Infor CRM

Improve customer relationships

Your customer relationships are essential to your success. Whether you're identifying new leads or staying current with existing customers, you need a complete view of customer interactions across your sales, marketing, customer service, and support teams. With these insights, your teams can collaborate more effectively and respond promptly and knowledgably to sales opportunities and customer inquiries—both in the office and in the field.

Drive winning results

To succeed in today's highly competitive landscape, you need actionable insights to drive your decision-making and shape your strategic priorities. At the same time, better customer data can improve all facets of your business—from your integrated marketing efforts to the workflows of your customer service teams.

With the rich customer profiles and sales productivity tools in Infor® CRM, you can help your users to identify opportunities and streamline sales activities, while sales management tools, analytics, and proactive alerts can help you drive accurate forecasting, informed decision making, and effective team and territory management. Infor CRM also gives you best practices for process automation, so you can act on the recommendations and winning actions that drive results.

With Infor CRM, you can create excellent customer experiences whether you're working in the cloud, on-premise, or on a mobile device.

Build a powerful experience

Infor CRM is an award-winning, state-of-the-art technology platform that empowers you to maximize the value of your most important corporate asset—your customer data. Infor CRM's exceptional usability and flexible configuration capabilities enable rich, personalized user experiences, helping ensure adoption and productivity.

Create rich customer profiles

You can 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. Rich integration with business management applications, desktop productivity tools, e-marketing, and social media empowers everyone in your organization to work together, efficiently, in the business of building profitable customer relationships.

Advanced customization capabilities accommodate even your most unique users, teams, companies, and industry requirements. With robust integration, sophisticated security, advanced process automation, and flexible deployment options, Infor CRM can help you build cost-effective, purpose-built desktop and mobile applications. And, with the social collaboration capabilities, notifications, and alerts available to you with Infor Ming.le™, you can work in real-time with other members of your team—whether you're in the office or on the road.

Empower your mobile workforce

Infor CRM Mobile extends rich CRM functionality to smartphones and tablets, giving your mobile workforce a strong competitive advantage that can help drive productivity and increase revenue. You also benefit from the new SoHo update—a consumer-grade interface that helps users to complete tasks with speed and efficiency, boosting productivity and confidence. In addition, you can prep for your day with our on-demand briefcase model of Infor CRM that gives you offline mobile access.

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 your fingertips, so you can perform key actions quickly—online and offline. You also get interaction with native device features such as mapping, dialing, and email. 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.

Experience complete connectivity

Infor CRM delivers back office integration with multiple ERP systems via Infor ION™, Infor's Intelligent Open Network, a purpose-built middleware solution that delivers a simple but powerful and scalable framework that allows organizations to experience software without borders. The result is enterprise-wide visibility in a single management and modeling environment, plus a unified platform for social, mobile, and cloud. With Infor ION you can connect Infor CRM to your ERP of choice on a "plug and play" basis—so you can view all of your data across all of your systems. You get complete connectivity whether you're operating in the cloud, on-premise, or in a hybrid environment

Shape your strategic priorities

With Infor CRM, you can 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.

Bring your data to life

Infor CRM's portfolio of reporting and analytics tools can help you 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 that can help you to increase individual effectiveness and maximize organizational and customer intelligence.

Bring your CRM data to life 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. Infor CRM Advanced Analytics is an optional module to further extend and maximize your investment with Infor CRM.

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 hey need to focus their attention and resources on the most profitable business activities.

Maintain full control of your data

Infor CRM offers unparalleled flexibility and control in how you deploy, use, and pay for a powerful CRM solution. You can choose from a variety of deployment options—including cloud, on-premise, hybrid, and mobile—to meet your IT and business objectives. Meanwhile, flexible license and payment options support your financial preferences. With Infor CRM, you can buy, finance, or subscribe, while maintaining full ownership and control of your data. Best of all, you can select from and mix multiple license types—including named, concurrent, and mobile-only—to lower your TCO and align your requirements with differing user profiles.

Stay connected wherever you are

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 legacy of delivering purpose-built applications for the mobile workforce on the road.

- **Better interactions**—Intelligent collaboration and best practice automation across sales, marketing, and service can help drive revenue and deliver exceptional customer experience.

- **Ultimate flexibility**—Infor CRM offers unparalleled flexibility in how you deploy, use, and pay for this powerful CRM platform.

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