



## Customer Relationship Management



Manage databases, call center, campaigns, sales forces, contact logs, help desks, projects, proposals and services with access anywhere, anytime.

Gather all dispersed customer information into one secure location for real-time access and action.

### Real-time consolidated customer visibility. Anywhere, anytime.

A business adviser once observed, "The day you win your customer is the day you begin to lose him." He wisely understood that all the positive steps we take to help our customers are simply what the customer expects; the things that go wrong are what begin to damage the relationship. Customer relationships, therefore, must be managed so that a manufacturer continuously meets or exceeds expectations, anticipates and responds to change, and maximizes the opportunities presented by each customer's needs.

Infor Customer Relationship Management (CRM) solutions, part of our Discrete Manufacturing Essentials, produce the real-time information you need to grow your customer base, retain customers and find additional business opportunities with current customers.

Infor CRM solutions enable manufacturers to manage the full spectrum of customer contact and relationship development, including marketing databases, call centers, campaigns, sales-force automation, contact logs, projects, proposals, help desks and services. Infor CRM solutions are accessible anywhere, anytime on a variety of devices with Web-based technology and access through a password-protected portal. Support of international collaboration for customers and sites across the world provides consolidated global visibility.

A key distinguishing factor about Infor CRM solutions is the direct integration with other enterprise solutions. In this way, data for each customer is available in real time to the broad range of those in your organization who rely on this information. Each customer's complete history—from initial sales prospect contact to lifetime delivery and pricing information—is always ready for review and always current up to the second.

### Automation and integration for accuracy and timeliness

Infor CRM is particularly strong in its ability to automate sales-force functions. It collects previously dispersed customer information, such as lead forms, spreadsheets, quotes and prospect communications, gathering them into a central, secured location that every member of the sales staff can access, augment and manage from anywhere in the world. Prospect information captured during the sales process can be integrated quickly when prospects become active customers.

Real-time functionality for Infor CRM solutions incorporates collaboration and communication capabilities. Automation of sales-order entry and other types of e-commerce functions minimizes human error for capturing customer requirements and orders. CRM functions assure accurate and prompt communications with your customers, thereby enhancing your customer relationships by eliminating common sources of customer issues and disputes.

# | discrete manufacturing

**INFOR** takes pride in the 20 years of experience in Customer Relationship Management solutions. Using our deep base of industry knowledge and proven communications and planning applications, we help suppliers and manufacturers achieve their business goals.

We are passionately focused on providing comprehensive solutions that meet the unique challenges of the discrete manufacturing industry on a global scale. Our solutions are comprehensive, open and modular, giving you the optimal choices to meet today's challenges and leverage tomorrow's opportunities.

## Global visibility and scalability

In addition to operating locally, Infor CRM solutions scale transparently for international operations, helping you identify and target customer needs, automate repetitive orders, conduct comprehensive promotions, and open new markets with programs based on real-time information.

With the online communications built into Infor Customer Relationship Management, contact and activity management are simplified; and you gain a complete picture of all customer touch points to manage them more effectively and to gain full value from your customer relationships.



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