

Smart We[®]



The reliable CRM Cloud platform
for small and medium-sized companies



Connecting people.
With the software of the future.

Welcome to the new SmartWe World

SmartWe® is a reliable CRM Cloud platform for small and medium-sized companies designed to support you and your team in your day-to-day work. It combines contact and task management, central document storage, customer history and team calendar functions, as well as leads & opportunities in one smart solution. Additionally, the app-based solution supports you with personalized forms of address for documents and e-mails which can be created in record time. Predictive assistants such as the worldwide unique Picasso search have suitable suggestions ready even before you start searching. This is how easy and fascinating it is to work with SmartWe®.



Try SmartWe®
for 30 days for free
smartwe.world

Smart

Fascinating.

- ✓ Certified data security
- ✓ Fascinatingly simple operation
- ✓ Great adaptability thanks to the app concept

We[®]

Simple.

- ✓ Rapid and intelligent searching
- ✓ Innovative functions
- ✓ A consistent look and feel on all mobile devices

» In the new WE World the individual is everything and the WE is so much more. SmartWe World is the first platform for company software which is specially made for the new WE World. «

Martin Hubschneider
CEO
SmartWe World AG



SmartWe[®] –
Shaping the future
together.

SmartWe[®] makes companies smart. Because it encourages team spirit. Because it creates synergy effects. And because our co-creators, customers and partners shape it everyday with new inspiring and creative ideas. Is there a more beautiful way to shape the future together?

Active Customer Centricity – for a future-oriented „We“ culture

We have developed SmartWe® to connect people and link companies. The CRM Cloud platform has been specifically designed to strengthen the relationship between you and your customers, prospects, employees and partners and take them to a whole new level.

Customer Centricity is a value-based mission statement that permeates a company. This creates a future-oriented "We" culture that places the customer at the center of all touchpoints, services and product developments. Your company becomes your customer's favorite – and your customers become emotionally connected fans.

Enthusiasm unites – customers become real fans

With the integrated fan principle in SmartWe® you can view the current status of your customer relationships – all available at the touch of a button. How enthusiastic are your customers? What do they wish for? Do they feel valued and part of a balanced relationship? Find out and increase your fan quota with the knowledge that you have gained about your customers. Because: People become fans when they are enthusiastic and emotionally connectet.

Made & Hosted in Germany – for your data security

We take your data security and digital sovereignty very seriously. That is why our products have been awarded the "Software Made & Hosted in Germany" seal of approval which guarantees that your data will be protected. We use multiple layers of security to restrict access to your data. The SmartWe® 2-phase protection and SmartWe® notification protects access and prevents misuse.

