



Inforce

Do business better.

As a successful business executive, you know that even the best can get better. That's the philosophy Infor™ uses behind Inforce, a powerful combination of Salesforce, the world's leading sales application, and Infor's portfolio of ERP applications. Inforce makes it easy to share real-time data between ERP and CRM, so your sales teams have up-to-the-minute information about the status of their customers' orders, shipments, invoices, and payments. With a greater understanding of each account, your sales and service teams take a more consultative approach to qualify better, run more credible sales cycles, and lower your total cost of sales.

Span the customer life cycle.

The life cycle of marketing, sales, fulfillment, and service spans traditional ERP and CRM solutions. With Inforce, your ERP applications can leverage a deeply integrated, market-leading CRM solution—Salesforce—in a way that truly makes sense for your business.

Your marketing, sales, and service teams get ERP-managed information and processes—including comprehensive customer and product information—managed and stored in ERP. Your order fulfillment operations group gets accurate sales forecasts. And your product development team gets immediate feedback from prospects and customers about products and services—and how you stack up against the competition.

Integrating CRM and ERP provides clear visibility into all your customer relationships.

Create a more responsive enterprise.

Inforce is an Infor ION technology-enabled solution that gives you a 360-degree view of your customers. By connecting your front-and back-office systems with ION technology, the same middleware framework that seamlessly integrates other strategic solutions with Infor ERP, Inforce lets you share customer-centric information and processes between CRM and ERP.

Through Infor's unique partnership with salesforce.com, we have developed new functionality, fields, and screens specifically for Infor ERP customers. With Inforce you can:

- Accelerate your CRM implementation by leveraging existing ERP information.
- Bring ERP and CRM together to create a more responsive and effective enterprise.
- Put real-time ERP information in the hands of your salespeople.

You can also provide customer-facing personnel with a complete customer profile that includes ERP-managed customer information, such as:

- Customer and contact information
- Customer logistics such as ship-to, bill-to, and pay-from addresses
- Detailed customer transactions including quotes, orders, shipments, invoices, payables, and returns

ION technology facilitates two-way communication between ERP and Salesforce, so that relevant customer data entered in ERP automatically updates Salesforce, and vice versa.

Become a social enterprise.

With Inforce, you can extend ERP and CRM data to your enterprise via Salesforce Chatter, your own private employee social network. Chatter makes it easy for everyone in your organization to quickly discover resources, connect with people and content, and collaborate on business process in real time. When customer data is updated, a big deal is closed, or a support issue is escalated, you can be instantly and automatically notified via Chatter. You're never out of the loop.

Chatter makes it easy to share relevant customer data with anyone in your organization, even those that don't use your ERP and CRM solutions. You can even choose to invite partners and customers into a private Chatter group,

sharing only information relevant to their roles. With Chatter, business collaboration comes naturally. You make smarter, faster decisions, and watch productivity soar.

See results now.

With Inforce, you begin to see results almost immediately.

You can:

- More accurately describe the relationship you have with your customers.
- Simplify the tracking of business activities and interactions with your customers.
- Support customer-centric business processes.
- Allow use of the Social Enterprise™ and extend the solution onto mobile devices including smartphones, tablets, and laptops.

Through our partnership with salesforce.com, Infor manages the entire CRM and ERP relationship for your enterprise, from initial discussion through successful implementation and ongoing support. We make it easy for you to realize the benefits of integrated ERP and CRM today.

*The content of this document is subject to change without notice.



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About Infor

Infor is fundamentally changing the way information is published and consumed in the enterprise, helping 70,000 customers in 194 countries improve operations, drive growth, and quickly adapt to changes in business demands. To learn more about Infor, please visit www.infor.com.

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