

Sales

➔ A sophisticated solution for improving sales productivity while maintaining your company's own unique sales style.



Be enterprising.

With longer sales cycles, increased competition, and intense pressure to win new customers, effective management of the end-to-end corporate selling process is critical. From contact management and product catalog searches to order entry, sales professionals need access to information and tools that will help them close the sale. Enterprising companies rely on technology that works with and enhances their core capabilities and sales processes and extends, rather than replaces, their existing systems. They know this is the only way to put important customer information into the hands of those who need it most.

Leverage experience.

A component of the market-leading Infor™ CRM Epiphany® suite, Sales is a proven sales force automation and opportunity management solution that helps salespeople to efficiently and intelligently manage the entire sales process and companies to gain valuable insight into sales patterns and trends. With hundreds of customers in financial services, insurance, retail, communications, travel and leisure, and other industries, Sales has established itself as one of the industry's most advanced solutions for effectively bringing customer intelligence into the sales cycle by working in concert with a company's existing systems and unique way of doing business.

Get business specific.

Sales is a powerful solution built on a modern Service-Oriented Architecture (SOA) that leverages J2EE™ application technology. This means your sales force will



have quick access to unified customer data gathered from numerous IT business systems across your enterprise without the need to displace them. You also gain the ability to scale linearly to serve thousands of concurrent users as your needs evolve. Highlights include:

Comprehensive customer view

With its SOA base, Sales provides a consistent view of all customer information, whether it is stored in a local database or on a remote system. You'll dramatically improve your company's ability to respond to customer inquiries at all stages of the sales cycle and give sales professionals quick access to customer history, current activity, as well as product, sales, and service information through a single interface. Web-based product catalog searches, configurations, guided selling, quoting, pricing, proposal generation, and order entry are also enabled.

Tailored sales process configuration

Recognizing that most companies have long-established sales practices and requirements that can't be met by an out-of-the-box sales solution, Sales helps you think and act outside the box with tooling that lets you configure the application to your existing processes. Your users will adapt quickly and your company will enjoy big savings in both implementation time and cost.

Intelligent lead and pipeline management

With Sales, your company will capitalize on incoming leads and speed the conversion from inquiry to revenue-generating customer. Regardless of the source, all high-profile leads can be routed quickly and intelligently through the sales process. At each step in the cycle, you'll maximize your opportunity for revenue with analytic tools that help qualify leads, uncover trends, prioritize customer inquiries, and identify targeted cross-selling opportunities.

Marketing insight

When you need insight into how your sales stacks up against the competition, where your revenue comes from, and similar issues, Sales systematically gathers customer information that can be analyzed and acted upon by management, marketing, and product marketing. Only Infor combines the richest in analytics with the simplest of data analysis tools so

that those with only an average understanding of statistics can see at a glance how your sales force is performing and target areas for improvement.

Anytime, anywhere mobile access

The system's mobile client solution leverages a synchronization engine so your salespeople can remotely access customer and prospect data and manage their contacts, calendars, and forecasts.

See results now.

For companies that seek a sophisticated solution for improving sales productivity while maintaining their own unique sales style, the Sales component of Infor CRM is ideal. It can help your company acquire new customers and generate a fast return through:

- More consistent customer communications
- Better alignment between sales, marketing, and service
- Improved sales closure rates
- Deeper account penetration
- Increased sales revenue

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