



Find, win, and grow your customer relationships with Infor CRM Business.



INFOR CRM BUSINESS

Infor CRM Business is a full customer relationship management (CRM) suite with marketing, sales, and service capabilities that are fast, familiar, and flexible, to help businesses of all sizes find, win, and grow profitable customer relationships. Infor CRM Business works with familiar Microsoft® products to streamline processes across your entire business.

MARKETING: GENERATE DEMAND.

Provide your marketing professionals with data cleansing and segmentation tools, campaign management features, and insightful marketing analytics to increase the effectiveness of your marketing programs, generate demand, and better track key performance indicators. With Infor CRM Business, you'll have a holistic, comprehensive set of marketing capabilities so you can better understand your customers and target your resources to the areas of highest return.

SALES: CLOSE DEALS FAST.

Enable your salespeople to create a single view of your customer with tools that streamline and automate everyday sales processes to promote shorter sales cycles, higher close rates, and better customer retention. With Infor CRM Business, your sales professionals get fast access to customer data and history online or offline, so they can work smarter and spend more time selling. Wizard-driven communications tools help sales prospects and customers stay informed about new product and service offerings.

CUSTOMER SERVICE: DELIVER RESPONSIVE SERVICE.

Deliver customer information, case management, service history, and support knowledge to the desktops of your customer service personnel, giving them the tools to deliver consistent, efficient service that enhances customer loyalty and profitability. With Infor CRM Business, you get a comprehensive customer service solution that is familiar to your users and completely customizable to match your support process.

Keep on working.

With a familiar user interface, wizard-based tools, and close integration with Microsoft Office system productivity applications, you can achieve the best fit for your people.

- Get started quickly in a familiar Microsoft Office Outlook® environment designed to support fast user adoption and high utilization of your CRM system.
- Empower your users to create their own dashboards and personal workflows with wizard-based tools—eliminating their reliance on outside support.
- Provide role-tailored access to information and data both online and offline, giving your people access to only the information they want and need.



Click to customize.

Infor CRM Business provides choice and flexibility in how you customize your CRM application, so you can achieve the best fit for your business.

- Automate business processes to unify line-of-business systems with flexible, easy-to-use tools built on the Microsoft Windows® Workflow Foundation platform.
- Design your solution with easy to use point and click customization to quickly modify and extend CRM to work the way your business works.
- Align IT and business goals through a CRM system that meets both IT and business requirements, enabling fast deployments, low-effort iterative changes, and empowered business users.

All gain—no pain.

Built on reliable, industry-standard technology, Infor CRM Business is an adaptable and affordable CRM system that fits within your existing technology environment.

- Realize fast return with industry-standard technology built on a performance-enhanced architecture where you'll have fewer elements to deploy and maintain.
- Protect IT investments using flexible technology that is easy to upgrade, move, and extend into new business groups, geographies, and lines of business.
- Connect to other technologies with built-in integration between internal and external systems, helping to reduce your operational costs and provide fast access to functionality.

START WITH US.

Invest in Infor CRM Business today and know your future is bright. The integration Infor is building into your existing Infor ERP system will give you complete understanding of your customer. You'll benefit from the industry-specific functionality you always wanted, delivered from an integrated CRM solution. And as we advance both your Infor ERP and

Infor CRM Business solutions, we'll make sure it is done right—with you and your customers reaping the rewards. With Infor, your connections are in place and ready for future enhancements.

To learn more about the full suite of Infor CRM Business marketing, sales, and customer service capabilities, contact us at interaction.center@infor.com.

THERE IS A BETTER WAY.

At Infor, we work with a core belief. We believe in the customer. We believe that the customer is seeking a better, more collaborative relationship with its business software provider. And a new breed of business software: created for evolution, not revolution. Software that's simple to buy, easy to deploy and convenient to manage. Our 70,000 customers in more than 100 countries stand with us. We look forward to your sharing in the results of our belief. There is a better way. For additional information, visit www.infor.com.





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