Create intelligent, integrated, and beautiful online interactions

Online sales and marketing is one of the most important channels you have for engaging with customers, but optimizing the value of your electronic interactions can be a complex undertaking.

Front-end websites must be user-friendly and smart; tight integration to the back office systems used to produce, manage, and control the products you sell is just as important. If you cannot create an online platform that delivers across all fronts, you're missing critical opportunities to engage with customers, increase sales, and scale your market reach.

Get the tools, resources, and support you need to help make your online interactions a true business advantage with Infor Rhythm™, a cloud-based B2B engagement platform that delivers integrated, intelligent, and beautiful online experiences. In a single, integrated package, you get comprehensive capabilities, from design services and ERP integration to optimized web design, support for omni-channel interactions, and the ability to personalize product selections.

Increase sales, scale market reach, and build loyalty

Your customers increasingly expect to be able to interact with you online, and they demand a rich user experience. Differentiation in this area can open up new sales channels and potential revenue streams, while also building loyalty. Take advantage of the online opportunity with Infor® Rhythm. You'll be able to:

- **Enrich your customer interactions** by delivering exceptional user experiences that engage customers more richly and improve conversion rates.

- **Power your top and bottom line** by increasing sales and profitability. Infor Rhythm gives you a new marketing and sales channel with a low, predictable total cost of ownership.

- **Scale your market impact** by expanding your reach and growing your brands. Infor Rhythm lets you take advantage of omni-channel sales and distribution opportunities.

Get comprehensive capabilities in a single, integrated package

Infor Rhythm can help you build an online engagement platform that delivers across all fronts, from engagement, product configuration, order placement, transaction to execution, follow-up, and analysis. The solution gives you access to technologies and services designed to eliminate traditional barriers to success, resulting in an engagement platform that is:

Beautiful and dynamic
Design services from Hook & Loop, Infor's internal design agency, are included with your Infor Rhythm implementation and monthly subscription. You'll get full-service treatment from this world-class team, including layout, design, user interface, and on-going strategic support. Once your site is up and running, you'll be able to update layouts, manage promotions, refresh content, and more without writing any code at all.
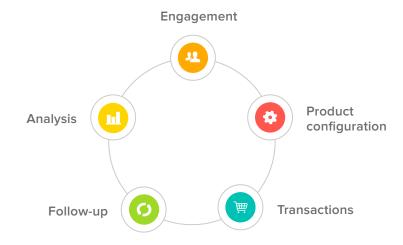**http://www.hookandloopnyc.com/**

Engaging
You'll be able to optimize online experiences through easy navigation with minimal resizing and scrolling for a wide range of devices and tailored content and offers based on user activity and buying behavior. Infor Rhythm makes it easier for customers to find, customize, and purchase products while helping to increase shopping cart conversions to sales, sell more per click, and increase customer loyalty.

Integrated
Tight connections to Infor PCM and core Infor ERP solutions, including Infor LN, Infor M3, and Infor SyteLine®, help you execute effectively and increase sales. Inventory availability, up-to-date order and invoice status, and support for commercial pricing help ensure optimal supply chain execution.

Intelligent
Transform your business with a holistic view of how your site is performing and who's visiting, while also tracking the buying behavior of your customers. The system can adapt automatically based on usage and predictive analytics.

Engagement

Product configuration

Transactions

Follow-up

Analysis
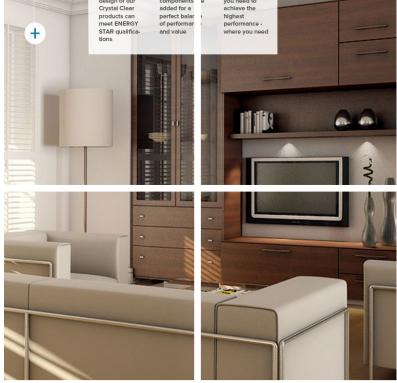
Simplify and save with Infor CloudSuite deployment

Deployment in Infor CloudSuite means that Infor Rhythm is simpler and more cost-effective to support and maintain. You can support 24x7 operations, keep your total cost of ownership low, and avoid redirecting limited IT resources. You can also scale up or down to meet changing needs and more easily keep your technology up-to-date. The Infor CloudSuite solution is currently serving more than 12 million users and 2,100 customers worldwide.

Achieve the next level of customer engagement

Open the door to new business opportunities and maximize the value of one of your most important sales and marketing channels with Infor Rhythm. By integrating intelligent, meaningful interactions with systems, data, and processes, you can achieve greater success for both your customers and your business. Learn more by visiting **www.infor.com/rhythm.**

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Infor is fundamentally changing the way information is published and consumed in the enterprise, helping 70,000 customers in more than 200 countries and territories improve operations, drive growth, and quickly adapt to changes in business demands.

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