



CAS Merlin
A SmartCompany of CAS Software AG

Seamless integration of CAS genesisWorld and Merlin CPQ

The combination of **Merlin CPQ** and **CAS genesisWorld** enables you to create an efficient sales process from the first contact to quote generation for complex products to closure. A self-developed standard interface is available for the seamless integration of the two CAS solutions. This interface allows for a consistent process and offers an automatic data exchange.

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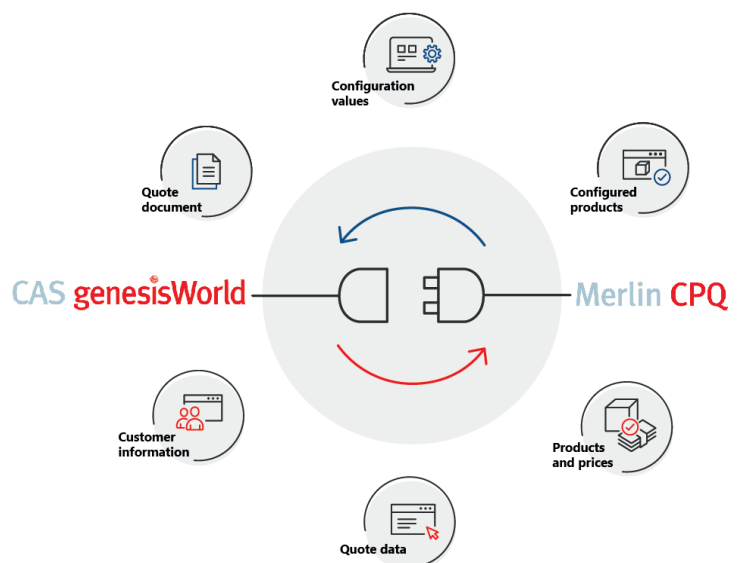
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Standard interface for consistent and automated processes

Merlin CPQ is highly integrated with CAS genesisWorld: you can access Merlin CPQ directly from within an opportunity. Customer information and quote data are transferred directly to the configuration in Merlin CPQ. The product items, including calculated prices, quote documents, and configuration files, are retransferred to the opportunity in CAS genesisWorld.

Furthermore, you can import product groups, products, and price lists from CAS genesisWorld to Merlin CPQ to model a configuration logic.



Benefits

- Automatic, bidirectional data transfer using standard interface
- Prevents redundancies in data storage and manual data transfers
- All data is always current
- Create custom-fit customer quotes across the entire Customer Lifecycle
- More time for extraordinary customer centricity
- Standard interface developed by the CPQ/CRM manufacturer with continuous updates