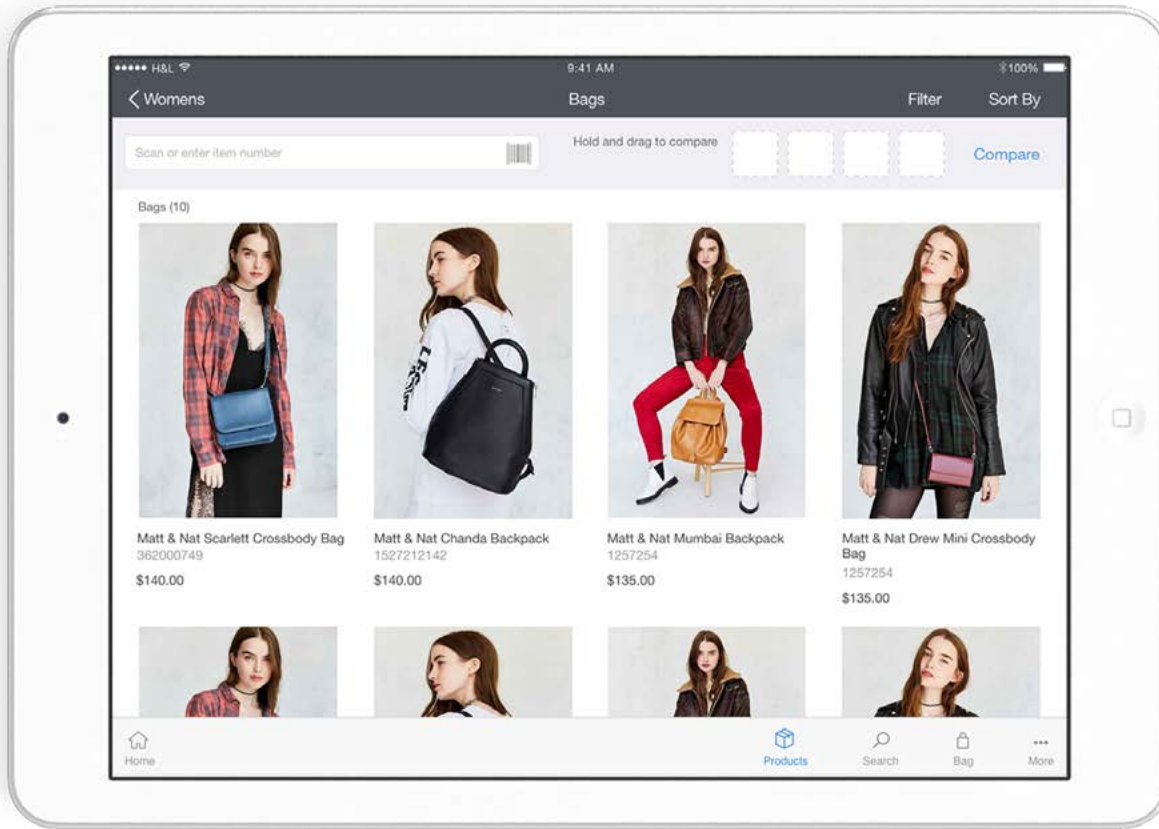


PROJECT DESTINATION

# The journey to a modern enterprise is simpler than you think



Retail



## What is Project Destination?

Project Destination is a new program designed to help retailers move off of their old ERP platforms and surrounding applications to transform the enterprise with Infor's modern, consumer-grade, cloud-based applications. Infor works together with each of our customers to help them future-proof their businesses one step at a time—so they can stay ahead of consumer demands, allow users to stay agile, and fight digital disruption with next generation retail software.

## Transform your retail enterprise, one step at a time

Retail software hasn't seen a large-scale, industry-changing new platform contender enter the ring since the 1990s. But in the 20 years that have passed since then, the retail landscape has changed dramatically—as have consumer and worker expectations. The old solutions were built before mobile, social, and the concept of omni-channel ever existed.

Infor is on a mission to deliver on the rising expectations of everyone who touches retail.

**This is retail the way it should be.**

## The current retail state

### We know retail, and we know the challenges retailers are facing

Many of today's retailers are still running on a tangled web of outdated, disparate technology systems, but aren't sure how to take the first step to modernize with cloud-based enterprise software. You don't have the time or resources for long, expensive implementations—but you know you can't rely on antiquated data centers and on-premises solutions anymore. To get ahead of digital disruption and take advantage of the latest technology, retailers need to act fast.

### Does this sound like you?



Running multiple systems that don't easily integrate



You're unhappy with current providers, but unsure how to change



You aren't using complex business data to its full advantage



Looking to quickly and affordably transition from expensive data centers to SaaS

**Infor Retail can help.**

## Why Infor?

### Already more than 1,700 customers worldwide—and growing

Our team created and built the industry-leading solutions being used today more than 20 years ago. Now we have the chance to do it again—but this time we're leveraging modern technology and design thinking. We are a passionate team that's not only experienced in the industry, but excited to be reinventing retail software from the ground up.

We have the infrastructure and the core competencies already in place: our internal creative agency in Hook & Loop, data science with Dynamic Science Labs and next generation Demand Management, an all-new platform for Converged Commerce, and core product suites for Financials, Human Capital Management, Customer Experience Management, Supply Chain Execution, Enterprise Asset Management, and Dynamic Enterprise Performance Management.

