

## Customer Innovation Study

# Infor

business development team sees productivity surge with Infor Ming.le

“Instead of a mass of disparate emails, Infor Ming.le™ enables business development representatives and managers to have their information in one area, visible to others, and cohesive; not divided across multiple platforms. The impact on productivity and collaboration is massive.”

**Riaz Raihan**

SVP & Global Head of Value Engineering, Infor



# Facts at a glance

## Company

Infor

## Headquarters

New York, NY

## Industry

High Tech

## Products and services

Infor Ming.le™

## Employees

10,000+

## Revenue

\$2.7B

## Web site

www.infor.com

## Situation analysis

- Increase productivity to boost revenue and support company growth and new product launches.
- Accelerate sales training throughout a department that spans a dozen different countries.
- Replace cumbersome, time-consuming email chains with an efficient information-sharing system.
- Facilitate employee collaboration and camaraderie across geographical boundaries.
- Improve employee satisfaction and retention within this mission-critical department.

## Innovation strategy

- Needed a solution to streamline processes throughout international business development division.
- Selected Infor Ming.le because of its social interface, contextual views, and collaborative functionality.
- Deployed Infor Ming.le for a business development group of over 250, spanning many managerial levels and international locations.
- Formed an Infor Ming.le user task force to meet bi-weekly for discussion over a six-month period.

## Results

- Achieved double-digit rise in sales acceptance rate for six consecutive months.
- Drastically reduced number of departmental meetings, freeing up the equivalent of over 23 work weeks.
- Fast-tracked knowledge share of effective sales strategies, resulting in more closed deals.
- Significantly increased department morale, boosting employee retention by 10%.

## High level impact

# 15.3%

average increase in sales acceptance rate during Infor Ming.le pilot program

# 10.6%

average increase in leads passed to sales during a six-month period

# 5.85

full-time work months gained from the rise in productivity

“Before implementing Infor Ming.le, the global business development group continuously re-invented the wheel for training ideas, motivation techniques, process creation, and rolling out new programs. We have over 250 individuals across the globe on our team and everyone was operating in a somewhat different manner.”

**Jenna Jehowski**  
director,  
business development,  
Infor

## Sharing business goals across continental lines

### A growing need for teamwork

With more than 150 offices across 41 countries, Infor has come to exemplify a truly global software provider. Through a steady acquisition stream, the New York-based company has tasked its 12,700-strong employee roster with providing constant upgrades and product launches to its 73,000 customers. The business development team—responsible for driving revenue and building pipeline for Infor—knows firsthand the challenges of such a sprawling organization

“We have more than 200 heads across the globe with similar roles but who are oblivious to other areas and lines of business,” says Jenna Jehowski, director of business development. “In our department alone, we span 12 different countries and over 30 different languages.”

Managers recognized the negative influence of geographic and linguistic siloes, which were potentially hindering collaboration, training, and even employee morale. Many team members felt isolated both personally and professionally. Due to divergent work schedules—a growing enterprise trend—email was the primary medium for department-wide correspondence. As a result, valuable strategy tips and win reports got lost in the inbox, while team-building activities were difficult to coordinate.

“We were battling a sea of emails,” recalls Allison Giese, senior business development representative. “It was difficult to communicate ideas across the whole team with the constant stream of ‘reply all’s.’ It led to information getting lost, and it was also hard to bounce ideas off one another.”



# Building one vision—globally

## Breaking down organizational siloes

Infor's managers realized they needed a solution to foster more departmental collaboration and retain efficiency across disparate locations. They decided to implement Infor Ming.le, Infor's social collaboration platform, because it offered many capabilities to address their challenges. The Paparazzi feature, for instance, allows users to "follow" objects of their choice and receive automatic status updates, while Contextual Intelligence links with the ERP and other systems to deliver real-time information.

**The business development team has cut its collective email traffic by 10% because of the streamlined information sharing enabled by Infor Ming.le.**

"Our department equipped over 250 individuals with Infor Ming.le," Jehowski says of the international program, which ran from January through June and coincided with many important product launches. "We tried to get all levels of representatives and managers, as well as a good mix of locations, to ensure we were capturing all the angles."

## Ensuring a successful pilot program

Jehowski and her team also formed a global Infor Ming.le task force to meet every two weeks for discussion and progress reports. One feature that showed immediate value was Streams, which captures and centralizes conversations relating to a business topic for easier collaboration and knowledge share.

"In business development, time is money, and the more high-quality calls we're able to make in a day, the more effective we are at our jobs," says David Fisher, business development representative for the North American region. "Infor Ming.le allows for team meetings to be shortened and time to be allocated elsewhere, because now we're having discussions we once had in a live team setting—virtually."

