

Infor Customer-First

PRODUCT STRATEGY

white paper



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INTRODUCTION

To serve the needs of its 70,000 customers worldwide, Infor has a customer-first philosophy anchored on a powerful combination of people, products and processes. Infor domain experts understand the needs of customers and Infor's extensive portfolio of products enable these experts to deliver the solutions and business value that customers need. Infor's streamlined processes ensure that this value is delivered in ways that are easy for customers to leverage.

The Infor Customer-First Product Strategy is a comprehensive approach based on three key objectives: Enriching the value of our customers' current investment in Infor solutions, extending their core ERP applications with best-in-class extended solutions and evolving the Infor product line to produce next-generation solutions.

COMPREHENSIVE APPROACH TO ENRICH, EXTEND AND EVOLVE

Enrich: Infor is committed to increasing the value of the investment customers have made in its solutions. This commitment to protecting and advancing our customers' interests takes many forms. We are dedicated to enhancing the capabilities of all major product lines and, in addition, we complement this ongoing product enhancement with programs to support and maintain every Infor product as long as there is customer demand. As a result, every major Infor product line is included in a program of support, maintenance and advancement. For products with a small customer base or narrow focus, there is a self-contained Infor business unit comprised of product experts with multiple responsibilities who serve the overall needs of that product and its customers.

Extend: Fast-paced change in business is a fact of life and Infor helps customers keep up with this constant pressure by working with them to extend their current Infor implementation. In every industry, from automotive to high tech electronics to industrial equipment and machinery, and in every geography, there are multiple forces driving companies to reduce costs, increase business velocity and better respond to customer demand. Infor experts leverage their product and industry knowledge, working side-by-side with customers to understand how their business is changing and how they can continue to extend their Infor implementation to drive improved business results. In many situations, the solution is to leverage additional products from the comprehensive Infor portfolio. For example, a company facing shifts in manufacturing and distribution can efficiently add a warehouse management solution to its existing Infor enterprise resource planning (ERP) implementation. Infor's broad range of integrated, best-in-class solutions includes supply chain planning, warehouse management, business intelligence, supplier collaboration, product lifecycle management, asset management and other essentials for the progressive business.

Evolvement: Our customers want evolutionary, not revolutionary change. That is why Infor is continually evolving its product line to develop breakthrough new solutions that customers need to stay competitive over the long-term. We start by listening to customers and analyzing overall marketplace and technology trends and then we leverage our extensive resources to invest in the development of innovative, next-generation solutions.

Infor product evolution is both a high priority and collaborative effort. It's a high priority because we know that in order to help customers effectively address the challenges of today we must develop the breakthrough products they will need tomorrow. It's a collaborative effort because we know that the only way to truly understand how to innovate on behalf of customers is to work closely with them at every step, understanding the specifics of their challenges and working with them to identify the new software capabilities that best serve their needs.

INFOR OPEN SOA

At the core of Infor's enrich, extend and evolve product strategy is Infor Open SOA, the company's customer-driven service-oriented architecture (SOA) strategy. SOA is redefining the way software is used to achieve faster and greater business value and Infor Open SOA is helping businesses of all sizes derive SOA benefit by balancing the needs of today and the future. To protect customers' near-term and long-term interests, Infor Open SOA is based on four fundamental principles:

- **Give Customers Choice:** Infor Open SOA enables companies to control how and when they introduce new, more modern business systems and technologies.
- **Embrace and Empower IT Diversity:** Infor Open SOA has been developed so customers can get the benefit of SOA while maintaining the coexistence of their IT assets, regardless of how diverse they are.
- **Promote Open Standards and Vendor Neutrality:** Infor Open SOA is independent of platform and transport protocols, and embraces semantic messaging standards so customers have increased flexibility and have greater opportunities to reuse existing software.
- **Make SOA Enablement a Part of Everything We Do:** Infor Open SOA is a pervasive and invisible capability that is being incorporated throughout the company's product portfolio, providing the blueprint for delivering next-generation business value from every new product development initiative.

SUMMARY

The Infor Customer-First Product Strategy has been developed with an understanding that the definition of success for any company's investment in enterprise software is getting the quickest and best possible return on their investment. That is why we've developed a comprehensive strategy that serves our customers' near-term needs to enrich and extend the value of their existing software solutions as well as their long-term needs to evolve their software implementation with high-value next-generation solutions.

In today's fiercely competitive environment, it is critical that the software solutions you choose support your changing business requirements. Whether implementing the latest breakthrough solution or ensuring maximum value from solutions already in place, Infor is committed to working with customers to put their interests first. We think it's good for business -- yours and ours.

About Infor

Infor delivers fully integrated enterprise solutions for a wide range of industries, as well as best-in-class, stand-alone products that address the essential challenges its customers face in areas such as enterprise resource planning, supply chain planning and execution, customer and supplier relationship management, asset management, product lifecycle management, financial and performance management as well as business intelligence solutions. With 8,100 employees, Infor provides enterprise solutions to more than 70,000 customers and has offices in over 100 countries. For additional information, visit www.infor.com.



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