## What makes Infor different?



### Perpetual reinvention

Our team of experts has reinvented retail software a few times already. But this time it's different, because we're designing technology that's built for constant expansion and innovation in the cloud, and a system architecture that harnesses the power of the global commerce network. Thanks to the elasticity and supercomputing power of the cloud, Infor Retail customers will benefit from an infrastructure that's simpler than ever, and tech that's always current—because constant updates are included and delivered seamlessly.



### Consumer-grade user experience

It's about making work better. Easier. More productive. Existing leading solutions haven't changed in 20 years, and users are demanding a technology experience in keeping with the best consumer-grade apps. That means you can reduce training time, get happy productive workers, and enjoy seamless communication and engagement across the board.



### Science-driven decision making

We are pioneering retail science with 21st-century tools, tech, and thinking—ultimately recommending solutions before you know you need them: merchant AI. That means you can improve the accuracy of your decisions, increase user adoption, and provide the very best customer experience across every channel.



## Infor Retail is your long-term partner in success

At Infor Retail, we know that most retailers can't just uproot their entire technology landscape in one fell swoop. That's why we offer creative solutions to get you on the path to modernization, designed around your unique business needs, budget, and goals. You choose the beginning of your Infor journey, and together we'll get you up to speed—one simple step at a time.

### The benefits of Project Destination



Quick wins and financial incentives along the way



Cloud-enabled upgrades and maintenance to keep you current



Future-proofing without added expense



Ability to fight digital disruption

# Let's get started



## STEP 1: **Understand**

To make sure we're both on the same page, we'll discuss your goals and learn about your business through a Value Engineering assessment, peer analysis, and a cost comparison of cloud vs. on-premises.



## STEP 4: **Achieve**

In addition to the long-term benefits of the Infor Retail solution, we are committed to providing your retail enterprise with quick wins along the way—so you can start reaping the rewards of modern technology fast, instead of waiting months or years for ROI.



## STEP 2: **Plan**

Depending on your goals and budget, we'll build a customized roadmap together for your Infor Retail journey—from entry point to completion.



## STEP 5: **Partnership**

Ongoing education and comprehensive support from Infor ensures you've got a partner in technology for the long haul. We're here to simplify your relationship with technology, and lead your business to long-term success.



## STEP 3: **Transform**

Take the first step to modernization and migrate to SaaS. Our retail technology experts will get you started on the path to worry-free, cost-effective, scalable technology in the cloud.

## Choose the right path for your Project Destination journey



### CONVERGED COMMERCE

#### Omni-channel was just the beginning

- Reduce your number of point solutions and point-to-point integrations
- Enjoy high scalability and automatic upgrades with infrastructure managed by Infor
- Reduce infrastructure costs
- Allow IT to focus on strategic activities that drive value



### MODERN SCIENCE ON THE NETWORK

#### Harness the power of machine learning

- Run forecasting at all levels using complex algorithms, at speeds only the cloud can deliver
- Utilize machine learning to solve the complexities of your supply chain
- Take a modern approach to assortment and financial planning that fosters user adoption and generates better results
- Optimize price at each stage of the item lifecycle



### DIGITAL TRANSFORMATION

#### Differentiate your business

- Modernize your business with best-in-class enterprise software, powerful data science, networking, and next generation user experience
- Reap the benefits of working software, not just design or collateral
- Build out a solution that gives you long-term competitive advantage by building demand and engendering customer loyalty



### IT SIMPLIFICATION

#### Move to the cloud

- Give your customer a beautiful, consistent experience across all touch points
- Get a single vision of your business data from item to price to customer, and a transparent view of inventory position
- Enjoy an enterprise-class solution that is built to scale and support numerous retail verticals



## CASE STUDY

# Whole Foods

## Challenges

- New formats and growth engine for 365 stores
- Inefficient decentralized operations
- Outdated back-office systems
- A need to improve price perception in the marketplace given increase in competition around organic and natural products
- Inefficient, decentralized operations resulting in excess inventory, wastage, and supplier/procurement challenges
- Significant gaps in marketplace solutions that did not address Whole Foods differentiators
- High TCO with current solutions

## Solution

- Co-innovation of next generation Merchandising solution including networked suppliers, sophisticated inventory management, and extended item information
- Infor CloudSuite™: Financials, HCM, CXM, d/EPM, and Workforce Management

## Benefits

- Growth – successful launch of new 365 concept
- Innovation – able to return focus to business with modern back-office solutions at lower IT cost
- Optimization – sophisticated science-based merchandising management with inventory, ordering, pricing, and assortment planning across the business
- Shared vision to transform retail together
- Powerful, elastic, and scalable cloud computing capabilities to future-proof the enterprise





## CASE STUDY

### DSW

#### Challenges

- Multiple disconnected commerce solutions
- Expensive store hardware and outdated POS solution inhibiting growth
- Lack of real-time inventory visibility
- Expensive legacy system TCO
- Inefficient POS systems
- Lack of flexibility
- Lost sales
- Slow transactions

#### Solution

- Co-innovation of next generation Converged Commerce solution
- H&L Digital Engagement
- Infor CloudSuite™: Financials, HCM, CXM, D/EPM, and Workforce Management

#### Benefits

- Enhanced customer/brand experience – frictionless, cohesive shopping experiences online and in-store
- Seamless store operations – from stockroom to showroom, including inventory management
- Greater efficiency – modern back-office solutions put the focus back on business
- Shared vision, culture, and core values to differentiate in fashion
- Scalability and flexibility in the cloud
- Lower technology TCO



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