BLACKBIRDS INFOTECH

BROCHURE 2026

CRM AND XRM
CAS genesisWorld
CAS SmartWe

CPQ
CAS Merlin

ERP AND BI
Microsoft Dynamics 365
Business Central
Power BI and Board

INDUSTRY 4.0 AND IIOT
Alleantia

CUSTOMER CENTRICITY

ECM AND WORKFLOW
ELO Digital Office

CYBERSECURITY
Stormshield · G DATA

SYSTEM INTEGRATION
n8n · Zapier
Marini Systems

LEAD / MARKETING AUTOMATION
Leadinfo · snapAddy
Evalanche · Inxmail

ConnecTechnology

INTELLIGENT INNOVATION

Since 2017, tailor-made software solutions, integrated with each other and powered by AI, to guide companies through their digital transformation.

Blackbirds Infotech S.r.l. · Turin, Italy

+39 011 19214151 · www.blackbirds.com

ABOUT US

Many technologies. One ecosystem.

Blackbirds Infotech selects, integrates and supports over time the solutions that make your business grow: from CRM to product configuration, from marketing to data security, and from production management and planning to cost accounting. With a consultative, results-driven approach, we support complex processes with simple, scalable and tailor-made tools, for companies of every size, in Italy and internationally.

- GDPR compliance
- AI Act compliance
- NIS 2 compliance
- Industry 4.0 standards
- Experienced international partners

WHY CHOOSE US

Vertical expertise

Advanced customisation and bespoke development, not just standard configuration.

Integration first

Your software talks to each other: every piece of data is entered only once.

One point of contact

From analysis to day-to-day support, you always talk to the same people.

How we work

1

Analysis

We understand your processes and goals before proposing a tool.

2

Design

We define the solution, integrations, timing and clear costs.

3

Implementation

Configuration, data migration and connection to your existing systems.

4

Training and support

Your team learns to use it, and we stay by your side.

Sound familiar?

The most common SME problems, and where to find the solution.

THE PROBLEM	THE SOLUTION	
Customer data scattered across emails, Excel and the sales team's memory.	**CRM and xRM** CAS genesisWorld · SmartWe	p. 4–5
Quotes for products with many variants that take days.	**CPQ** CAS Merlin	p. 6
Accounting, inventory and sales on programs that don't talk to each other.	**ERP** Business Central	p. 7
Paper documents and approvals that get lost between desks.	**ECM and Workflow** ELO Digital Office	p. 8
Website visitors and trade-fair contacts that never become customers.	**Lead Generation** Leadinfo · snapAddy	p. 9
Newsletters sent by hand, without knowing who reads them.	**Marketing Automation** Evalanche · Inxmail	p. 10
The same data entered two or three times in different systems.	**System Integration** Marini · n8n · Zapier	p. 11
Fear that ransomware could stop your business.	**Cybersecurity** Stormshield · G DATA	p. 12
Production machines that don't communicate with the ERP.	**Industry 4.0 and IIoT** Alleantia	p. 13

Can't find your case?

Let's talk: we start from your processes and choose the tools together.

Contacts on p. 14

Stay up to date

Product news, practical tips and events, straight to your inbox.

