



B2B SALES & CUSTOMER SERVICE

3A Systems CRM Modular Business Platform

Customers, sales, communications and reporting in one system—
multilingual, multi-tenant, hosted in Germany.

Sales without a central platform costs time and revenue

Many B2B companies lose overview—not from lack of motivation, but from fragmented tools.

- ✓ Customer data scattered across Excel, email and notes
- ✓ Pipeline knowledge only in sales reps' heads
- ✓ Follow-ups get forgotten
- ✓ No unified customer history across the team
- ✓ Reporting is tedious and incomplete

Week	Month	Quarter	Year	Custom	Demo Company	2026	Demo Contact	Demo Contact	
Employee	Rows per page 25	Q Name, alternative name, referen		Show filters	< 1 2 3 ... 3348 >		1-25 of 83687		Refresh
ve	Email :	Phone :	Holding :	Type :	Status :	Created :	Active :	Owner :	
name	Email	Phone			All			All	
	Demo Company	demo@example.com	—	Demo Company	Active	18/11/2020, 19:24:40	inactive	Demo Contact	
	Demo Trading AG	demo@example.com	—	Demo Trading AG	Active	18/11/2020, 19:24:39	inactive	Demo Company	
ices	Demo Services Ltd	demo@example.com	+49 *** *****	Demo Services Ltd	Active	28/07/2023, 13:24:34	inactive	Demo Contact	
	Demo Holdings KG	demo@example.com	—	Demo Holdings KG	Active	29/01/2021, 15:07:38	inactive	Demo Company	
	Demo Company	demo@example.com	—	Demo Company	Active	03/11/2023, 10:46:12	active	Demo Contact	
	Demo Trading AG	demo@example.com	—	Demo Trading AG	Active	29/11/2024, 10:55:45	active	Demo Company	
ices	Demo Services Ltd	demo@example.com	+49 *** *****	Demo Services Ltd	Lead	27/01/2025, 14:51:15	active	Demo Contact	
	Demo Holdings KG	demo@example.com	—	Demo Holdings KG	Active	19/02/2024, 13:58:50	active	Demo Company	
	Demo Company	demo@example.com	+49 *** *****	Demo Company	Active	06/03/2024, 13:51:04	active	Demo Contact	

3A Systems CRM as your central platform

One system for the entire customer and sales process—from acquisition to analytics.

Customers

Central customer file with history

Contacts

Maintain contacts across the team

Sales

Manage pipeline and forecasts

Communications

Conversations in customer context

Tasks

Next steps on every deal

Reporting

KPIs for management

Administration

Modules, roles, configuration

Multilingual

UI for international teams

Tenants

Separate data spaces

3A Systems CRM Platform

Modular structure—more than contact management: an end-to-end sales and customer platform.

