Infor Epiphany Social Commerce solutions

Take marketing to a new level with actionable social CRM

Social media has become a common platform for reputation management, social servicing of customers, and outbound marketing. But to get a greater return on your investment, you need to blend social media with customer relationship management (CRM) and real-time marketing strategies for a new level of marketing—actionable social CRM. And to do that, you've got to:

- Combine Facebook™ with your web site to maximize ecommerce transactions.
- Facilitate cross-channel social commerce using social data in email, mobile, outbound, and other campaign channels.
- Tap into social data for enterprise-wide use in marketing and communications.
- Execute more targeted just-in-time campaigns, and easily analyze purchasing and preference behavior so you can enhance marketing strategies and success.
- Help your customers and their Facebook friends become more engaged with your brand.

Leverage social synergies

You can access predictive and emotive social data not readily available via other means with Infor™ Epiphany Social Commerce Advisor and Infor Epiphany Insight for Social Commerce. These solutions bring the award-winning, best-in-class Infor Epiphany suite together with 8thBridge Graphite™—the market leader in social commerce on Facebook. Now, you'll be able to engage in social commerce by leveraging Facebook for social sharing, and take advantage of your web site for ecommerce transactions.

With Infor Epiphany Social Commerce solutions, you get:

- A rich heritage of innovation and CRM leadership
- The unique ability to leverage technology partnerships, including social partners
- A multi-channel platform that supports social CRM channels
- An open system with open integration
- Integrated reporting, analytics, data mining, list management, segmentation, campaign management, and closed-loop reporting
- Proven CRM ROI

Go beyond "like"—it's so yesterday

With Infor Epiphany Social Commerce Advisor, you get the real-time ability to leverage robust Facebook actions that are delivered to users' timeline, ticker, and news feed. You can now use these new Facebook actions to more precisely market to your target customers, as well as their friends.

With Infor Epiphany Insight for Social Commerce, you get enhanced reporting on social metrics and social lists. That means you'll be able to correlate product combinations, as well as customer and friend combinations, to help generate new social marketing segments. With a friendly user interface and beautifully simple reporting dashboard, you can view and use this powerful social information to drive a whole new level of cross-channel campaign sophistication.

By using Social Commerce Advisor and Insight for Social Commerce together, you can present your customers with the offers and messages that will best resonate with them. That's because your offers and messages will combine not only historical, personal, and contextual information with emerging social media data, but also real-time analytics, business rules, and optimization. By tracking and evaluating every interaction across all channels—including social—you'll get better response rates, increase your revenue, and improve customer satisfaction.

Get social

Marketers like you can deliver new benefits to your enterprise by accessing rich and timely customer data with Social Commerce Advisor and Insight for Social Commerce. You'll be able to execute more targeted just-in-time campaigns, and easily analyze purchasing and preference behavior to enhance marketing strategies across all of your channels.

In addition, by combining your ecommerce transactions with enhanced Facebook actions, you'll be better able to personalize social interactions, and determine the right messages to deliver directly to your customers based on intelligence gathered from their social profiles.

You can access predictive and emotive social data not readily available via other means with Infor Epiphany Social Commerce Advisor and Infor Epiphany Insight for Social Commerce.

You'll be able to:

- Leverage Facebook for social sharing—and your web site for transactions.
- Harness the power of the Infor Epiphany Social Commerce suite and 8thBridge Graphite technology to give marketers access to predictive and emotive social data.
- Facilitate cross-channel social commerce.
- Tap into social data that you can use throughout your enterprise.

641 Avenue of the Americas
New York, NY 10011
800-260-2640
infor.com

About Infor.

Infor is the world's third-largest supplier of enterprise applications and services, helping more than 70,000 large and mid-size companies improve operations and drive growth across numerous industry sectors. To learn more about Infor, please visit www.infor.com.

Copyright© 2012 Infor. All rights reserved. The word and design marks set forth herein are trademarks and/or registered trademarks of Infor and/or related affiliates and subsidiaries. All other trademarks listed herein are the property of their respective owners. This document is provided for informational purposes only and does not constitute a commitment to you in any way. The information, products and services described herein are subject to change at any time without notice. www.infor.com.

INF1230739-1259609-EN-US-1012-1