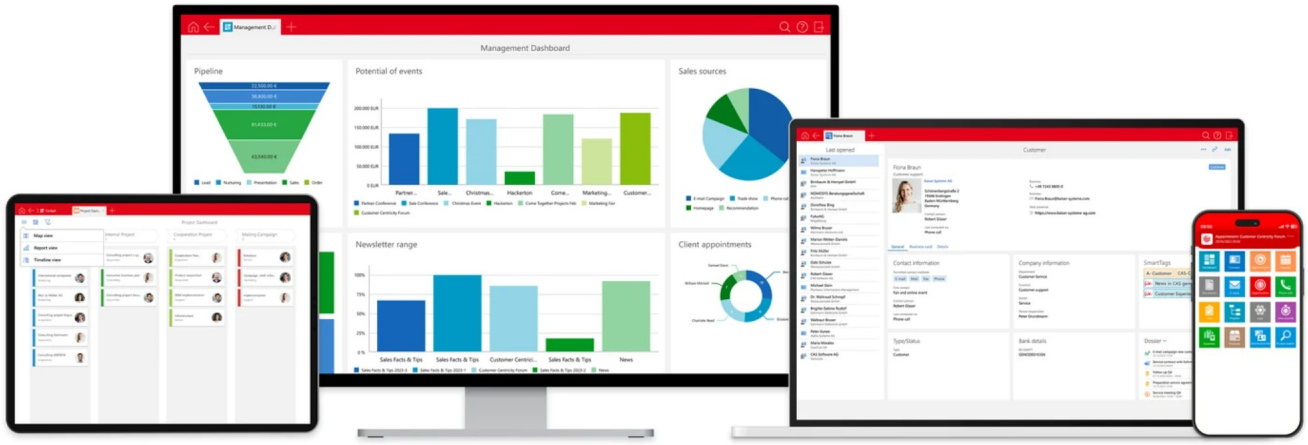
Subscribe to our newsletter

OUR EXPERTISE

CRM and xRM

On-premise CRM for every customer relationship.

CAS genesisWorld



CAS genesisWorld

ON-PREMISE CRM

Europe's leading on-premise CRM, chosen by **over 30,000 customers**. Powerful, flexible and customisable, it adapts to the way you work, not the other way round, and integrates with the systems you use every day. **Built-in AI** reads incoming requests, sends them to sales or service and proposes answers in your style: you optimise processes, build loyalty and increase profitability over time.

- **Centralised data** · a single database, accessible via web, app and desktop, even offline or replicated
- **Integrated** · with ELO, your ERP (Business Central, SAP, ABAS, Mago4...), Microsoft 365, ChatGPT and Mistral
- **Tailor-made** · custom dashboards, reports and forms that fit your processes, without coding
- **One company, one CRM** · sales, marketing, projects and service in a single hub

WHY CHOOSE IT

360° view

all customers and contacts a click away, for a better service

Faster sales

less routine and more time to negotiate

Better decisions

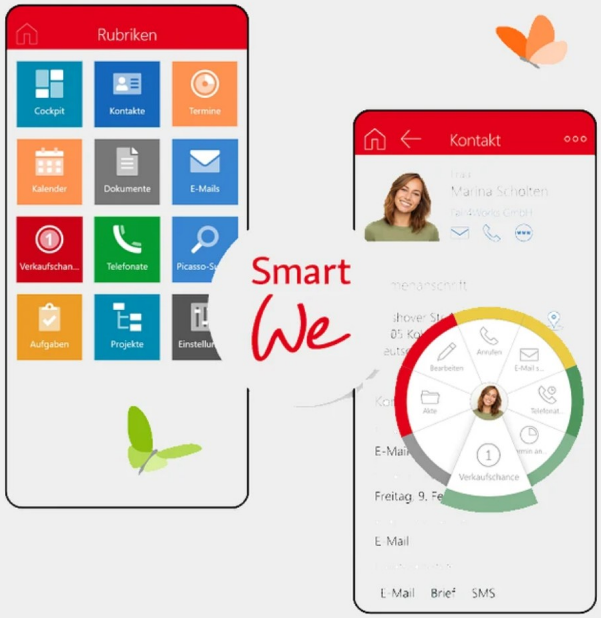
profitability, forecasts and key figures always under control

OUR EXPERTISE

CRM and xRM

The cloud CRM, always with you.

CAS SmartWe



CAS SmartWe

CLOUD CRM

Open your browser and you're ready to go: no installations, no servers, all updates included. SmartWe is the cloud CRM built for SMEs, **hosted in Germany and fair.digital certified**. Contacts, activities, documents, leads, opportunities and the team calendar on a single platform: **smart assistants and new AI features** take care of routine tasks, leaving you more time for your customers.