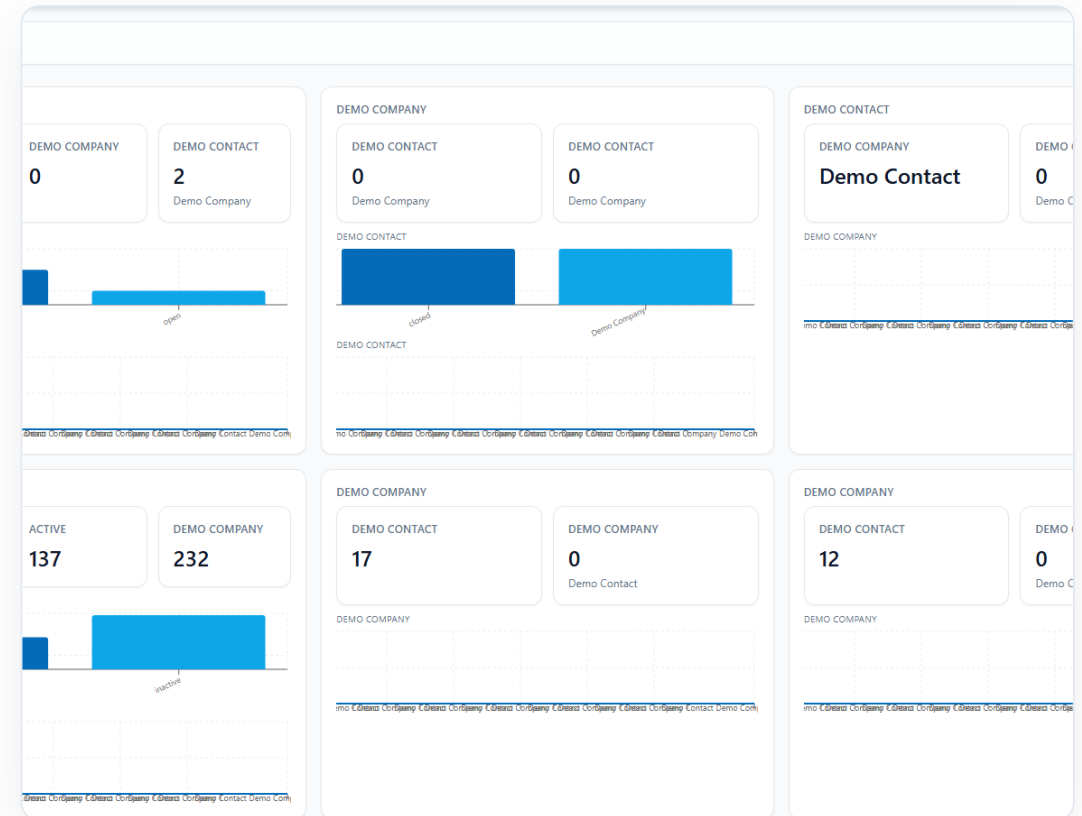
Dashboard

- └ Customers
- └ Contacts
- └ Communications
- └ Tasks
- └ Sales
- └ Reporting
- └ Administration
- └ Integrations

Why 3A Systems CRM?

Practical for mid-market B2B—without enterprise bloat.

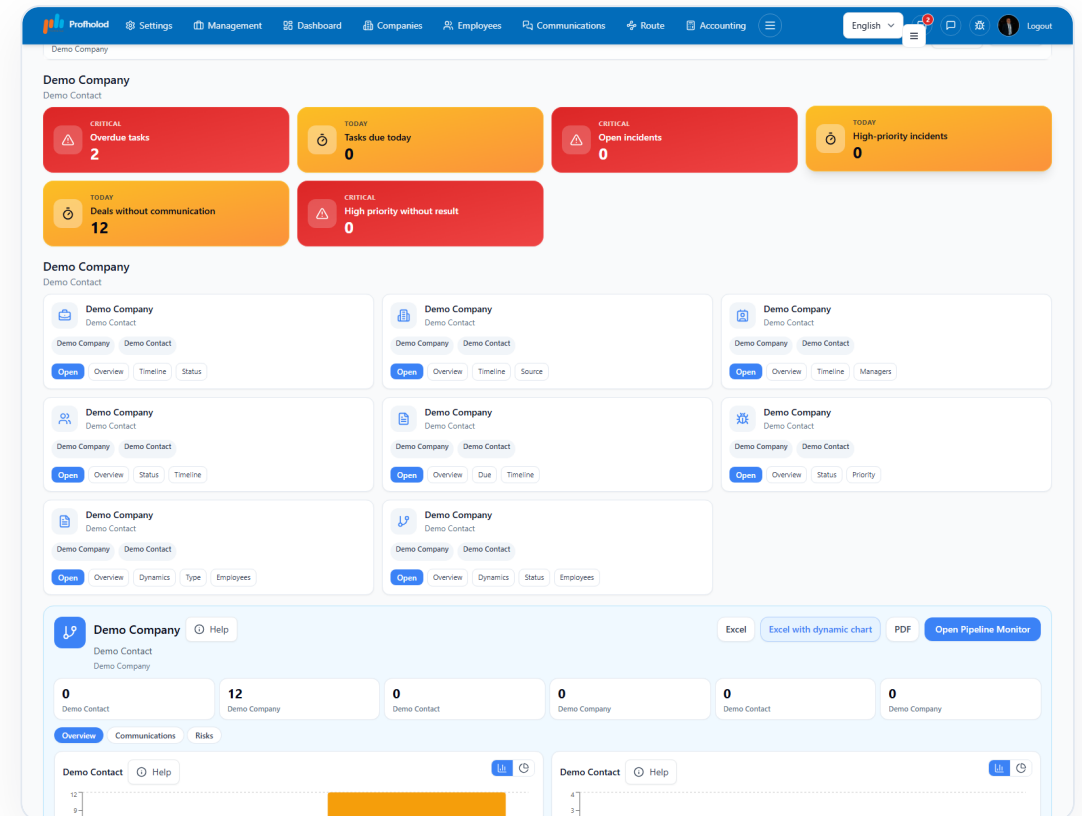
- ✓ Multilingual interface
- ✓ Multi-tenant capability
- ✓ Roles & permissions
- ✓ Hosting in Germany
- ✓ Modular platform
- ✓ Dedicated contact person
- ✓ No enterprise suite—focused on B2B sales



