Infor CRM Epiphany®

Be enterprising.

The way companies relate to customers is undergoing a fundamental transformation. This revolution is driven by many factors: increased consumer resistance to traditional marketing methods, the proliferation of communication channels, ever-changing legal constraints, and the recognition that the lifetime value of a customer is more important than short-term satisfaction.

In response, top customer-oriented companies are dramatically adjusting their sales, marketing, and service mix to take better advantage of less traditional—but ultimately more effective—customer interaction channels. As a result, these companies are able to deliver more timely and relevant messages and create stronger, longer-lasting, and more valuable customer relationships.

As a leading global provider of business-specific solutions to enterprising organizations, Infor™ is spearheading this transformation. We deliver integrated, cross-discipline offerings that address the essential challenges companies face across a broad range of business processes, including customer-facing ones.

Infor CRM Epiphany® is a market-leading solution that helps customer-oriented companies make the most of customer interactions and to improve their sales, marketing, and service operations to increase loyalty, enhance brand preference, and boost profitability.

(InfoR)™

be enterprising

Leverage experience.

Infor provides enterprise solutions with experience built in to more than 70,000 customers worldwide, proving that we have the experience and expertise to improve customer relationship management at the enterprise level. Customer-centric companies in communications, financial services, insurance, retail, hospitality, travel, leisure, manufacturing, and other industries rely on Infor CRM to maximize every customer interaction.

At the foundation of our CRM solutions and what makes Infor unique is our vision for the *continuous customer dialogue*. With Infor CRM, you can implement this vision to gain customer insight and respond to your customers based on that insight to deliver measurable business results. Your ability to maintain a *continuous customer dialogue* can be assessed with a few simple questions.

Do you have insight into the customer? Do you have the ability to respond to the needs of the customer based on that insight? Are you consistent in the way you market to, sell to, and service customers through all of your customer-facing channels?

Rather than pushing products, does your organization have enough insight about the customer to create offers based on the individual needs of those specific customers at the moment of interaction? Rather than relating to customers in a random, piecemeal fashion, does your company provide a consistent experience for every customer-initiated contact? Do you take advantage of this opportunity to understand the geographic, demographic, and psychographic characteristics of customers to build trust and strengthen their emotional ties to the company?

With Infor CRM, leading customer-oriented companies are able to see every customer interaction as an opportunity to retain a valued customer, increase revenue, build loyalty, and strengthen their brand. These enterprises look to Infor CRM to help them connect with customers, anticipate their needs, and deliver the products and services they want when they want them.

Get business specific.

Infor CRM enables you to optimize your customer interactions across multiple business units and channels. Whether your aim is to take better advantage of inbound marketing opportunities, conduct smarter outbound marketing campaigns, or increase the effectiveness of your sales and service operations, Infor CRM improves the entire process of managing customer relationships at the lowest total cost of ownership.

Infor CRM: Industry Success

Infor CRM is relevant to many types of business and delivers tangible, customer-centric results throughout the following industries.

Communications
In the competitive communications market, the profitability of multi-billion dollar investments depends on small advantages in customer acquisition costs, retention rates, and pricing premiums. Companies with more effective sales, marketing, and service processes often succeed at the expense of less customer-savvy rivals. Infor CRM helps maximize service provider profitability by highlighting the best up-sell and cross-sell offers during inbound and outbound interactions and optimizing customer decisions across multiple channels and product and service lines.

Financial Services

Mergers and acquisitions have transformed the financial services sector as growth-minded retail banks seek new efficiencies, new capabilities, and new customers. Today, the real challenges and opportunities lie in organic growth—maximizing the value of existing relationships. Financial services organizations are now concentrating on increasing products per household, share of wallet, and retention of their existing customers. Infor CRM helps them achieve their goals by enabling intelligent, event-driven customer interactions over all inbound and outbound customer touch points and all self-service systems, while decreasing the cost of service and improving operational efficiencies.

Hospitality

In the hospitality industry, your success rests on the quality of your service. Just meeting your customer's expectations in this tough 24x7 business is not enough. You must exceed guest expectations because if you don't, your competitors will. This puts pressure on you to constantly introduce new services. Infor CRM includes analytic capabilities and processes that help hospitality companies better understand guest behavior, build guest loyalty, make optimal sales suggestions, and create higher-impact marketing campaigns. The ability to create and leverage a single view of your guests across business units provides an important advantage.

Insurance

Insurance companies today are focused on improving relationships with policyholders, brokers, and agents to increase policies in force and grow share of wallet while at the same time reducing costs by streamlining internal operations. Infor CRM enables insurance companies to increase cross-sell effectiveness and reduce attrition for stronger, more profitable long-term customer relationships. Real-time analytics make it easy to recommend attractive offers during inbound interactions. Seamless integration with legacy systems and multiple customer channels provides a single customer service representative desktop for more cost-effective contact center operations.

