



## Infor CRM

### More effective interactions lead to more revenue-generating transactions

Your customer relationships are essential to your success. Infor® CRM is an award-winning CRM solution that delivers a complete view of customer interactions across your sales, marketing, customer service, and support teams, so they can collaborate effectively and respond promptly and knowledgeably to sales opportunities and customer inquiries—both in the office and in the field.

Rich customer profiles and sales productivity tools in Infor CRM help users identify opportunities and streamline sales activities, while sales management tools, analytics, and proactive alerts drive accurate forecasting, informed decision making, and effective team and territory management. Best-practice process automation in Infor CRM accelerates your strategic advantage by recommending and performing winning actions that drive results.

Integrated marketing and customer service ensures calibration across teams in the business of acquiring new customers and delivering an exceptional customer experience.

### Empower your mobile workforce

Infor CRM Mobile extends rich CRM functionality to smartphones and tablets, giving your mobile workforce a strong competitive advantage that helps drive productivity and increase revenue. Customizable, secure, and easy to use, Infor CRM Mobile features an attractive, task-oriented user interface designed to put the most relevant customer information at users' fingertips and enable them to perform key actions quickly—online and offline.

**Designed to deliver cost-effective, purpose-built solutions for the mobile world, Infor CRM is available in the cloud, on-premise, and via mobile.**

Interaction with native device features such as mapping, dialing, and email further streamlines the mobile user experience. Infor CRM Mobile updates automatically over-the-air and is included at no additional charge for Infor CRM users. A mobile-only Infor CRM license option is also available at a reduced cost.

### Make informed business decisions and shape strategic priorities based on actionable insights

Analyze data and assess key performance indicators from across your organization to gain a deeper understanding of business and team performance and make strategic decisions that positively impact your bottom line. Infor CRM offers a portfolio of reporting and analytics tools to meet user and company requirements at all levels of sophistication. From basic lookup, group, and reporting capabilities, to interactive dashboards, timeline visualizations, and custom reports, Infor CRM delivers powerful solutions to increase individual effectiveness and maximize organizational and customer intelligence.

Bring your CRM data to life and maximize your investment with Infor CRM Advanced Analytics, a powerful, yet easy to learn and use interactive analytics solution that includes pre-built, integrated dashboards that span all CRM functions and can include CRM-related data from external sources. With Infor CRM Advanced Analytics, users at every level of your organization can easily assess productivity, analyze trends, and identify the drivers of and barriers to success—empowering them with the insights needed to focus attention and resources on the most profitable business activities.

## The CRM platform of choice for cost-effective, purpose-built solutions

Infor CRM is a state-of-the-art technology platform that empowers you to maximize the value of your most important corporate asset—your customer data. Exceptional usability and flexible configuration capabilities enable rich, personalized user experiences, helping ensure adoption and user productivity. Advanced customization capabilities accommodate even the most unique user, team, company, and industry requirements. With robust integration, sophisticated security, advanced process automation, and flexible deployment options, Infor CRM is the platform of choice for companies seeking to build cost-effective, purpose-built desktop and mobile applications that support the unique ways you do business, now and into the future.

Rely on Infor CRM as the hub of your commercial operations by creating rich customer profiles built by capturing information and interactions from across your organization and from external sources.

Integration with business management applications, desktop productivity tools, emarketing, and social media empowers everyone in your organization to work together, efficiently, in the business of building profitable customer relationships.

### With Infor CRM, you get:

- Robust tools help drive new business and deliver an exceptional customer experience
- Rich functionality on smartphones and tablets
- Actionable insights to enable informed decision making and strategic prioritization
- A state-of-the-art technology platform for cost-effective, purpose-built solutions
- Unparalleled flexibility and control in how you deploy, use, and pay for a powerful CRM solution

## Your CRM solution should support the way you do business

Infor CRM is CRM without compromise, offering unparalleled flexibility and control in how you deploy, use, and pay for a powerful CRM solution. Multiple deployment options—including cloud, on-premise, hybrid, and mobile—accommodate your IT profile and business objectives. Flexible license and payment options support your financial preferences. Buy, finance, or subscribe, while maintaining full ownership and control of your data. Select from and mix multiple license types—including named, concurrent, flex, and mobile-only—to lower TCO and align requirements with differing user profiles.

With Infor CRM you get:

- **CRM for the mobile world**—For the millions whose jobs take them away from the office, Infor CRM has a rich mobile legacy. It's the platform of choice for purpose-built applications for the mobile workforce.
- **Better interactions**—Intelligent collaboration and best practice automation across sales, marketing, and service help drive revenue and delivery of an exceptional customer experience.
- **Ultimate flexibility**—Infor CRM offers unparalleled flexibility and control in how you deploy, use, and pay for this powerful CRM platform.



641 Avenue of the Americas  
New York, NY 10011  
800-260-2640  
infor.com

## About Infor

Infor is fundamentally changing the way information is published and consumed in the enterprise, helping 70,000 customers in more than 200 countries and territories improve operations, drive growth, and quickly adapt to changes in business demands. To learn more about Infor, please visit [www.infor.com](http://www.infor.com).

Copyright© 2014 Infor. All rights reserved. The word and design marks set forth herein are trademarks and/or registered trademarks of Infor and/or related affiliates and subsidiaries. All other trademarks listed herein are the property of their respective owners. This document is provided for informational purposes only and does not constitute a commitment to you in any way. The information, products and services described herein are subject to change at any time without notice. [www.infor.com](http://www.infor.com).

INF-1447589-EN-US-0814-1