

Infor10 CRM Enterprise Marketing (Epiphany)

Make your business excel.

Direct marketers like you have more communications channels than ever to manage as a part of a unified cross-channel communications strategy. You need to manage ever-changing consumer privacy and protection regulations, as well as customer preferences, across both outbound and inbound channels. To excel in this complex world and generate improved returns on each marketing dollar invested, innovative companies know they need tools to more effectively implement their strategies.

Look to the experts.

Infor10™ CRM Enterprise Marketing (Epiphany) was designed with the realities of 21st-century marketing in mind. It serves as an integrated database marketing solution for planning, executing, and monitoring permission-based marketing campaigns across multiple touch points—both outbound (email, direct mail, SMS, etc.) and inbound (website, online store, call center, voice response unit, POS terminals, etc.). In that way, companies like yours can cost-effectively grow customer relationships, maximize return on marketing investment, and be sensitive to customer preferences.

Fit your specific needs.

Easy to use, regardless of skill level with SQL and databases, CRM Enterprise Marketing provides business-specific outbound and inbound campaign management, sophisticated database management, and integrated OLAP and predictive analytics. It also provides multi-channel execution (outbound and inbound) and built-in closed-loop reporting. Using automated global business rules and system-wide opt-in/opt-out capabilities, you can enforce company marketing policies and regulatory compliance. You can also use tightly integrated permission-based campaign management, reusable marketing components, robust analytics,

Plan, execute, and monitor permission-based outbound and inbound marketing programs and campaigns across all customer touch points using one integrated direct marketing solution that's easy to use and deploy.

and an intuitive interface to rapidly develop optimized campaigns. With closed-loop analysis and predictive behavior patterns, you can easily understand campaign responses, improve targeting, and drive intelligence into subsequent campaigns. With CRM Enterprise Marketing, you gain:

Powerful customer insights—Get fully integrated analytics ranging from "drill anywhere" reporting and charting to advanced data mining and end-user-developed custom calculations.

Information at your fingertips—Use the intuitive web interface to put the power of customer data into your hands. Access stores of data and easily uncover valuable insights that can become actionable initiatives. Once satisfied with your findings, set up a new campaign with a few simple clicks, and also incorporate scores from external analytical tools.

Sophisticated email marketing—Develop highly personalized email and dynamic email newsletter campaigns, track opened emails and click-through responses, and automatically handle unsubscribe requests in real time.

Precise customer targeting—With powerful query and filtering capabilities, obtain highly targeted lists and an unlimited number of segments. Through offer optimization, see the best offers using integrated data mining components. CRM Enterprise Marketing

creates queries and segmentation schemes using available customer information including demographics, transactional behavior, campaign history, model scores, and date-relative filters.

Multi-channel, event-triggered campaign execution—Ensure that targets receive the right combination of messages or materials via any outbound or inbound channel—direct mail, email, telephone, SMS/wireless, website, POS terminals, IVR, and other channels—using permission-based, multi-message campaigns such as single-use, multi-wave, and event-triggered campaigns. Also get multi-message support, global business rules, flexible scheduling/sequencing/notification capabilities, segmentation, custom-defined output files, and automatically generated ROI summaries.

Closed-loop reporting and analysis—Automatically track campaign histories, monitor responses, and use response data to trigger follow-up conversations through any touch point. Analyze campaign performance through saved and ad hoc reports, and then focus on the highest-value campaigns and customers.

Maximum integration flexibility—Integrate seamlessly with all other applications. Leverage Infor's innovative platform that delivers fast, flexible applications and a new user experience that offers greater ease of use and facilitates data flow between outbound and inbound campaigns. As an option to further maximize your inbound marketing capabilities, add Infor's

real-time inbound decision engine—Interaction Advisor—to create an unbeatable combination of powerful tools not found anywhere else in the marketplace.

Get ROI now.

Infor10 CRM Enterprise Marketing (Epiphany) is ideal for companies that need superior management and execution of permission-based, outbound and inbound multichannel marketing campaigns. With it, companies can build ongoing customer relationships and respect customer preferences. They can also generate a fast return through:

- Consistent rule management across all channels
- Reduced campaign cycles and improved efficiency
- Improved acquisition, retention, and cross-sell/up-sell
- Greater customer loyalty and increased revenues

About Infor.

Infor is a leading provider of business software and services, helping more than 70,000 customers in 164 countries improve operations and drive growth. To learn more about Infor, please visit www.infor.com.

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