Why companies move to 3A Systems CRM

Clear structures instead of tool chaos—for leadership and operational teams.

- ✓ Customer data available centrally
- ✓ Fewer Excel lists
- ✓ Fewer media breaks
- ✓ Clear responsibilities
- ✓ Transparent processes
- ✓ Better analytics
- ✓ Scalable platform



Customer file and pipeline for the team

- ✓ Customer list with filters, status and owners
- ✓ Complete customer view with contacts and activities
- ✓ Sales pipeline with clear stages and forecasts
- ✓ Shared data foundation instead of Excel islands

[illegible]

Everything in customer context

- ✓ Communication history for the entire team
- ✓ Contact directory linked to customers
- ✓ Tasks and follow-ups never forgotten
- ✓ Traceable handovers between team members

Demo Contact
Today
Week
Month
Quarter
Year
Custom
Demo Company
2026
Demo Contact
Demo Contact

Demo Company

Communication
Communications with status, owner, ...
Demo Contact
Demo Company
Rows per page 25
Subject, customer, contact, sale...
Show filters
1
1-7 of 7
Refresh

When :	Subject :	Type :	Status :	Direction :	Process stage :	Goal :	Priority :	Critical :	Owner :	Customer :	Contact :	Sale :	Route :	Route approval :	Req app :
When	content Subject	All	All	All	All	All	All	All	All	Customer	Contact	Sale	Route	Route approval	Route as
Demo Contact Demo Company 04/06/2026, 13:39:06	Demo Company	Sample subject	Demo Contact	—	—	—	—	No	Demo Contact	Demo User	Demo Company	Demo Contact	—	—	—
Demo Company Demo Contact 04/06/2026, 12:58:09	Demo Trading AG	Sample subject	Demo Company	Demo Contact	—	—	—	No	Demo Company	Sample Owner	Demo Trading AG	—	—	—	—
Demo Contact Demo Company 15/05/2026, 11:50:44	Demo Services Ltd	Sample subject	Demo Contact	Demo Company	—	—	—	No	Demo Contact	Demo Manager	Demo Services Ltd	—	—	—	—
Demo Company Demo Contact	Demo Holdings	Sample	Demo	Demo	Demo	Demo	Demo	No	Demo	A. Demo	—	—	Demo	Demo	Der

Demo Contact
Today
Week
Month
Quarter
Year
Custom
Demo Company
2026
Demo Contact
Demo Contact