Retail

The retail world is complex, with an ever-expanding set of stores, products, channels, formats, and geographies. Retailers face increasing service expectations from customers while at the same time competition and commoditization are making it more difficult to sustain

Infor CRM customers have realized results like:

> 48% increase in products per household

> 43.6% conversion rate, new products for new customers

> 46% conversion rate, new products sold in call centers

> 455% increase in total registered consumers

> 50%+ increase in total direct mail/email permissions

> 160% increase in total suppliers supported

> 15% increase in total brands supported

> 14% increase in revenue per partner

premium pricing and profit margins. Infor CRM delivers up-to-the-minute, event-driven intelligence to customer interactions so retailers can understand customer behavior and unlock the true potential of marketing campaigns, including permission-based outbound marketing ones, to increase customer loyalty and retention.

Travel and Leisure

The global travel and leisure industry is a dynamic market, with dramatic demand shifts. At the same time, new sales channels and low-cost competition continue to erode revenues and margins from even the most profitable performers. Infor CRM helps travel and leisure companies increase profitability through the use of analytics and processes that enable them to understand customer history and buying patterns, make optimal sales suggestions, and increase net income without replacing systems.

Manufacturing

Manufacturers in automotive, industrial equipment and machinery, high-tech and electronics, and other industries are focused on building new business and maximizing opportunities with existing customers. Infor CRM provides the real-time information they need to do this well. It automates everything from repeat orders to one-of-a-kind configuration, pricing, and quoting and improves quality by preventing information delays and minimizing risk and failure points. Seamless integration with both Infor ERP and legacy ERP applications reduces costs and improves operating efficiency. The result is greater customer satisfaction.

Infor CRM: Comprehensive Capabilities

From inbound and outbound marketing to sales and service, Infor CRM offers powerful, fully integrated solutions that cover all your needs.

Marketing

Inbound Marketing
Inbound Marketing serves as a powerful, real-time decision framework that helps companies manage customer-initiated interactions across multiple channels. With an eye toward driving incremental revenue and improving customer retention, the system recommends the next best action in the form of an up-sell, cross-sell, or retention offer. Analytics are used to automatically adapt a response to a real-time customer interaction based on how a customer's unique profile maps to the profiles in the model. The system then delivers the highest-impact offers at the moment of interaction across business units and channels—including websites, contact/call centers, IVRs, ATMs, and points of sale.

Outbound Marketing
Outbound Marketing is an integrated database marketing solution for planning, executing, and monitoring permission-based marketing campaigns. In addition to sophisticated database management that helps you turn insight into action, it offers superior campaign management capabilities that allow you to plan and execute outbound campaigns. Integrated OLAP and predictive analytics (including complete website response

analysis) enable you to evaluate customer information for profiling, forecasting, segmentation, and other purposes. Automated global business rules and system-wide opt-in/opt-out functionality help you reach customers and potential buyers while enforcing company marketing policies and regulatory compliance. When it's time to analyze results, Outbound Marketing offers built-in, closed-loop reporting that helps you understand multi-source campaign responses, improve targeting, and drive intelligence into subsequent campaigns. Overall, you're able to reduce campaign cycles, improve marketing efficiency, and build lasting customer relationships while respecting customer privacy and contact preferences.

Marketing Resource Management
This practical solution delivers the visibility into marketing activities you need to stay focused on strategy. At the same time, its marketing activity knowledgebase enables you to manage the full marketing operations lifecycle from planning to production to document management. Capabilities include budgeting, project/task management, workflow management, approvals, central calendar, and version control. These help you take charge of marketing budgets, improve collaboration between internal and external marketing teams, and dynamically manage documents. You'll gain a better understanding of marketing expenditures, align marketing programs with marketing strategy, and reduce waste and redundancy.

Sales

Sales

From developing leads to closing deals, Sales gives companies highly effective tools for coordinating sales efforts across the entire customer lifecycle. It pulls cross-organization customer intelligence into the sales process, helping sales reps become "trusted advisors" and make appropriate, targeted offers to customers. Sophisticated contact management capabilities deliver a complete picture of each customer, including previous interactions with the organization. Comprehensive lead routing and prioritization empower reps to plan calls and enter transactions quickly, while complete visibility into lead status allows sales reps and managers to keep track of opportunities, target the best deals, and forecast business. Additional features include mobile access and call scripting. With this solution in place, you're able to achieve higher sales success rates, deeper account penetration, and increased sales revenue, as well as higher solution adoption rates by your sales force.

Interactive Selling

This advanced, web-based system provides the key product, availability, and pricing information your direct salespeople and indirect channels need in order to sell effectively. It tells them what can be sold, when and where it can be sold, and at what price, and enables fast and accurate catalog searches. Its quoting, proposal, and document generation capabilities make it easy to provide accurate quotes faster and combine product information, sales literature, and other data into a single document, proposal, or RFP. Plus, its pricing engine allows for multidimensional pricing and discounting based on internal and external tables and rules.