- **360° view** · contacts, activities and interaction history in a single record
- **Leads and opportunities** · always under control, with analytics and automation
- **Always with you** · SmartDesign interface on PC, tablet and smartphone, even offline
- **Extensible** · App Designer, SmartWe Store, SmartSearch and documents with ELO

WHY CHOOSE IT

AI that works for you

creates texts, classifies automatically and recommends the next steps

Grows with you

choose and activate only the apps you need, whenever you need them

Your data stays in Europe

German cloud with fair.digital certification, GDPR compliant

CPQ

Complex products, simple quotes.

Merlin CPQ



CAS Merlin

PRODUCT CONFIGURATOR

The CPQ configurator for companies that sell **complex, customisable products**, chosen by market leaders such as Mercedes-Benz. It guides salespeople step by step, checks that every configuration is feasible and instantly calculates prices and margins. The result: **fast, error-free quotes** and happier customers.

- **Variants under control** · flexible rules and automatic validation: no more impossible combinations
- **Automatic documents** · quotes, technical specifications and personalised contracts, fast
- **AIA smart assistants** · help the team build the ideal configuration for each customer

WHY CHOOSE IT

Integrated with CRM, ERP and PLM

such as SAP S/4HANA and B1, ABAS, BC, CAS genesisWorld and SmartWe, to manage the whole sales cycle

Transparent prices and margins

purchase and selling costs at a glance

Online and dealer sales

customers configure the product online and dealers use the same system

ERP

Your whole company in one ERP.

Dynamics 365
Business Central



Microsoft Dynamics 365 Business Central

ERP FOR SMES

The power of Microsoft, tailored to SMEs. Accounting, sales, purchasing, inventory and projects in a single system, in the cloud or on-premise. Data is connected and always up to date, so you keep profitability under control and decide faster. **We configure it around your processes** and grow it together with your business.

- **Finance and accounting** · cash flow, budgets and Power BI reports in real time
- **Sales and service** · customers, contracts and returns under control, with more cross-selling opportunities
- **Projects** · time, costs and resources for every single job
- **Inventory and logistics** · organised stock and distribution, data always up to date