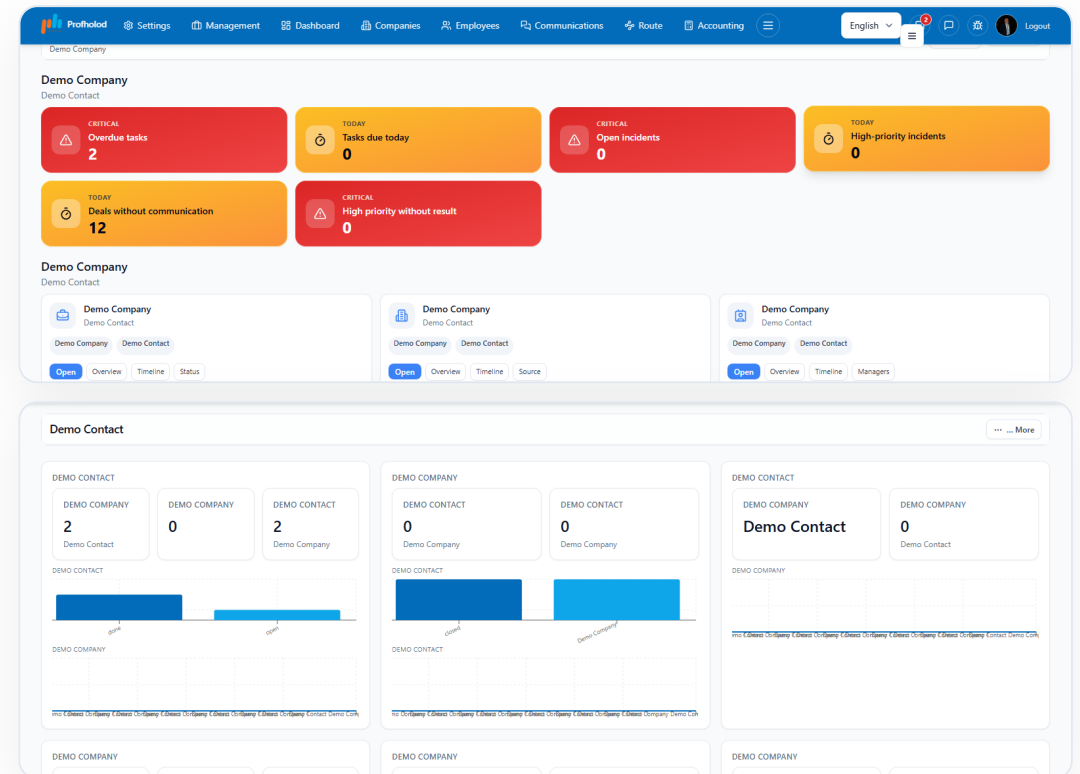
Demo Company

Contacts
All contacts with phone (E.164-rea...
Rows per page 25
Search name, customer, phone, ...
Show filters
1
1-17 of 17
Refresh
New contact
More

Name :	Customer :	Phone :	E.164 :	Email :	Job title :	Relationship / role :	Messengers :	Primary :	Created :	ACTIONS
Name	All	Phone	E.164	Email	Job title	Relationship	Messengers	All	Created	
C. Demo C. Demo	Demo Holdings KG	Demo Company	+49 *** *****	Demo Contact	demo@example.com	Demo Contact	Demo Contact	—	Demo Contact	👁️ 📧 📞 🗑️
Demo Contact Demo Contact	Demo Company	Demo Trading AG	+49 *** *****	Demo Company	demo@example.com	Demo Company	Demo Company	—	Demo Company	👁️ 📧 📞 🗑️
A. Sample A. Sample	Demo Trading AG	Demo Services Ltd	+49 *** *****	Demo Contact	demo@example.com	Demo Contact	Demo Contact	—	Demo Contact	👁️ 📧 📞 🗑️
B. Example B. Example	Demo Services Ltd	Demo Holdings KG	+49 *** *****	Demo Company	demo@example.com	Demo Company	—	—	Demo Company	👁️ 📧 📞 🗑️
C. Demo C. Demo	Demo Holdings KG	Demo Company	+49 *** *****	Demo Contact	demo@example.com	Demo Contact	Demo Contact	—	Demo Contact	👁️ 📧 📞 🗑️

