

**€19.90\***  
a month per user  
**1 month notice period**  
\* not including VAT.



**dip** Deutscher  
Internetpreis

Shortlisted for the German  
Internet Prize 2008

# CAS PIA®

Web-based Contact Management  
for Small Businesses and Freelancers



# Satisfied customers lead to success

Whether you are talking about individual entrepreneurs or 20-man operations, those who are able to satisfy their customers can better ensure the long-term success of their businesses. Professional support, customized service and excellent customer retention are the ingredients for success! CAS PIA – a Web-based contact management solution – is specifically designed to help you meet these requirements and to provide you with optimal support in your daily business and sales activities.

## Successfully maintain customer contacts

With just a few clicks of your mouse, you can manage your customer contacts with a complete customer history, organize appointments, delegate tasks, write letters and e-mails, and work effortlessly in a team. You can stay up to date with your sales opportunities, manage targeted marketing campaigns, and generate analyses and reports in no time at all. For more success in sales and more satisfied customers!

## Access to your data at any time and from anywhere

Whether you work in a team or as a freelancer, in an office or on the road – you can access all your data at any time of the day, no matter where you are. How? Because CAS PIA is a Web-based solution, you just need access to the Internet either from a desktop computer, laptop, or handheld device. This way you and your colleagues are always kept up to date, and can save time and therefore money.

## What can you achieve with CAS PIA?

### Always well informed about your customers

- Twenty-four-hour access to the latest contact data wherever you may be
- A complete dossier containing all the customer's details
- Comprehensive customer knowledge for increased employee expertise

### Work together well as a team

- Manage appointments and tasks easily
- Clearly defined communication channels and central document storage

### Efficient sales processes

- Make the most of sales opportunities and potential sales
- Generate analyses and reports easily
- Access customer data using a mobile device

### Targeted marketing campaigns

- Select target customer groups quickly
- Easy correspondence using personalized e-mails and letters
- Complete control over the cost of all marketing activities

## No installation necessary and intuitive to use

Customer relationship management could not be any easier: no installation, no waiting period, and no IT know-how required. You can use all functions of CAS PIA straightaway and maintain your existing data at the touch of a button. The user interface is clear and easy to use, enabling you to intuitively navigate through all the functions. That is what you call maximum support at a minimum price.

*“A well-informed sales person is the better sales person – we highly recommend CAS PIA to all sales-oriented small businesses.”*

Edgar K. Geffroy, managing director,  
Geffroy Business Akademie GmbH



### What are the advantages of CAS PIA?

- Increased efficiency through fast and simple contact management
- Flexibility through direct access to information from any location
- Cost saving with an instantly usable Web-based application
- A transparent, tailored and compact solution – one month notice period means no risk
- Future proof through the use of the latest Web technology
- Work effectively by allowing you to focus on core areas of your business
- Quality assurance provided by a team that is always well informed

### Get to know CAS PIA in detail

Smart contact management  
and successful sales →



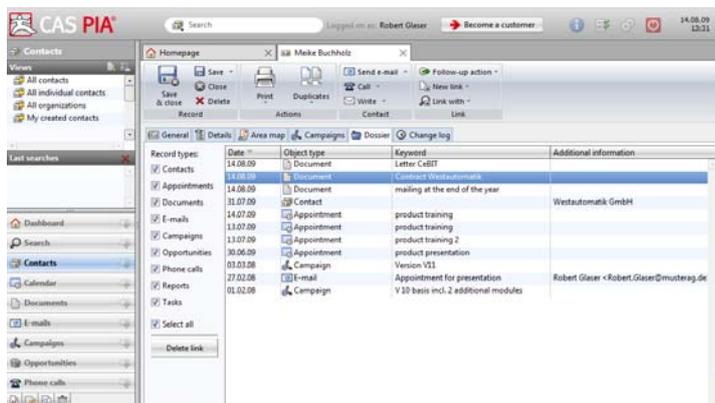
# Smart contact management and successful sales

## Contact management made easy

Contact management with CAS PIA is much more than just managing contacts: with just a few clicks you can create letters, e-mails or offers, which you can then access again quickly and easily, as and when needed, using the integrated dossier feature. You can enter a wide variety of additional information to each contact: for example, different postal addresses, a photo of the person, date of birth, bank details, category, and sector. You can define the content of the “sector,” “category” and “classification” fields to meet your requirements, and you can also import contact data and appointments as vCAL or iCAL files from other applications such as Microsoft Outlook. This is what you call efficient customer relationship management.

