



### Customer:



Addcom GmbH (A)  
www.addcom.at  
Industry: IT, Tele-communications,  
Multimedia

### Customer profile

Founded in 2009, AddCOM's objectives are to give SMEs the opportunity to apply new technologies to their communications and IT economically and efficiently. Key competencies include: telephony systems, voice over IP, Web design and unified communications.

### Products in use

- ▶ CAS PIA

## CAS PIA®

- ▶ **Cost-effective.** Attractive price-performance ratio
- ▶ **Simple.** SaaS – The only requirements: computer & browser
- ▶ **Flexible.** Access to all data anytime and anywhere
- ▶ **Secure.** No investment risks, professional data storage

## Fair prices and top performance are all part-and-parcel of our company philosophy

"CAS PIA matches our company philosophy exactly: 'Top service at fair prices'. The Cloud solution supports our lean company structure optimally with respect to customer communications and this is why we give it an A-grade for stability, security and flexibility."

Thomas Fessler, Managing Director



### Requirements

- ▶ Customer and contact management
- ▶ Appointment management
- ▶ Tasks and follow-ups
- ▶ Search and filter functions
- ▶ Customer dossier
- ▶ Document management and archive

### Benefits and Advantages

- ▶ Improved data quality
- ▶ Employees are kept well-informed
- ▶ Complete customer dossier which can be accessed anytime for authorized employees
- ▶ Effective document management
- ▶ Transparent appointment management
- ▶ Easy administration
- ▶ Customizable user settings

### Solution

When selecting new IT systems for ourselves, we carefully consider how we can optimize the price-performance ratio and how to best reduce overall costs – just as we would for our customers. The Web-based CRM solution, CAS PIA, helps us to increase the efficiency of our customer communications and to optimize our team work and all for an unparalleled price-performance ratio.



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