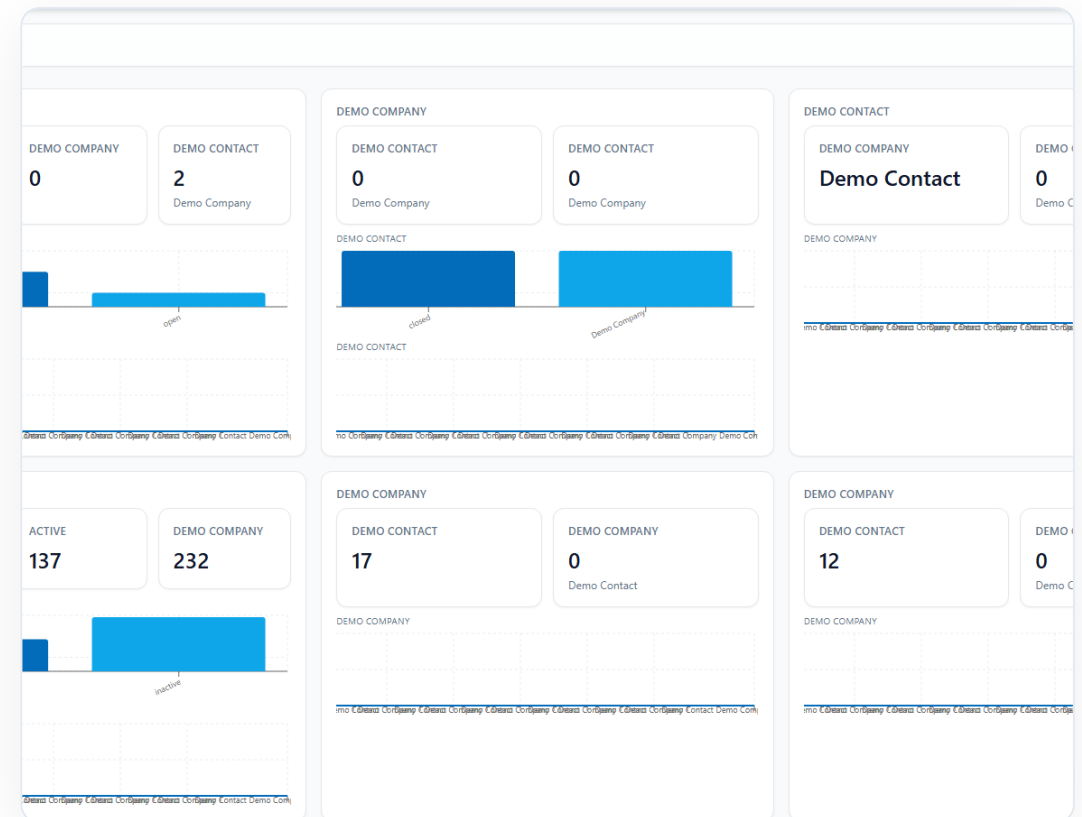
Reporting & control

- ✓ Dashboard with KPIs and sales overview
- ✓ Analytics for operational steering
- ✓ Trends and reports for leadership
- ✓ Decisions based on one data foundation



