

Accelerating Converged Commerce with Starmount

Infor has agreed to acquire Starmount®, an innovative software provider focused on the retail industry located in Austin, TX with approximately 140 employees. The Starmount assets will accelerate Infor's journey toward delivering a modern Converged Commerce solution for large and medium-sized retailers.

Starmount's platform was designed from the ground up—with built-in omni-channel functionality, native mobility, and the backing of an enterprise-class information hub that provides all the data, integration, and process orchestration needed to deliver true omni-channel customer engagement in stores. When combined with Infor's Rhythm for Commerce suite, the result will be a single selling platform that serves all customers across all interaction points.

Starmount brings several important capabilities—many of which are currently under development, and can now be accelerated—including:

- Many exciting brands that are already benefiting from improved customer engagement
- Strong R&D organization experienced with modern technologies
- Modern mobile POS running on various devices
- Mature POS that's easy to maintain
- Clienteling with upsell/cross-sell
- Omni-channel transaction engine
- Flexible and powerful promotions engine
- RFID-ready inventory management
- Pick-pack-ship store execution

Synergies are gained from existing Infor capabilities such as:

- Rhythm platform supporting web sales for B2B and B2C
- Extended retail suite of products including Demand Management Suite, Merchandising Suite, and Customer Experience Suite
- Infor Cloud operations and management
- Worldwide salesforce with a dedicated team for retail
- Large product management and marketing organizations

Going forward, Infor plans to merge these assets into a single selling platform offered as several SaaS products that can be implemented incrementally—with the goal of providing a comprehensive Converged Commerce solution for retailers. Existing products are planned to be rebranded, and existing customers supported.

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



The Infor Retail team has been established not only to launch a new business unit for Infor, but also to reimagine enterprise software for the retail industry and its verticals. The team is a passionate, collaborative group of developers, designers, scientists, and visionaries with deep understanding of the industry. Infor Retail fuses next generation technology with beautiful design, engaging experiences, and the unprecedented power of science, smart data, and predictive analytics.

Retail the way it should be

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