

# CAS Software AG

## Company profile



## CRM for Small and Midsized Enterprises

### CAS Software AG

CAS Software AG is the leading German expert in customer relationship management for small and midsized enterprises (SMEs). The company was founded in 1986 by two members of the executive board, Martin Hubschneider and Ludwig Neer, and is privately owned by the executive board and managers. CAS Software AG has experienced steady growth over the years and has therefore remained financially independent. Our company benefits from a solid foundation, resulting from a combination of healthy growth, intelligent business management, the willingness to embrace innovation and the reinvestment of profits.



### CAS Vision

CAS Software AG strives for customer excellence – to focus exclusively on our customers with our vision that all successful SMEs use our CRM solutions for profitable customer relationships. The continuous improvement process is our top priority: we aim to always meet and even exceed customer expectations. Customer excellence makes customers happy and ensures a company's long-term success.

### CAS International

CAS Software AG operates on the international market. With strategic partnerships with well-known companies in 25 different countries and our products available in 10 languages and Unicode-enabled, we now sell our products on four continents. The aim of this drive for internationalization is for CAS Software to be the European market leader for small and medium-sized enterprises within the next two years.

## CAS Products and Solutions

With more than 25 years of experience in the CRM business, CAS Software AG, a midsized enterprise itself, is an expert when it comes to customer relationship management for SMEs. Our products range from the SaaS solution CAS PIA for small enterprises, to the cross-industry modular complete system CAS genesisWorld, to a variety of industry-specific and portal solutions. All products can be tailored to a company's size, industry and requirements. The extensive standard features can also be enhanced with a wide range of certified add-ons, for example, for interfaces with ERP software.

## CAS Customers

Over 150,000 people worldwide use CAS products. Our CRM solutions – tailored to meet the needs of SMEs – are quickly implemented, can be easily operated and are now deployed in more than 7,500 companies. As well as many small and medium-sized enterprises, our customers also include well-known companies and institutions such as Allianz, Daimler, EON, Fraunhofer, Fujitsu Siemens, KVK, MAN, OKI, RWTH Aachen University and VDI. Eight of our successful customers won the prestigious CRM Best Practice Award for their excellent customer management.

## CAS Research

The business strategy of CAS Software AG is innovation oriented. In order to secure our place as innovation leaders and to drive the development of new technologies, we take an active part in international research projects. 20 to 30 percent of our revenue every year is invested in product development – ensuring that our customers' CRM investments are protected on the long-term.

## CAS Partner

More than 200 partners in 25 countries are already impressed by the open, efficient and confidential cooperation with our company. Our CAS experts actively support certified partners in the areas of consulting, marketing, sales and support. CAS partners benefit from our CAS Academy where they receive extensive CRM training and CRM qualifications – CAS Academy certification ensures the quality of our partners. Working relationships between partners, collaborations and strategical alliances provide added value for all those in the CAS network.

## CAS Software AG – Figures:

- CAS Group\* revenue 2010: > €39 million
- Employees:  
CAS Group\*: > 390, CAS Software AG: 210
- Channel partners: 145 national, 60 international
- Equity ratio: > 45%
- Innovation investments: > 20-30 % of revenue
- CAS product users: approx. 150,000 people in over 7,500 companies worldwide

\*includes stake in associated companies

## CAS Software AG is currently selling its solutions in:

Albania, Austria, Belgium, Bosnia-Herzegovina, Brazil, Chile, Columbia, Croatia, Czech Republic, France, Germany, Ghana, Hungary, Italy, Netherlands, Nigeria, Peru, Portugal, Romania, Serbia, Spain, Sweden, Switzerland, Turkey, United Kingdom.



## CAS Employees

It is very important that our employees, now around 210, share our philosophy and are up to the challenges we face. Our staff's positive and productive energy, excellent knowledge and continuous personal development are key factors in our company's success. We were rewarded for our dedicated work in the area of human resources when we won the "Top Job Employee of the Year 2009" award.



## CAS Awards

We have won numerous awards for our innovative product portfolio and our commitment to SMEs, including the "European IT Prize", the "Top Innovator" award and the special award from the Top 100 comparative study for "Bestes Innovationsklima" (best innovative environment). Eight of our customers won the prestigious CRM Best Practice Award for their excellent customer management.