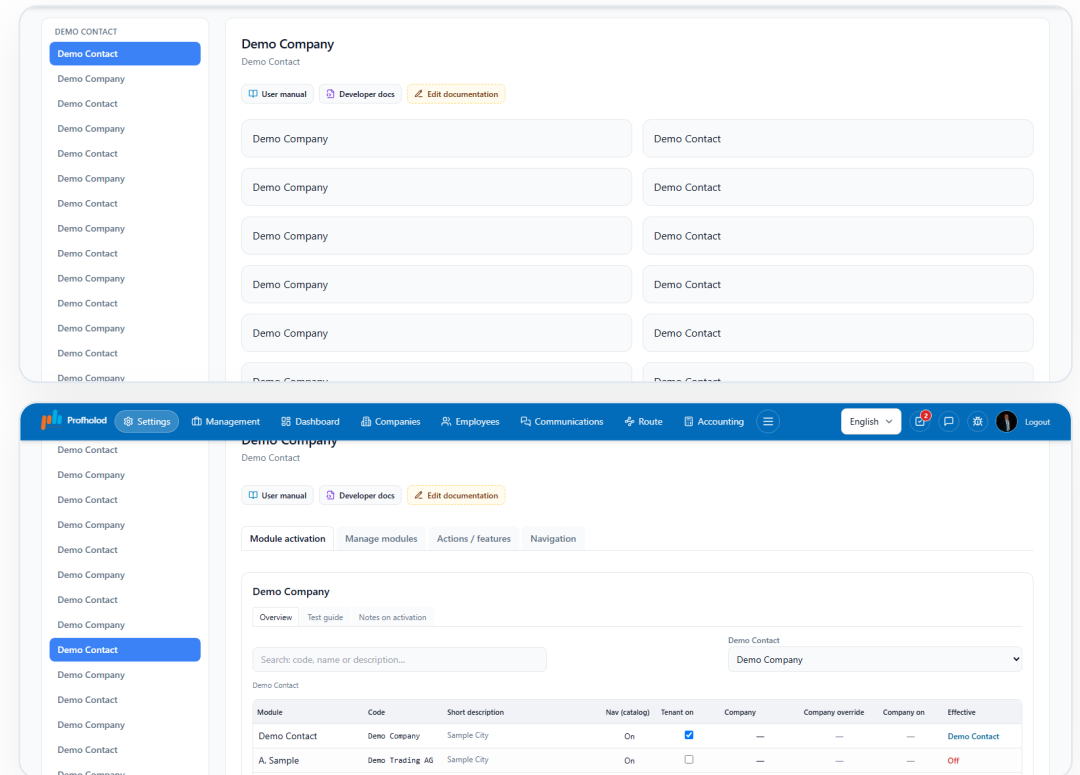
For executives & management

- ✓ Pipeline transparency at a glance
- ✓ Forecasts and sales overview
- ✓ Team activities traceable
- ✓ Dashboard as executive view
- ✓ KPI reporting for operational steering



Administration & roles

- ✓ Role and permission management per module
- ✓ Tenant and company structure
- ✓ Module management and configuration
- ✓ Translations, integrations, settings
- ✓ Hosting in Germany, privacy-compliant processes



The screenshot displays the 'Demo Company' configuration page in the 3A Systems Administration interface. The page is divided into a left sidebar with a list of 'Demo Contact' and 'Demo Company' entries, and a main content area. The main content area includes a 'Demo Company' header with links for 'User manual', 'Developer docs', and 'Edit documentation'. Below this, there are several input fields for 'Demo Company' and 'Demo Contact'. At the bottom, there is a 'Module activation' section with tabs for 'Manage modules', 'Actions / features', and 'Navigation'. The 'Manage modules' tab is active, showing a table of modules and their activation status.

Module	Code	Short description	Nav (catalog)	Tenant on	Company	Company override	Company on	Effective
Demo Contact	Demo Company	Sample City	On	☒	—	—	—	Demo Contact
A. Sample	Demo Trading AG	Sample City	On	☐	—	—	—	Off

Proven in practice

Companies in industry and energy use 3A Systems CRM in daily sales operations.



PANEX

3A Systems CRM for sales and customer management



Profholod

Manage communications and customer processes centrally



SolarOn

Sales and reporting for energy projects

Used in

Solar & energy

Industry

Refrigeration & HVAC

B2B sales

Available today—and in development

Available today

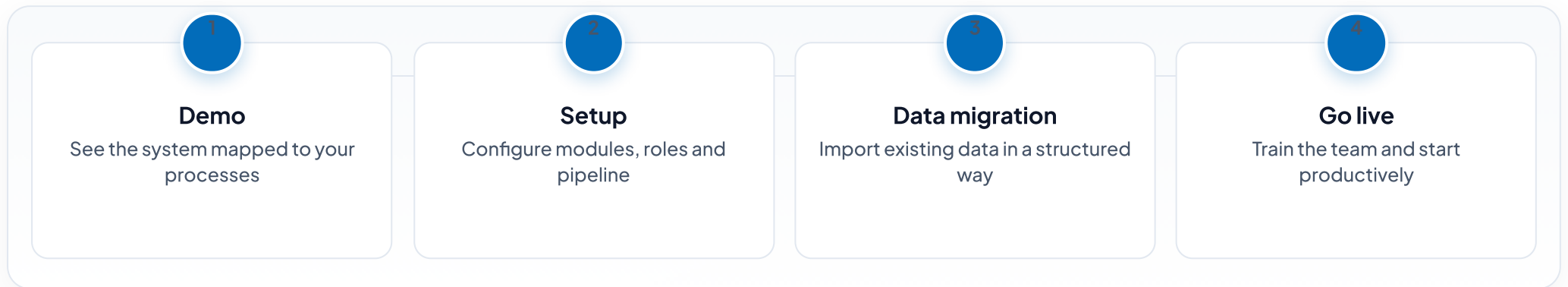
- ✓ Customers
- ✓ Contacts
- ✓ Communications
- ✓ Tasks
- ✓ Reporting
- ✓ Administration

In development

- Quotes
- Invoices
- Advanced automation
- More integrations

Productive in 4 steps

Structured, personally guided—without months-long IT projects.



Typical implementation: 2–6 weeks depending on project scope

NEXT STEP

Book a free CRM demo

Personal.

No obligation.

With real screens from the live system.

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Website 3a-systems.de



Book demo
3a-systems.de/en/book-demo/