WHY CHOOSE IT

Connected to your CRM

customer, order and invoice data in sync with CAS genesisWorld and SmartWe

Inside Microsoft 365

Outlook, Teams, Excel, Power BI and Power Apps ready to use

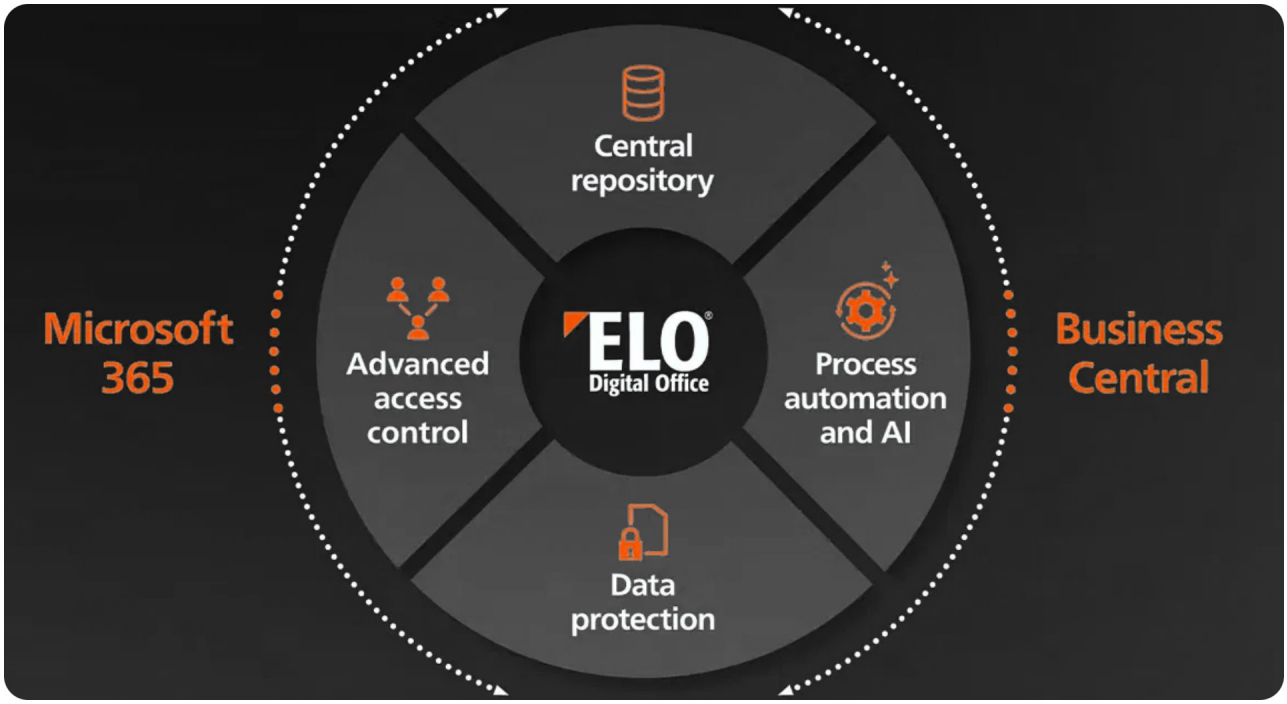
Copilot and AI

fewer repetitive tasks, quicker analysis

OUR EXPERTISE

ECM and Workflow

Digital documents and processes, always under control.



ELO Digital Office

DOCUMENT MANAGEMENT AND WORKFLOW

The central platform for all company knowledge: **paper and digital documents in a single archive**, secure and accessible from anywhere. ELO captures and classifies contracts, emails and invoices, links them to your processes and **automates workflows** with AI and low-code technology: less time wasted, more control and information always at hand.

- **Over 1 million users** · rely on ELO worldwide
- **For every company** · from SMEs to multinationals, in every industry and department
- **Made in Germany** · over 25 years of experience in digitalisation
- **Integrated** · connects to CAS genesisWorld, SmartWe, Microsoft 365, BC and ABAS

WHY CHOOSE IT

Automated invoices and contracts

ELO Invoice, ELO Contract and automatic data capture

Cloud, on-premise or hybrid

you choose where to install it, even as a managed service

Global support

a network of about 1,000 partners, with us in Italy

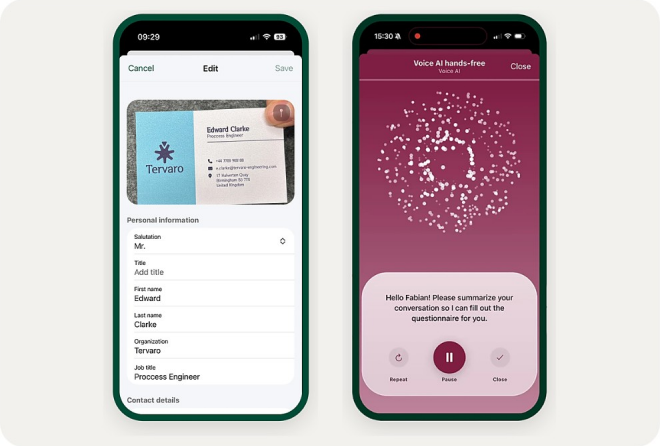
OUR EXPERTISE

Lead Generation

More qualified leads, less manual work.

snapAddy

LEAD CAPTURE · NEW IN 2026



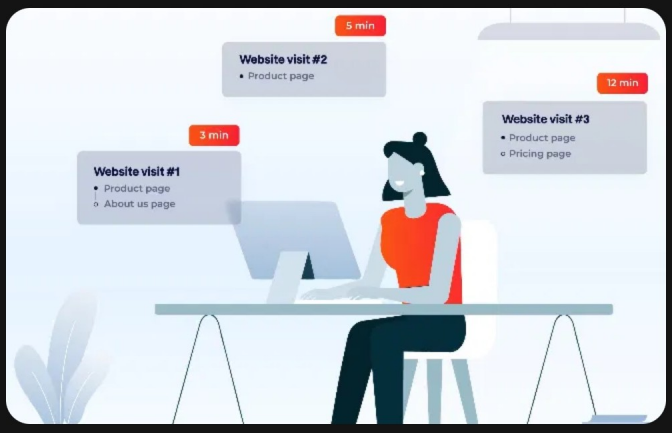
The B2B platform that takes every contact **from conversation to CRM, without typing a thing**. At trade fairs, on visits or in the office, snapAddy captures business cards, badges and reports and finds new leads online. Data arrives **clean, complete and without duplicates**. It works with **CAS genesisWorld and SmartWe** and with Evalanche for marketing. The result: **faster follow-ups** and more time for your customers.

