

## Infor ERP Storefront

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### Do business better

With each passing year, online shoppers are demanding more. Regardless of whether your company is a manufacturer or distributor of products, your customers are expecting you to deliver more convenience, more information, and more services. Offering an attractive and complete online catalog may have carried the day a few years ago. But now your customers want a higher level of service, such as in-depth product information, advanced searching capabilities, personalization, easy order entry, and shipment tracking. And many companies must provide enhanced e-commerce services on a global basis, taking into account a variety of currency, tax, and cultural differences.

Enterprising distributors and manufacturers are responding to these marketplace challenges by implementing Infor™ ERP Storefront to enhance their e-commerce capabilities.

### Leverage experience.

Infor ERP Storefront provides a state-of-the-art web foundation designed to provide a world-class shopping experience on both B2C and B2B websites. Featuring a robust catalog with advanced searching, order entry, tracking, and account maintenance capabilities, Infor ERP Storefront delivers all the capabilities distributors and manufacturers need to automate their selling, servicing, and sourcing. The solution also has deep customer personalization features, such as custom shopping lists and wish lists, that help make users feel like your website is especially good at meeting their needs.



## Get business specific.

To help distributors and manufacturers keep pace with demands for more advanced e-commerce services, Infor has re-architected Infor ERP Storefront to improve performance, scalability, and customization. Customers can now scale components across several servers for better performance in environments with a high user count or high product count. The new version of Infor ERP Storefront has increased caching to minimize database access and an optimized data structure to improve performance and ensure data integrity. The application is Java-based and uses XML transactions, making maintenance, upgrades, and product customization less expensive.

Leveraging this enhanced ecommerce foundation, Infor ERP Storefront delivers a wide range of business-specific capabilities, including:

**Online Catalog.** Infor ERP Storefront enables you to efficiently create and offer a comprehensive product catalog. To assist in catalog creation, additional product metrics can be imported from your enterprise resource planning (ERP) solution. These metrics can be used to create categories in the Catalog Administration area of the application.

**Advanced Searching.** Infor ERP Storefront leverages award-winning Progress EasyAsk® search engine technology to improve the shopping experience. Customers can view search results by relevance, refine searches by category or product attributes, use breadcrumb navigation to keep track of their location on your website, and relax search parameters for a more intuitive search experience.

**Self Service.** The solution offers complete self-service capabilities that enable you to receive customer orders and help you reach customers anytime, anywhere.

**Additional Item Charges.** The solution displays extra charges, such as special handling, on the item detail screen and adds the extra charges to each customer's shopping cart.

**Shipment Tracking.** Shipment tracking provides complete order-to-door shipment tracking, helping you enhance your service levels and build trust with customers.

**Lists, Specials, and Markdowns.** Specials lists let you target specific items for markdown or promotion. Shopping lists let you customize content for individual users. Wish lists let users customize content for themselves.

**Enhanced Modification Framework.** The Enhanced Modification Framework provides standard extension points to make it easy to rewrite modifications from release to release. Modifications are written outside of standard code, allowing them to be "unhooked" from the old release and applied to the next release.



## See results now.

If it's feasible to offer your products online, you can be certain your customers will expect you to offer e-commerce capabilities. You can also count on your competitors to try to meet the growing demand for advanced e-commerce services. To remain competitive, distributors and manufacturers need to meet these customer demands and competitive threats with an advanced e-commerce solution. Infor ERP Storefront can help you offer world-class e-commerce services that turn browsers into shoppers who place orders. With Infor ERP Storefront, you can:

- < Increase revenue through expanded online sales
- < Enhance customer satisfaction by making it more convenient to do business with your company
- < Expand your e-commerce services without burdening your customer service staff.
- < Deliver a wide range of convenient services to supplement core ecommerce activity
- < Easily upgrade to new e-commerce capabilities as business needs dictate
- < More easily offer B2C and B2B services in multiple countries.

## About Infor.

Infor makes business software better by acquiring and improving proven, functionally rich software backed by domain experts. Infor makes it better through continuous innovation, faster implementation options, global enablement, and flexible buying options. In a few short years, Infor has become the third largest provider of business software. For additional information, visit [www.infor.com](http://www.infor.com).

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