## Detailed impact

72

manager meetings eliminated each week due to centralized information-sharing

10%

boost in employee retention due to improved morale

22

new Infor Ming.le groups created, enabling more professional collaboration and empathy

23

work weeks freed up by drastically reducing the number of departmental meetings

# Achieving better business outcomes through enriched collaboration

## Realizing value

In just six months of using Infor Ming.le, Infor's business development team gained measurable benefits, including a higher sales acceptance rate. Every month saw double-digit increases over the previous fiscal year, resulting in an average increase of 15.3%. Leads passed to sales also saw an increase of 10.6 percent for the same period.

The team's communication and information-sharing have benefited significantly from Infor Ming.le's social media-like ease of use. "Infor Ming.le has streamlined our roll-out of best practice initiatives and helped with the seamless, real-time sharing of information," says Megan Dahlen, vice president of business development. "I now have BDRs in Europe whose knowledge can be tapped and leveraged by BDRs in Asia/Pacific, Latin America, and the US."

For managers alone, about 72 meetings each week were deemed unnecessary. "It saves me countless one-off conversations I would have with my 25 reps regarding campaign status updates, results, and challenges," says manager Maggie Bauer.

Fisher is particularly pleased with the fast-tracked sharing of effective sales strategies, which has contributed to increased revenue. "The other day, a team member posted a success story on the Infor Ming.le feed," he says. "I was able to instantly try out some of the techniques on my next call."

## Communicating more efficiently and personally than email

"With the adoption of Infor Ming.le, our email threads are almost non-existent," reports Giese. "I now post on Infor Ming.le, which pops up on everyone's feed, so all information is at their fingertips. It has increased the amount of information we've been able to share and helped foster a stronger sense of community within our team."

This enhanced sense of collaboration has increased employee retention by 10% and improved morale and team building—both in and out of the office. "I started an Infor cycling club and made an Infor Ming.le group to coordinate," Giese says. "It has enhanced collaboration between my colleagues and me, especially since members range from business development and engineers to architects and managers of other departments."

# Growing the user base and expanding vertically specific collaboration

“Infor Ming.le allows reps from multiple geographic locations to seamlessly collaborate on a sales campaign. As a manager, I am able to frequently see progress upgrades, better understand successes and challenges, and know when my team needs support or guidance.”

## Maggie Bauer

business development manager,  
Infor

## Building on a successful pilot

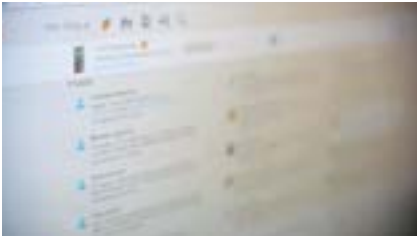
Since the January implementation of Infor Ming.le, the business development team has created over 22 types of groups, all of whom benefit daily from the solution’s Streams and Drill Back tools. Due to the success of the pilot program, the department plans to expand the user base immediately to realize even greater efficiency gains. Infor Ming.le is also proving to be an asset when it comes to rapidly shifting initiatives.

“Many of our reps have recently changed the lines of business they call on, so we created Infor Ming.le groups focused on specific industries such as fashion, human capital management, and distribution,” says Bauer. “When we kick off a new campaign, I now create a post with all the relevant data, including links to outside collateral. As the reps begin calling, they can post daily and weekly updates regarding their progress, any trends they are noticing, and feedback on any tactics that are proving successful.”

For the international business development department, Infor Ming.le is certainly a core piece of the strategy puzzle. “We are currently working through a pilot to push a gamification platform into Infor Ming.le and expect to do similar integrations to other products in the future,” says Dahlen. “It is and will continue to be the central hub where the global team gets all of their information related to their productivity, best practices, and internal communications.”



## Links



With Infor Ming.le, Infor's Business Development group experienced a double-digit rise in sales lead acceptance rate for six consecutive months, a drastic reduction in the number of departmental meetings which freed up the equivalent of over 23 work weeks.

### Infor Ming.le helps support Preferred Sands' skyrocketing growth

Read this report to see how Infor technology helped this industrial manufacturing rookie reach the top of its industry in only five years.

### Infor Ming.le social business brochure

Now you can solve old problems in new ways. Get to know the features of this single platform for collaboration and business process management.

### Analysts and media on track with Infor Ming.le

Infor Ming.le, the next-gen enterprise collaboration platform, has been stirring excitement among analysts and media. Read "Asset management meets social media" by Government Technology to learn more.



Infor is fundamentally changing the way information is published and consumed in the enterprise, helping 73,000 customers in more than 200 countries and territories improve operations, drive growth, and quickly adapt to changes in business demands. To learn more about Infor, please visit [www.infor.com](http://www.infor.com).