

One of Europe's leading suppliers of  
CRM + AIA<sup>®</sup>-solutions for SMEs



CAS Software AG  
Company profile



# CRM + AIA®

## Simply made for you.

### About us

CAS Software AG is managed by founder and CEO Martin Hubschneider since its founding in 1986. Over 470 co-creators now work together on the CAS Campus in Karlsruhe on the development of leading software solutions for medium-sized enterprises. The product range encompasses CRM systems, CPQ solutions and industry solutions that enable companies and organizations to build up successful and sustainable business relationships, promote more effective use of corporate knowledge and

improve staff efficiency. Every day, more than 520,000 users across the world work with products from CAS Software. The Karlsruhe CRM + AIA®-specialists are involved in numerous research projects at national and international level. The company has received several awards and prizes for its innovative range of products and its commitment to the medium-sized company sector – among others as Germany's best TOP IT employer and Innovator of the Year 2022 at TOP 100.

### CAS Software AG – facts and figures



**46m+**

Turnover of the CAS group\* 2022



**470+**

Employees in the CAS group\*



**25%**

of turnover is reinvested in innovation



**70%**

Equity ratio



**520k**

CAS product users



**34.000**

Companies use CAS products worldwide



**12**

Language versions of CAS genesisWorld



**35+**

Successful years



**200**

Sales and implementation partners



**2.000+**

CRM specialists



**40+**

Countries



**A**

Highest levels of customer satisfaction\*\*

\*CAS Software AG and third-party holdings

\*\*Source: CRM study 2021/2022 by the FIR (Institute for Industrial Management) Schwetz Consulting and Trovarit AG

# CRM & Customer Centricity

Developing relationships. Captivating people.

## Our vision

As pioneers of a new generation of company software, we develop solutions which create trust. Customer Centricity is the bar we use to measure sustainable success and individual customer relationship management. And in terms of a mission statement, Customer Centricity is the guiding light for those companies who wish to transform their customers and employees into true fans. The result: Customer-centric products and services designed in a healthy corporate culture.

## We as a team

We owe our success as a top employer and innovator to our top employees. Our highly qualified teams develop impressive smart solutions for SMEs. We value our productive energy, the open communication with our customers and partners and the expert knowledge developed over time – they all play a key role in our business success and our future.

## Products and solutions

The worldwide unique CAS SmartDesign® Technology makes us the leading CRM + AIA®- supplier to SMEs. CAS products can be customized to suit any sector and any size of company. Certified interfaces, a product configurator and integrations into external products all expand your implementation options of our product world – starting

with our modular, complete solution CAS genesisWorld through to our app-based Cloud solutions.

## Our fundamental value: Trust “Made in Germany”

As a Customer Centric oriented company, our priority is to ensure the confidential handling of customer data. Software products from CAS Software are all certified to the “Software Made in Germany” and “Software Hosted in Germany” quality seals of approval. Data access is governed exclusively by both the European General Data Protection Regulation (GDPR) and German directives. You can enjoy peace of mind when it comes to data storage locations, German high-performance data centers guarantee quality. Unauthorized sharing of saved data with third parties is thus effectively prevented.

## Research and development

Our constant drive for innovation is part of our company DNA. To maintain our position as an innovative leader in the field of CRM + AIA® and to drive the development of new technologies we are actively involved in a number of international research projects. Between 20 and 30 percent of company turnover is reinvested in product development annually – this ensures that customers’ investments are protected in the long-term.



## Our customers

Over 520,000 people worldwide use CAS products. Our CRM + AIA®-solutions – tailored to meet the needs of SMEs – are quickly implemented, can be easily operated and are now deployed by more than 34,000 companies. Besides numerous SMEs, a number of well-known larger companies and corporations also count among CAS Software AG's customers: Daimler, Bioland, DB Netze, VTG Rail Logistics, Grant Thornton AG, MS Motorservice International, Team 7, Klaus Faber AG, Fraunhofer, DATEV and OKI.

## Partnerships

We are proud of our fair and trustworthy cooperation with our 200 certified sales and solutions partners who are active locally in more than 40 countries worldwide. Partners also enjoy the benefits of acquiring comprehensive further training and certification in CRM + AIA® through our own CAS Academy. Our CAS experts provide wide-ranging ecosystem support at any time via consulting, marketing, sales and support. Excellent working relationships between partners, collaborations and strategical alliances provide added value for all those in the CAS ecosystem.

## International

CAS Software AG is an international and cosmopolitan company. With a partner network in more than 40 countries, software available in 12 languages and Unicode capabilities, CAS products are ready for global use. We are dedicated to creating CRM software that supports the most customer-centric companies in achieving stronger sales, marketing and service productivity. Today, we are already active on four continents. Thanks to our strategic partnerships with established companies, CAS Software AG is well-represented beyond Germany across Europe, Africa and South America.

## Award-winning

Numerous awards and prizes reflect both, our motivation and pursuit of the perfect solution. We are proud to belong to the innovative elite serving SMEs and to have won the Employer of the Year and Top Innovator awards. We are on the right path moving ever closer to our goal of global market leader in CRM + AIA®-solutions for SMEs.



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