- **Software Made in Germany**, developed with the highest standards of security and quality, ensuring reliability and data protection.

- **Process customization and automation**, powered by low-code technology and artificial intelligence, simplifying workflows and reducing operational costs.

- **Centralized, accessible management**, enabling teams to work securely from anywhere while maintaining full regulatory compliance.

- **Global support network of over 1,000 certified partners**, providing expert assistance.

With **ELO Digital Office**, your company can streamline document management, save valuable time and resources, and ensure the highest standards of security and information accessibility.

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**inxmail** ⟩

**Inxmail** is an advanced solution for **digital marketing and email automation**, enabling the creation of highly personalized and automated email campaigns to effectively engage customers. Its flexibility and security provide powerful tools for managing corporate communications.

- Creation of **custom newsletters and transactional emails** to maintain direct customer contact.

- **Maximized email deliverability**, ensuring messages reliably reach their intended recipients.

- Integration with **CRM systems**, **online shops**, and **marketing campaign management tools**, optimizing workflow efficiency.

- **Process automation**, including automatic import of editorial content, customer data, and product details for targeted communication.

- **Flexible and mobile-optimized newsletter templates**, ensuring a seamless and engaging user experience.

- **Performance monitoring and KPI analysis**, leveraging advanced tracking tools to improve ROI.

Inxmail integrates seamlessly with **CAS genesisWorld**, making it an ideal solution for companies seeking to manage their email marketing strategies professionally and efficiently.

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**EVALANCHE**

**Evalanche** is an advanced **marketing automation platform**, designed to meet the highest standards of data protection and security, fully compliant with GDPR requirements. Trusted by over **3,000 companies** and **250 agencies**, it delivers highly specialized services with excellent value for money.

- Seamless integration with CRM systems, including **CAS genesisWorld**, ensuring smooth and centralized management of marketing campaigns.

- Advanced automation tools for quickly creating and personalizing emails, newsletters, and sales funnels, including visual management of complex **Marketing Automation Workflows**.

- **Profile Scoring, Activity Scoring, and Content Scoring** for segmenting and assessing lead quality based on user behavior and interactions.

- **Real-time campaign monitoring**, with detailed analytics to optimize marketing strategies.

- Intelligent content management, enabling updates of images, text, and articles without complex adjustments.

Leveraging the latest technologies, **Evalanche** provides deep insights into customer behavior, significantly enhancing the return on investment for digital marketing activities.

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**Alleantia** is a scalable and intuitive **Industry 4.0 solution** designed to support the digital transformation of businesses across any industrial sector. Fully compliant with GDPR regulations, it enables companies to design, configure, and implement industrial IoT architectures, significantly reducing downtime.

- **Plug & play technology** to effortlessly connect machinery and equipment with on-premise or cloud-based applications.

- **Intelligent data management**: once collected, data is processed to optimize decision-making processes.

- **Compatibility with numerous IoT apps**, providing flexible and modular integration capabilities.

- Reduction of integration costs and time **by up to 80%**, enhancing efficiency and business competitiveness.

- Qualifies for **Industry 4.0 and Transition 5.0 incentive plans**, allowing access to fiscal incentives for technological innovation.

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**Stormshield** provides advanced protection for critical and operational infrastructures with a comprehensive range of next-generation **UTM and industrial firewalls**, available in both physical and virtual versions.

- **Globally recognized partner**, with prestigious clients including the **French Ministry of Defence**.

- **End-to-end protection of sensitive data**, regardless of the medium or device where data is stored.

- **Exclusive behavioral-based approach** for proactive security of critical and non-connected environments.

- **Advanced filtering capabilities** to identify visitor interests on your website and automatically segment potential customers.

- **Real-time threat monitoring**, offering advanced enterprise security management.

- **Certified hardware and management software** meeting the highest European standards, including the **Common Criteria EAL4+ certification**, ensuring robustness and reliability.

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**G-DATA** is an advanced antivirus solution designed specifically for corporate cybersecurity. With cutting-edge technology, it ensures maximum security for enterprise networks and devices, offering comprehensive protection against ransomware, malware, and sophisticated cyber threats.

- **Centralized management** of installations across the corporate network via a single administrative console.

- **Advanced email protection**, detecting threats before they become actual attacks.

- **Enhanced security** for e-commerce and digital banking with proactive behavioral monitoring.

- **USB Keyboard Guard**, providing advanced protection against USB devices simulating keyboards for cyber-attacks.

- **Anti-Exploit & Anti-Ransomware** technologies, preventing attacks exploiting vulnerabilities in software and documents.

- **Optimized update management**, enabling customizable security policies.

With **G-DATA**, companies operate securely, significantly reducing risks and enhancing cyber resilience.

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The **Marini Integration Platform** is an advanced **middleware solution** designed to quickly and effectively integrate various business systems and applications, streamlining workflows and optimizing corporate data management. Its core component, **HubEngine**, simplifies integration with over **300 SaaS applications**, accelerating business processes and ensuring top-level performance.

- **Intuitive no-code configuration**, featuring a user-friendly guided interface that makes the platform accessible even without programming skills.

- **Flexible, unlimited integration**, offering real-time or scheduled bi-directional synchronization to fit any business need. CRM solutions such as **genesisWorld** and **SmartWe** include predefined connectors to/from **Hubspot, Dynamics 365 & Business Central, SAP 4/Hana & B1, Sage X3, WordPress, MailChimp, Shopware, and more**.

- **Advanced real-time monitoring**, providing intuitive dashboards to visualize performance and synchronized data clearly.

- **Certified security and GDPR compliance**, with hosting exclusively in Europe, ensuring absolute data protection and reliability.

- **Significant reduction in project timelines and costs**, enabled by no-code configuration and operational efficiency.

With the **Marini Integration Platform**, your business can accelerate innovation, enhance inter-system communication, and achieve rapid, tangible, and measurable results.

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**Leadinfo** is an advanced **B2B web tracking platform** specialized in lead generation by identifying companies visiting your website. Leveraging its exclusive database and detailed visitor tracking, Leadinfo transforms anonymous visitors into concrete business opportunities, optimizing your sales funnel and boosting conversions.

- **Real-time visitor identification:** Automatically matches visitors' IP addresses with its corporate database, providing detailed insights such as industry, address, company size, and contact information.

- **Intuitive dashboard:** User-friendly interface enabling marketing and sales teams to easily visualize and manage leads, track visitor behavior, and quickly identify business opportunities.

- **Native CRM integration:** Seamless integration with CRM platforms like **CAS genesisWorld** and **SmartWe**, automatically enriching customer data for more effective sales processes.

- **Advanced lead generation and qualification:** Customizable modules encourage visitor engagement, coupled with advanced scoring criteria to evaluate the relevance and interest level of each potential customer.

- **Full GDPR compliance:** Fully compliant with data protection regulations, ensuring the security of company and visitor information.

With **Leadinfo**, your company can optimize visitor identification and conversions, significantly increasing ROI for your digital and sales activities.



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