## Managing tasks and appointments in a team

With CAS PIA everyone within a company has access to a central database – no matter what time of day it is or where they are. You can use the convenient calendar to manage appointments with colleagues, enabling you to see who is



The customer dossier collates all data clearly and chronologically.

available and when. You can also add resources such as vehicles or meeting rooms with just a click of your mouse. Overlaps are identified instantly. CAS PIA also enables you to plan and manage team tasks transparently. Each member of your team always knows what needs to be done and where the priorities lie. You can easily and quickly assign tasks and enter the current progress – allowing you to keep track of everything.

CAS PIA supports your daily work with many sophisticated features:

-   
**COCKPIT**
-   
**SEARCH**
-   
**CONTACTS**
-   
**CUSTOMERS  
DOSSIER**
-   
**CALENDER**
-   
**DOCUMENTS**
-   
**TEMPLATES**
-   
**E-MAILS**

## Efficient sales

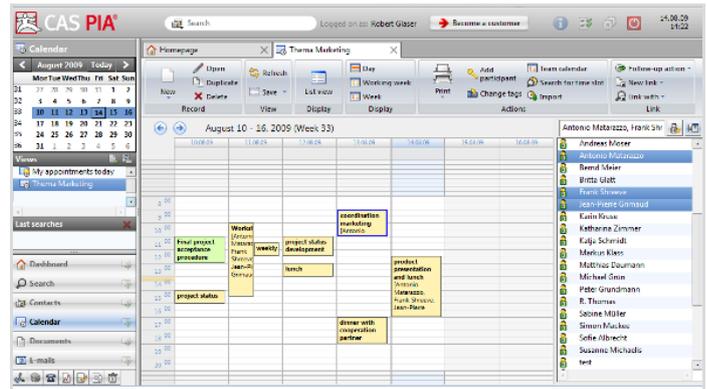
CAS PIA enables you to quickly and efficiently plan and implement your advertising campaigns, thereby increasing your sales. The Opportunities feature allows you to keep a continuous eye on acquired leads and follow them up effectively. You can assess sales potential and, in doing so, include turnover, products on offer, the probability of a sale, and the time it takes for the person to make a decision. This way you do not lose any sales opportunities and no sale is left to chance.

## Conveniently communicate via e-mail

When you send an e-mail, CAS PIA accesses your locally installed e-mail client (Microsoft Outlook or Thunderbird), allowing you to create and send personalized e-mail merges quickly and easily. No matter whether you are sending a message to a customer or archiving incoming e-mails in the appropriate folder, each correspondence is always saved to the right contact.

*“We were immediately impressed with CAS PIA’s Internet access: our employees work from home and on the road, and now thanks to CAS PIA always have the latest information at their finger tips.”*

Thorsten Mühlberg, Six Sigma Deutschland GmbH



With the team calendar, you can manage your own and your colleague’s appointments, add rooms and resources, and recognize overlaps.

## What can CAS PIA offer your business?

- Professional contact management with customer history
- Active sales support for all acquisition phases
- Anytime access to up-to-date contacts
- Simple appointment planning and task assignment
- Quick correspondence with e-mails and letters
- Access to all data anytime, even using a mobile device
- Documents stored centrally and edited directly
- Targeted marketing campaigns
- Quick search results using the global search feature
- Reports and analyses generated at the touch of a button
- Intelligent groupware functions for effortless teamwork

## Keep track of things – with centrally stored documents

With CAS PIA all documents are centrally stored and can be accessed at all times: correspondence, offers, photos, presentations, and so on. And you can also create form letters quickly using Microsoft Word®. A sophisticated multilevel rights system ensures that employees have access to documents they need and are allowed to view. That is correspondence that runs smoothly.

