



# Infor CRM for industrial manufacturing

With tight product margins and slow market recovery, today's industrial manufacturers are struggling to achieve long-range profitability and substantial growth. At the same time, the entire customer–manufacturer relationship is changing quickly. Omni-channel shopping, social media, online product configuration tools, and customer portals are redefining the business technology landscape. Infor® CRM for industrial manufacturing gives you the CRM technology tools you need to become a trusted advisor, make product recommendations, and collaborate on new product innovations.

## Redefine customer-centricity

Customer-centricity is more than a friendly voice answering the phone. Today, customer-centricity means acting as a trusted advisor to your customers. This is especially true for manufacturers of industrial machinery and equipment, where customers may have questions about repair vs. replace, when to upgrade a product, or how to achieve optimal performance from a product. With robust integration, sophisticated security, advanced process automation, and flexible deployment options, Infor CRM for industrial manufacturing is the platform of choice for manufacturers seeking to build cost-effective, purpose-built desktop and mobile applications that support the unique ways you do business, now and into the future, so you can become that trusted advisor.

With Infor CRM for industrial manufacturing, your account managers, field service technicians, and call center agents can access detailed information about your customer's current products, past history, service history, and proposals on the table for future investments. This visibility allows your personnel to provide well-informed guidance that your customers can trust. Infor CRM for industrial manufacturing also includes Infor Ming.le™, our social business application that can help you to facilitate this collaborative relationship where key customers engage with designers to solve their pains.

## Harness the power of customer data

As the Industrial Internet of Things (IoT) grows in importance to manufacturers, the ability to collect customer data and the extended supply chain will also increase in importance. The customer relationship will become a critical source of data about the product lifecycle, the use-case situations and buying triggers. Infor CRM can help you take advantage of the Internet of Things and manage this critical bond—and source of field data. Access to buying trends and predictive analytics can also help manufacturing managers who are forecasting sales, planning resources (including labor), and creating inventory strategies. An outdated, disparate or homegrown CRM solution is not likely to be able to provide the depth of customer account details needed to fully optimize these business intelligence capabilities.

Infor CRM for industrial manufacturers is a state-of-the-art technology platform that empowers your users to maximize the value of your most important corporate asset—your customer data. Exceptional usability and flexible configuration capabilities help you forge rich, personalized user experiences, helping ensure adoption and user productivity. Advanced customization capabilities accommodate even the most unique user, team, manufacturing operation, or fabricating shop.

Best of all, Infor CRM offers unparalleled flexibility and control into how you deploy, use, and pay for this powerful CRM solution. Multiple deployment options—including cloud, on-premise, hybrid, and mobile—can help you to 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.

With Infor CRM for industrial manufacturing, you can select from and mix multiple license types—including named, concurrent, flex, and mobile-only—to lower your TCO and align requirements with differing user profiles.

## Become a trusted advisor

With Infor CRM for industrial manufacturing, you can create rich customer profiles by capturing information and interactions from across your organization and from external sources. And, thanks to the integration with your business management applications, desktop productivity tools, marketing, and social media tools, Infor CRM for industrial manufacturing helps to empower everyone in your organization to work together as you build more profitable customer relationships—and become the trusted advisor your customers need you to be.

### **With Infor CRM for industrial manufacturing you get:**

- Integration to Infor ERP solutions using Infor ION®.
- CRM for the mobile world—for the millions whose jobs take them away from the office, Infor CRM includes purpose-built applications for the mobile workforce.
- Better interactions—intelligent collaboration and best practice automation across sales, marketing, and customer service that help drive exceptional customer experiences.



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## About Infor

Infor is fundamentally changing the way information is published and consumed in the enterprise, helping 73,000 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).

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