

Converged Commerce

Retail the way it should be

Retailers have already progressed from single channel to multi-channel, and now they're focused on omni-channel. Omni-channel, however, is often implemented as an integration between disparate systems—leaving data silos in place and creating a rigid and fragile system. While integrating existing POS, e-commerce, and distributed order management systems can help you achieve an omni-channel experience, it will be expensive and tedious to maintain in the long-term.

Infor® is taking a different approach, which we call Converged Commerce.

HIGHLIGHTS

- Real-time views of pricing & promotions, product availability, order history, and account information
- Intuitive content and data management
- Shared services such as pricing, product information, and tax calculation
- Robust natural language search functionality
- Recommendation engine
- Integration to payment systems and Infor CPQ (configure-price-quote)
- Make changes to data or processes once—and only once
- Gain a complete understanding of customers across your enterprise

Rather than stitch together incompatible systems, we've taken a holistic look at the issues and possible solutions—starting from a blank sheet of paper. We like to think of our solution as **retail the way it should be.**

Our next generation Converged Commerce solution consists of the following tenets:

One selling platform

Why do retailers have separate POS, e-commerce, and call center software when there are so many shared components? Not only do these disparate systems require complex integrations, but they often deliver disjointed experiences to consumers. For example, pricing, product information, and loyalty awards are often different across channels.

At Infor, we believe it's a much better approach to create a single selling platform with shared data and services such as customer, product, promotions, tenders, and tax. Then we design channel-specific experiences on top of the platform to support in-store POS, mobile devices, and online purchasing.

Not only does this deliver a more consistent experience for consumers, but employees won't have to duplicate efforts adjusting channel-specific data or processes. All your consumer touch points are managed together.

Beautiful experiences

We believe that retail enterprise software should offer the same kind of beautiful and meaningful experiences as the software that you, your customers, and your employees are already using at home.

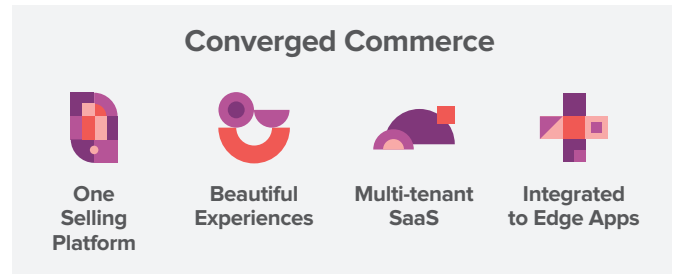
Hook & Loop, our internal creative and user experience agency, handles all software design work to ensure every experience our technology provides is intuitive, engaging, efficient, and beautiful. We're designing software for millennial shoppers and employees—and technologies that work across various devices including desktop computers, laptops, tablets, and smartphones.

Our drag-and-drop design tools allow you to easily change page layouts for unique customer experiences, and we always make sure your brand is prominent—with marketing capabilities built into every interaction.

Multi-tenant SaaS

To keep costs in check, we've designed our software to run native on the cloud, leveraging the latest open-source technology wherever possible and improving security through extensive reviews and testing. Our elastic approach means you pay only for the resources you use, with the ability to scale up and down as necessary. You'll no longer need an army of administrators to keep your systems running: we've got you covered.

And we go through extensive reviews and testing to secure our systems, so you can be confident your data is safe.



Integrated to edge apps

We understand you have lots of different existing systems today. That's why our Omni-channel Hub centralizes data and services for a single point of integration to other systems.

We're planning pre-built integrations to Infor's Demand Management, Merchandising, Customer Experience, and Supply Chain systems; or you can utilize our ecosystem of partners to handle custom integrations.

Keep an eye on us

As we continue our journey, we invite all retailers to monitor our progress and keep us on the right track. Nothing like this has ever been attempted, which is why we've assembled the industry's leading experts to partner with leading retailers like you—and together, we're confidently positioned to revolutionize retail enterprise software.



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.

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