Infor Storefront

Meeting customer demand.

With each passing year, online shoppers are demanding more. Your customers expect you to deliver more convenience, more information, and more services. Offering an attractive and complete online catalog may have been enough a few years ago. But now, your customers want a higher level of service, such as in-depth product information, a more intuitive and capable search experience, personalization, easy order entry, and shipment tracking. And many companies must provide enhanced e-commerce services on a global basis, taking into account a variety of currency, tax, and cultural differences.

The primary goal for distributors like you, who have an e-commerce offering, is to increase product browsing to improve order conversion rates and the overall service performance of their site. To meet this goal, you can build on your existing enterprise resource planning (ERP) capabilities by implementing a state-of-the-art web foundation that integrates and enhances your e-commerce capabilities.

Count on the experts.

With more than 30 years of experience supporting the needs of distributors, Infor™ has the business and technology solution that will help you expand your e-commerce services, improve customer satisfaction, and grow your business. Our market-leading ERP capabilities help businesses like yours meet their toughest challenges. Infor is uniquely positioned to deliver the most robust and easy-to-use solutions created specifically for distributors like you.

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Provide a world-class shopping experience on both B2C and B2B websites with Infor Storefront's state-of-the-art web foundation. Deliver the capabilities you need to automate selling, servicing, and sourcing with a robust catalog—taking advantage of the solution's advanced searching, order entry, tracking, and account maintenance capabilities. You'll be able to convince users that your website is the best at meeting their needs with Storefront's deep customer personalization features, such as custom shopping lists and wish lists.

Create a competitive edge.

To help you keep pace with demands for more advanced e-commerce services, Infor has improved Storefront with a variety of enhancements that help maximize performance, scale customization, expand search capabilities, and improve the overall user experience.

Your customers can now scale components across several servers for better performance in environments with a high user count or high product count. You'll see faster performance and higher data integrity as result of Storefront's increased caching (to minimize database access) and optimized data structure. Maintenance, upgrades, and product customization are less expensive because the application is Java-based and uses XML transactions.

With Storefront, you get wide range of business-specific capabilities, including:

Online catalog: Efficiently create and offer a comprehensive online product catalog that promotes a positive shopping experience with simple and intuitive navigation. You can create a baseline catalog or create categories using other metrics. You can also customize the navigation and improve the user experience by seamlessly dragging and dropping categories and subcategories, as well as personalize the shopping experience with multiple catalogs that you can create and assign to customers by market sector.

Advanced search: Improve the shopping experience with the award-winning Progress EasyAsk® tier-one search engine and navigation technology. EasyAsk complements Storefront by helping customers view search results by relevance, and refine search results by sub-category, product attributes, or search within search. Breadcrumb navigation helps shoppers keep track of their location on your web storefront and what keywords have been entered. The search relaxation function can automatically widen a search for a more intuitive search experience. EasyAsk also understands natural language queries, which makes it even easier for customers to quickly find what they are looking for (for example, "I want to buy a hammer under $10").

Warehouse availability: Provide flexible sourcing for customers by allowing users to view availability in warehouses outside their default warehouse and change the shipping warehouse.

Self-service: Receive customer orders and reach shoppers anytime, anywhere, with Storefront's complete self-service capabilities. Customers can view order history, order status, back orders, open accounts receivable, and maintain passwords on their schedule. Customers can also access product images, extended product descriptions, and links to additional information with just one click.

Advanced checkout capabilities: Support fast and easy checkout, including credit card processing and an "on account" option for B2B customers. Customers can see extra charges, such as freight, tax, and special handling on the item detail screen and in the shopping cart.

Lists, specials, and markdowns: Target specific items for markdown, promotion, or clearance with specials lists. Provide customers with a simple re-order form to quickly add products to their shopping cart with personalized shopping lists. Let users customize content so they can track products of interest with wish lists.

Multiple contacts: Notify multiple contacts when a new order or quote is entered in the system. All email addresses assigned to a Storefront account will receive an order confirmation, making it possible to instantaneously keep multiple departments informed of inbound supplies and delivery times.

Search analytics: Gain valuable insight into how shoppers are using your web storefront. Search analytics informs you what keywords are producing no search results, most commonly used keywords, what categories are being viewed most often, and which are not, as well as words that are being spell-corrected.

Enhanced modification framework: Easily move modifications from release to release with standard extension points. Modifications are written outside of standard code, allowing them to be "unhooked" from the old release and applied to the next release.

Internationalization support: Use multiple currencies and choose from multiple languages in which to display the user interface (UI).

Budgets, spending limits, and approvals: Address the specific budget requirements of customers, such as the ability to set up accounts with the authority to approve orders, shop, or submit orders. You can also create budget years, periods, and budget amounts for a single customer; create account-level order spending limits; and automate e-mail notifications throughout the approval process to requesters and approvers.

Invoice payments: Allow users to securely view and pay open invoices online by credit card, search for open invoices, and view a history of paid invoices.

Product restrictions support: Better manage your catalog with the ability to restrict unauthorized items from appearing to a shopper in the catalog, specials list, shopping list, or wish list.

Commerce UI and usability: Take advantage of common website design standards, such as cross-browser support, and support for div tags and full cascading style sheets (CSS). You can fully customize the website with your branding and upload logos, as well as customize labels, text, and the masthead.

Digital asset management: You can easily upload, preview, store, and size your digital assets, which is critical to managing the entire look and feel of your online catalog. User friendly and efficient digital asset management features include the ability to track and store digital assets, such as electronic documents, images, audio, and video; preview and resize digital assets to see how they will display; assign keywords to digital assets, so users can quickly find images or documents by specifying keywords in a search; and assign digital assets to categories or items in catalogs.

Exceed expectations.

If it's feasible to offer your products online, you can be certain your customers will expect you to offer e-commerce capabilities. You can also count on your competitors to try to meet the growing demand for advanced e-commerce services. To remain competitive, distributors like you need to meet these customer demands and competitive threats with an advanced e-commerce solution.

Keep pace with demands for more advanced e-commerce services that help maximize performance, scale customization, expand search capabilities, and improve the overall user experience.

With Infor Storefront, you can offer world-class e-commerce services that turn browsers into shoppers who place orders.

With Storefront, you can:

- Increase revenue by increasing conversion rates and expanding online sales.

- Enhance customer satisfaction by making it more convenient to do business with your company.

- Expand your e-commerce services without burdening your customer-service staff.

- Deliver a wide range of convenient services to supplement core e-commerce activity.

- Easily upgrade to new e-commerce capabilities as business needs dictate.

- More easily offer B2C and B2B services in multiple markets around the globe.

- Provide easy access to product and account information for you and your customers.

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