## Satisfy your customers time and time again

Access data anywhere, work anywhere →



TASKS



PHONE CALLS



CAMPAIGNS



OPPORTUNITIES



REPORTS



RECYCLE BIN



SECURITY

# Access data anywhere, work anywhere

## Secure online access to data – at any time and from anywhere

Regardless of whether you are at the office, at home, in a hotel, or at the customer's, you will be able to access your data at any time and from anywhere. All you need is access to the Internet and your personal access data. Your information is stored in a high-security data center in Munich, Germany, under the strictest German data privacy regulations. And, if your computer does not have access to the Internet, you can also access CAS PIA using your mobile phone or your PDA.

## CAS PIA – a transparent, tailored and compact solution

No matter of whether you run a small company or work as a freelancer, CAS PIA meets your requirements right from the start and grows with your business. CAS PIA

- is a flexible compact solution that can be used immediately.
- meets the highest data security requirements.
- can be accessed via a laptop or handheld device at any time and from anywhere.
- allows you to create customized views.
- regulates access to data using a rights system.

## Multilevel security guaranteed

The security of your data plays an important role in all areas of CAS PIA. CAS PIA provides the upmost security:

- Our German hosting partner, InterNetX, guarantees maximum availability – encryption for data transmission meets the very high standards used in banks.
- The certified, maximum security data center in Munich, Germany, stores the data according to German security directives and data security regulations.
- The extensive rights system controls authorized access to the data.
- All changes made to a data record are logged in the change log.
- The Recycle bin stores deleted data records, and allows you to restore them if desired.

### Test CAS PIA for free and find out for yourself!

You can test CAS PIA for free and with no obligation to buy at [www.cas-pia.de](http://www.cas-pia.de). You can either take a virtual look at all the functions or try out CAS PIA yourself: with the guest access using demo data or with free-of-charge 30-day trial using your own data as desired.



## Software as a Service (SaaS) – What is it?

Software as a Service (SaaS) provides software over the Internet. This means you do not have to install, maintain or manage anything – SaaS is provided and managed by the manufacturer. You can start using the software straightaway and receive a low-cost complete solution over the Internet that you can pay for monthly.

## What are the benefits of SaaS?

- Web-based software – no installation necessary
- Simply launch your Web browser, log on and you're good to go
- Automatic updates at no additional cost
- Running, maintaining and updating the software is all done for you
- Immediately deployable application means lower costs
- Convenient access to information from any location ensures flexibility
- No risk because you only need to give one month's notice to quit
- Future proof through the use of the latest Web technology
- No need to buy extra hardware – SaaS allows you to focus on core areas of your business

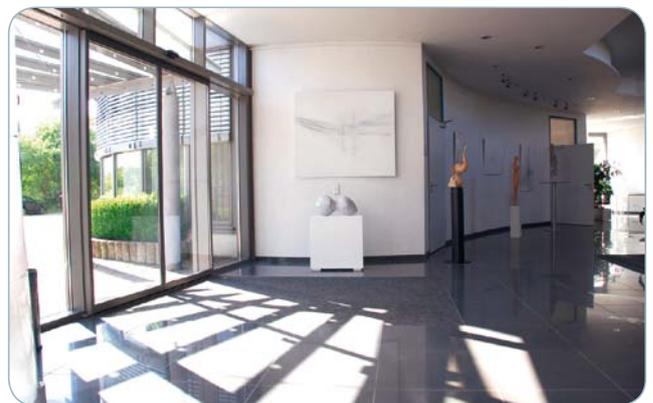
- No investment risk
- €19.90\* a month per user
- Only a one-month notice period
- Includes two gigabytes of memory
- Purchase more memory as and when required
- Version and service updates included

\* not including VAT

For more information  
visit → [www.cas-pia.de](http://www.cas-pia.de)

## CAS Software AG – Market leader with over 20 years of CRM experience

CAS PIA is a product from the German market leader in CRM solutions for small and medium-sized companies. Focusing on “success through customer excellence” we have been developing and selling CRM solutions from our base in Karlsruhe, Germany. With more than 150,000 users in 20 countries, over 20 years of experience in the CRM industry, and many awards to our name, we are well on track to becoming the European market leader.





[www.cas.de](http://www.cas.de)