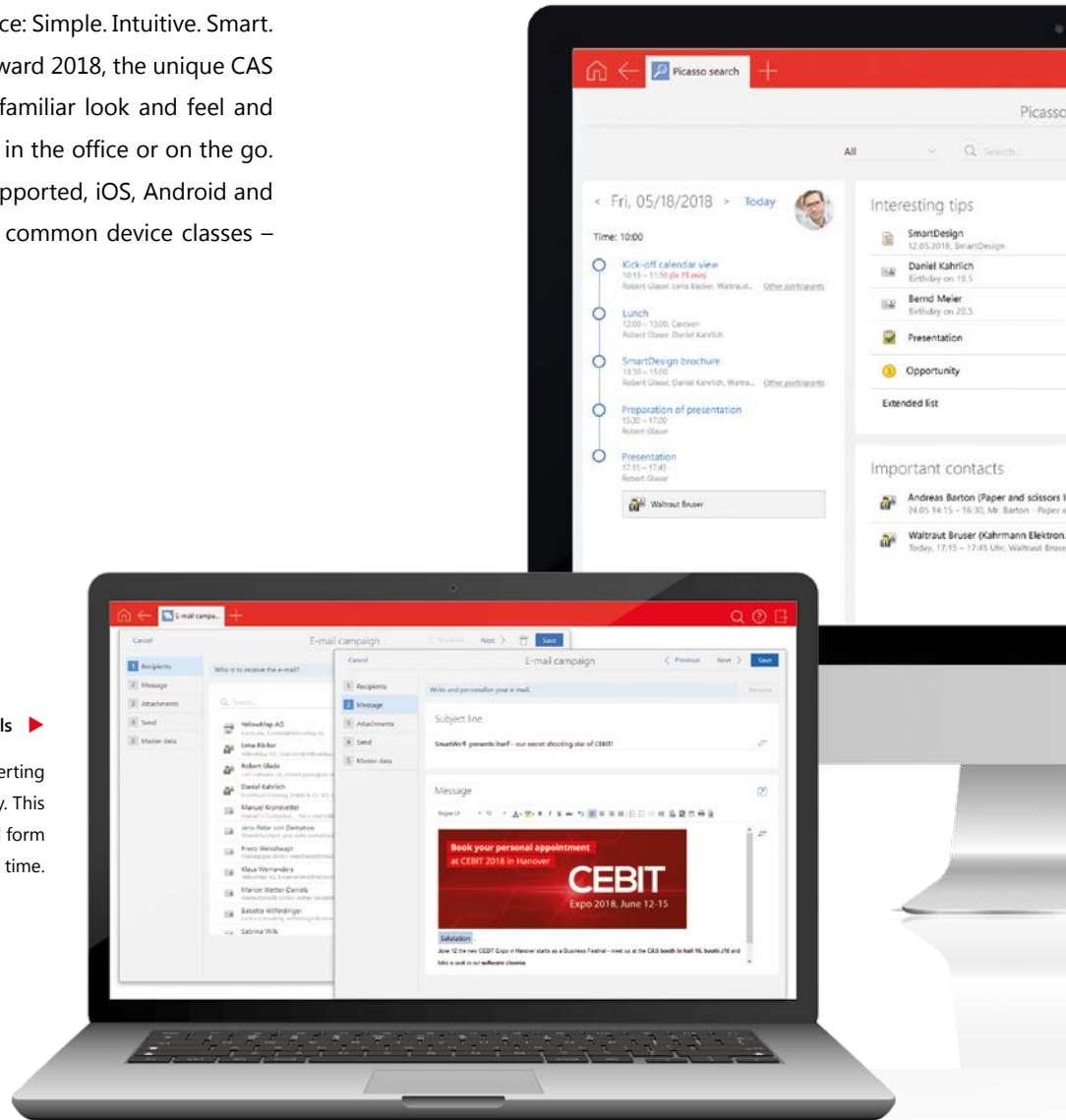


Start now – and enjoy your new freedom

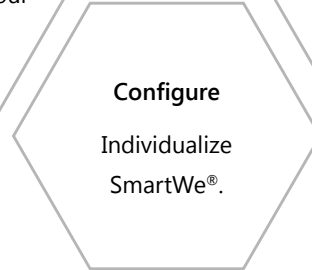
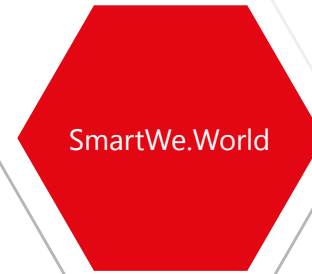
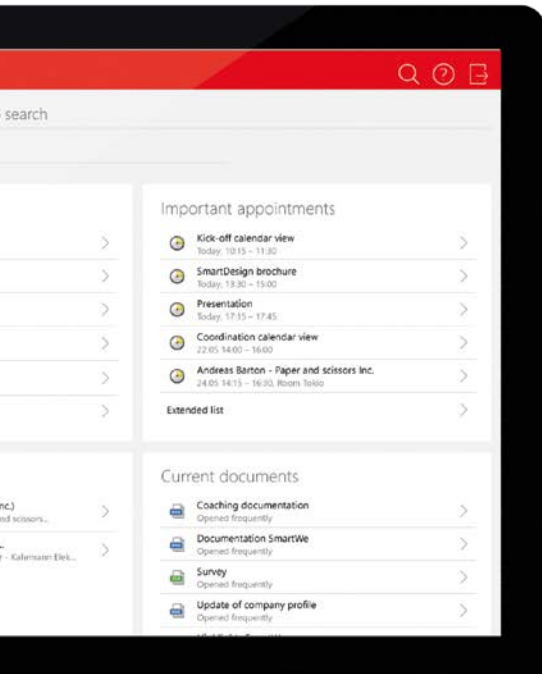
Look forward to a unique user experience: Simple. Intuitive. Smart. As the winner of the German Design Award 2018, the unique CAS SmartDesign® technology provides a familiar look and feel and a user-friendly interface while working in the office or on the go. All the major operating systems are supported, iOS, Android and Windows. The same applies to all the common device classes – laptops, tablets, PCs or smartphones.

Personalized documents and e-mails ▶

Address your customers personally by inserting salutations and addresses automatically. This enables you to create perfectly formatted form letters and e-mail campaigns in record time.

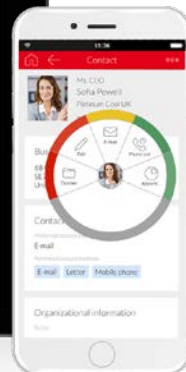


Dive into SmartWe®.
Log on. Configure. Start.



◀ Finding instead of searching

The worldwide unique Picasso search supports you with your search queries by providing suitable suggestions before even searching.



◀ Mobile working

SmartWe® gives you flexibility and makes you independent. Your personal relationship manager can accompany you on your smartphone or tablet PC – mobile, anywhere and anytime.

SmartWe® – the new WE World.

SmartWe® is a solution of SmartWe World AG. It belongs exclusively to the ecosystem itself – the employees, business partners and fan customers. This provides you with the space for a common future. Profit is voluntarily limited so that more can be invested in innovation or price cuts for the customers.

The SmartWe World AG was founded by the board of CAS Software AG, Martin Hubschneider and Ludwig Neer. Martin Hubschneider still leads the company as CEO. The Karlsruhe-based software house has been in business since 1986 and now employs more than 400 people across the CAS Group as well as being active in 40 countries.

Widely recognized as being extraordinarily innovative, the company is one of Europe's leading suppliers of CRM solutions with a clear focus on SMEs, and recently won the Top 100 2018 award as well as being voted one of Germany's most attractive employers (Top Job 2016: best IT company).

In the last 6 years, CAS Software AG has invested more than 30 million Euros in the CAS SmartDesign® technology, CAS genesisWorld and SmartWe World software platform.



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