Configuration

Configuration allows your reps, channel partners, and customers to configure products offline or via the web. Not only can they use guided selling to compose products and services from catalogs, they also can verify order-entry, find the right product to meet a certain requirement, generate proposals and documentation, create service agreements and installation guides, handle technical and legal require-ments, and more. And because Configuration features an intuitive and customizable, role-based user interface, as well as object-oriented configuration management and a powerful, constraint-based configuration engine, your entire operation will benefit from correct and complete information across the product lifecycle.

From inbound and outbound marketing to sales and service, Infor CRM offers powerful, fully integrated solutions that cover all your needs, strengthening customer retention and loyalty and providing greater customer lifetime value.

Service

From taking requests to resolving customer issues, Infor's Service solution helps today's highly personalized contact centers improve customer support effectiveness and accelerate customer response times while being sensitive to cost. An efficient, intuitive interface gives reps a unified view of customers across all existing systems and empowers them to shorten call times, resolve issues the first time around, and engage in seamless conversations with customers. Powerful, real-time analytics increase predictability by driving personalized, customer-focused processes and offers. Service enables your staff to turn customer interactions into revenue opportunities across emails, phone calls, and web inquiries, making it easy to stay on budget while ensuring consistent, effective treatment of customers, no matter how they contact your organization. With the ability to eliminate fragmented business processes, deliver consistently good customer service, and present customers with consistent messages, you experience improved customer loyalty, and your customer contact center becomes a central player in your enterprise's CRM strategy.

Service also enables you to provide exemplary, cost-effective, 24x7 service via the web. Customers who prefer to communicate in this fashion get fast, convenient access to consistent information and can pose questions, log problems, initiate service requests, and monitor their status online. The system incorporates a flexible, self-service web portal, as well as highly scalable email response management. With proper authorization, customers are able to access a product knowledge base for troubleshooting and diagnostic purposes, get answers to frequently asked questions, conduct "web chats" with service representatives, track service requests, and more. When customers can find critical answers themselves and receive useful replies that reflect an understanding of their individual requirements, you can be assured of smoother customer relations that result in increased revenue and reduced customer service costs.

See results now.

When you implement enterprise software, you expect value as quickly as possible. Long, drawn-out implementations that tie up your resources and have a negative impact on productivity simply aren't an option. Neither are expensive customizations to solutions that you thought were designed to meet the majority of your requirements.

Infor reduces implementation times and customizations because we deliver business-specific solutions with experience built in. You get the most out-of-the-box functionality available from any enterprise software vendor—developed, sold, implemented, and supported by domain experts whose skills and knowledge are unmatched in the industries we serve. These professionals have years of experience and a deep understanding of Infor solutions and their application to your business environment. And with Infor's proven, best-practice methodology guiding the process, you can rest assured your implementation will be smooth, fast, and accurate.

Couple all of the above with our highly competitive license fees and service costs, and you have a very compelling reason to choose Infor. We know what it takes to create a real-time environment for managing interactions with customers, synchronize sales efforts, and deliver more personalized and effective customer service.

Let Infor help your company generate a fast and sustainable return through:

- A single, informed view of the customer
- Self-learning analytics that provide true customer insight
- The ability to turn customer-initiated contacts into new opportunities
- Consistent customer service across multiple channels
- Greater contact center, sales, and service effectiveness
- A more streamlined quote-to-order process
- Strengthened customer retention and loyalty
- Greater customer lifetime value

Be open to an enterprising future.

When customer retention and brand loyalty issues impact your business, you must be able to adapt with speed and precision. That takes a technology infrastructure that allows you to add, change, upgrade, or modify your solutions as painlessly as possible.

Infor Open SOA (Service-Oriented Architecture) is Infor's commitment to solution interoperability, innovation, and evolution across all product lines so you can quickly align your systems to changing business requirements. It enables you to enrich your existing solutions with open SOA industry standards now, extend them to create end-to-end processes across different functional areas, and evolve to meet the future in a way that introduces new functionality and technology incrementally to preserve your investment and reduce risk and cost.

You gain business agility and IT flexibility without the high costs and disruption of a major re-implementation project or the need to adopt the proprietary technology of another software vendor. Infor gives you choice and control over the technologies you deploy, as well as the time frame you deploy them in, so you can eliminate redundancies and build the best long-term cost model for your business.

This is how we satisfy your need for business-specific solutions that deliver value today while incorporating deployment flexibility that lets you quickly add, subtract, and replace critical capabilities … and be more enterprising … tomorrow.

About Infor.

Infor delivers business-specific software to enterprising organizations. With experience built in, Infor's solutions enable businesses of all sizes to be more enterprising and adapt to the rapid changes of a global marketplace. With more than 70,000 customers, Infor is changing what businesses expect from an enterprise software provider. For additional information, visit www.infor.com.

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