



# Infor Rhythm for Commerce: Promotions

## Determine the best price—every time

Providing consistent, clear pricing across all of the channels you serve without losing the ability to promote products and services requires an omni-channel approach. With the right omni-channel tools you can manage and execute pricing and promotions rules consistently throughout your business.

Infor Rhythm™ for Commerce: Promotions is an omni-channel pricing and promotion engine that dynamically determines the best price for consumers, based on available promotions, discounts, employee pricing, coupons, and special offers. The solution can be deployed centrally to ensure consistent pricing across all of your retail channels.

### Key benefits

Infor Rhythm for Commerce: Promotions analyzes all of the complex pricing rules that apply in each channel—including localized pricing, differing promotions online and in-store, and other data—and then automatically determines the optimal combination of price and promotions, based on business rules.

With Infor Rhythm for Commerce: Promotions, you can:

- React quickly to changes in the market.
- Reduce the cost of changing or maintaining pricing strategies.
- Reuse pricing logic and rules as selling systems are added or updated.

### Speed-up transactions

Infor Rhythm for Commerce: Promotions is retailer-configurable and flexible, so you get superior agility in executing your pricing and promotions strategies. It also can help speed up transactions, since associates no longer have to calculate best prices or sort through all of the available promotion and coupon possibilities.

Infor Rhythm for Commerce: Promotions is designed to evaluate the following pricing and promotion rules:

- Regular and clearance price
- Transaction-level promotions
- Single-item promotional price
- Promotional and coupon inclusion and exclusion rules
- Location constraints
- Associate discounts
- Loyalty and affiliation discounts
- Transaction size qualifiers
- Tender type qualifiers and constraints
- Retailer coupons
- Delivery and shipping promotions
- Best price determination
- Tiered and stepped pricing
- Bundle pricing

Additionally, Infor Rhythm for Commerce: Promotions is built with rules to help guide buying. For example, you can "buy X of Y" and "get Z" rules when:

- X is a quantity or amount of a product or service
- Y can be one or more groups of items defined by merchandise hierarchy
- Z is either amount off, percent off, or a specific price for a specified quantity of the target item(s)

## Ensure consistent pricing across your enterprise

Infor Rhythm for Commerce: Promotions allows retailers like you to specify stacking rules and evaluation sequences for all types of pricing rules. Your price rules may be expanded or extended by conforming to the Infor Rhythm for Commerce: Promotions extension architecture. In addition, the solution is built on industry standards, which makes it easier to integrate with your existing systems.

With Infor Rhythm for Commerce: Promotions, you can ensure consistent application of your pricing rules across the enterprise, so you can reduce the time to create and deploy new promotions, price updates, loyalty programs, or coupons. This flexible approach to using data and business rules to manage all forms of retail pricing removes the systems constraints retailers like you can face when updating your pricing strategies.

[Learn more about Infor Retail >](#)



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INF-1541050-en-US-0716-1