- **BusinessCards** · scan business cards and share yours digitally, via QR or NFC
- **LeadResearch** · finds new leads online and updates the ones you already have
- **VisitReport** · qualify leads with questionnaires and dictate your report to Voice AI
- **DataAgents** · AI workflows that clean and enrich your data and bring it into the CRM

Leadinfo

B2B WEB TRACKING

The B2B web tracking platform, chosen by over 8,000 companies, that **identifies in real time the companies visiting your website** and tells you which campaign or channel brought them. Using a database of more than 300 million profiles, it finds the **right decision makers** and helps you contact them at the right time: anonymous visitors become real opportunities. Up and running in minutes.



- **Companies identified** · industry, size, contacts and pages visited for each company
- **Automatic follow-up** · Autopilot and Leadbot, with quote requests and WhatsApp on the site
- **Decision makers** · email, phone and LinkedIn of the people to contact
- **Integrated and GDPR** · with Microsoft 365, Zapier, CAS genesisWorld and SmartWe

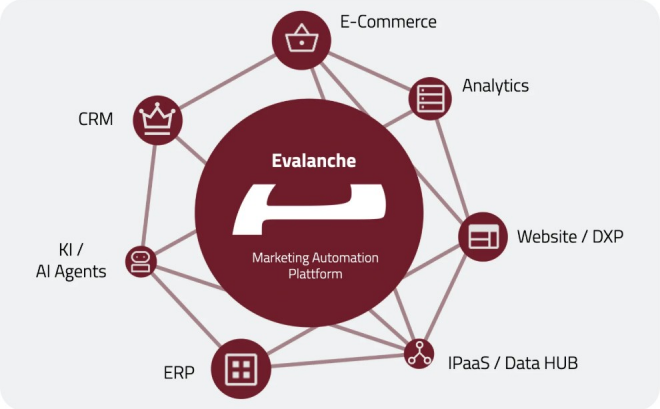
OUR EXPERTISE

Marketing Automation

From first contact to loyal customer.

Evalanche

MARKETING AUTOMATION



Marketing automation **made in Germany for SMEs**, used by over 3,000 companies and 250 agencies. Emails, campaigns and lead management on one platform, **ISO 27001 certified and GDPR compliant**. With PowerPlan, its 6-step method, and our support in Italy, you go from strategy to results.

- **Campaigns in a few clicks** · drag & drop emails, landing pages and workflows, no coding needed
- **Lead scoring** · qualify contacts with Profile, Activity and Content Scoring
- **Tailored emails** · personalised content sent at the best time for each contact
- **Integrated** · campaign opens, clicks and scores land in the CAS genesisWorld or Microsoft Dynamics 365 customer record

Inxmail

EMAIL MARKETING

The platform for **newsletters, marketing automation and transactional emails** that really reach the inbox. Hosted in Europe and GDPR compliant, it uses AI for copy and campaigns and is **fully integrated with CAS genesisWorld**.



- **Drag & drop editor** · reusable, mobile-optimised templates, with AI assistance
- **Reliable delivery** · SPF, DKIM and DMARC authentication and reputation monitoring
- **Automation** · journeys triggered automatically by customer behaviour and data
- **Integrated** · with CAS genesisWorld, web shops and CMS, via APIs and webhooks

OUR EXPERTISE

System Integration

Your software, finally connected.

Marini Integration Platform

MIDDLEWARE AND CUSTOMER INTELLIGENCE

MARINI_



The no-code platform that **connects over 300 systems**, cloud, hybrid or on-premise, and makes them work together. Its HubEngine syncs CRM, ERP, e-commerce and marketing in real time. It merges and enriches data into a **single, always up-to-date profile of every customer**, ready for AI applications too. Up and running in just a few weeks, without lengthy development projects.

