



Jose Ramon Gomez, AUSA VP Sales and Marketing, and D. Antonio Casals, Casals Offering Executive Chairman, have signed an agreement where AUSA purchases the products and services from Casals Offering (Casals RM) to design and implement an advanced CRM tailored to AUSA's needs and which will be fully integrated with AUSA's current ERP system. This agreement includes an initial stage of strategic consultancy for all of AUSA's corporate activity, analysis of its processes and proposed improvements, to finally implement, using Casals RM, a CRM system, customized to the most relevant requirements identified in the consultancy stage.

Introduction

Automóviles Utilitarios SA, AUSA, was founded in 1956 in Manresa, Spain. It is the largest maker of dump trucks, all-terrain wheel barrows and auto-mixers in the world. It is an international company headquartered in Spain. It has subsidiaries in France, UK, Germany, China and USA. It markets its products in over 60 countries and exports more than 35% of the machines it manufactures.

The AUSA product quality is certified with the international ISO 9001 and ISO 14001 standards. This means that we implemented a system which ensured quality in machine design, purchasing management, production systems and customer service.

The project and results

Jose Ramon Gomez, conscious of the need to prepare for the new challenge of growth with full guarantees of success, and convinced of the need to incorporate useful management tools for which to support this growth, while carrying out a review as to the adequacy of the current processes, chose the services of Casals Offering as the best partner for the construction of a future system, and so discarding other companies considered prestigious in the market.

A mixed project team, between AUSA and Casals Offering, was created and led by a partner from Casals Offering. Casals Offering's methodology considers this a key approach to project quality and ensures AUSA has the ability to take responsibility of much of the future maintenance and

evolution of the solution once implemented.

AUSA's main decision criteria for choosing Casals Offering was the value added by the experienced Partners and consultants of the Group. This is a clear differential in terms of vision and role as implementation partner provided by Casals Offering to AUSA.

"We have a 100% made-to-measure tool, not only for the commercial dept, but also for helping us in the global management of the company which is much more focused on the market and customer. Today, I do not know how we could manage this company before Casals RM "



José R. Gómez,
VP Sales & Marketing,
AUSA

Casals Offering is a business whose main activities are R&D and the commercialization of proprietary Management Software. It is a very flexible and web enabled platform with a comprehensive functionality, integrating innovative concepts both unique (such as Neuromarketing, eBusiness, 360 vision, Analytics and dashboards) and traditional (such as CRM and ERP). Casals Offering partners are the creators of the concepts "non-repetitive processes", "R analysis of the company" and "Relational Management - ARM", not just as standard methodology for business and technical consulting, but also as a particular technological solution of Casals Offering (Casals RM), which relates the binomial "front-office" (CRM, ERM, PRM, Contact Center Management, Incident, etc.) and "Back Office" (ERP, MRPII, Bank Management, Project Management, Contract Management, etc.) providing an innovative response to the "non-repetitive processes" that despite their strategic relevance are not addressed in the vast majority of companies worldwide.