- **No-code** · choose the systems, map the fields and start the sync: no code, no developers
- **Ready-made connectors** · for genesisWorld and SmartWe with HubSpot, Dynamics 365, Business Central, SAP, Sage, Shopware and more
- **Golden Record** · data merged, cleaned and enriched from every source
- **Secure and GDPR** · European-only hosting, real-time monitoring

n8n · Zapier

PROCESS AUTOMATION AND AI AGENTS

n8n | _zapier

We connect the apps you use every day and build **AI agents that do the work for you**. Information entered once flows automatically to every system that needs it. A new contact comes in from the website? **It goes straight into the CRM** and the sales rep is notified immediately. Every step stays visible and under your control.



- **n8n** · visual workflows with over 2,000 integrations, on your servers or in the cloud
- **Zapier** · no-code automations across over 9,000 apps, live in a few hours
- **AI agents under control** · any model, with rules and human approval
- **Fewer errors** · data always aligned and a history of every change

OUR EXPERTISE

Cybersecurity

Data, networks and devices, always protected.

G DATA

BUSINESS ANTIVIRUS



Ransomware can bring a company to a halt overnight. G DATA stops it first. Backed by more than 40 years of IT security experience, it defends networks and devices from ransomware, malware and attacks, spotting suspicious behaviour before it causes harm: fewer risks, more continuity and support that truly responds.

- **Single console** · installations, updates and policies managed from one place
- **Anti-Exploit and Anti-Ransomware** · against flaws in Office, PDF readers and other software
- **Email, e-commerce and banking** · advanced, behaviour-based protection
- **USB Keyboard Guard** · against USB devices posing as keyboards

Stormshield

FIREWALL AND NETWORK AND DATA SECURITY

The **European choice for cybersecurity**: UTM and industrial firewalls, physical or virtual, to protect IT networks and production environments, on-site or in the cloud. **They help prevent intrusions and targeted attacks**, control traffic between systems, sites and plants, and safeguard workstations and sensitive data, including in critical infrastructure.



- **European reference** · trusted by the French Ministry of Defence, among others
- **Behavioural approach** · proactive security, even for critical offline environments
- **End-to-end protection** · sensitive data stays private on any medium or device
- **Certifications** · selected versions certified to Common Criteria, including EAL4+

OUR EXPERTISE

Industry 4.0 and IIoT

The connected factory.

Alleantia

INDUSTRIAL IOT AND AI FOR THE FACTORY



The **plug & play** Industry 4.0 solution connecting machines and plants of any make to your company systems, with **over 5,000 ready-made drivers** and more than 3,000 installations. Data flows instantly to MES, ERP and the cloud, and AI agents answer the questions of people on the shop floor. Everything is installed in your own infrastructure, so data and know-how stay in-house.

- **Plug & play** · any machine connected in a few steps, on-premise or in the cloud
- **AI for the factory** · on-demand analysis and KPIs, with local LLMs
- **OEE and maintenance** · line performance, predicted downtime and energy consumption under control
- **EU Data Act ready** · machine data accessible as the EU Data Act requires

STRATEGIC PARTNERSHIP · INDIA

Blackbirds × iFlair

For our **artificial intelligence** projects we were looking for new talent, and we found it in India with iFlair. From Ahmedabad it develops enterprise software, AI, web, e-commerce and mobile apps, and today works alongside us to build **ERP/CRM applications, integrations and complex systems**. Our knowledge of processes and of the Italian market, combined with the strength of a large development team.

2004
year founded

250+
professionals

3.000+
projects delivered

38+
countries served

Artificial intelligence · Machine learning and NLP · Chatbot · Computer vision · Enterprise software · Web and e-commerce · Mobile apps · ISO 27001 certification

BLACKBIRDS
INFOTECH

Let’s talk about your project.

Write or call us: together we’ll analyse your company’s needs and propose the best solution.

Request information → **Subscribe to our newsletter**

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OUR PARTNERS

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