

# Infor Rhythm Omni-channel Hub

## Connect every channel you serve

In today's omni-channel world, your customers expect more. They want full visibility into your inventory in all of your locations—online and in-store—as well as the flexibility to order in one place and have their item delivered to another. At the same time, they also want to pay a consistent price across all of these channels you serve.

Infor Rhythm™ Omni-channel Hub is an omni-channel commerce platform that brings together the data and capabilities to connect your stores, your online channels, your warehouses, and your distribution centers to meet the higher expectations customers have in this new era of retail.

### Key benefits

With Infor Rhythm Omni-channel Hub, you can:

- Make inventory visible wherever you have it, and available where the customer wants it.
- Personalize the in-store experience with access to purchase histories, loyalty program data, wish lists, and promotion details via mobile devices.
- Empower your associates with ratings, reviews, and recommendations from your systems, online, and social media.
- Complete the omni-channel experience through integrated order management services that allow you to capture orders anywhere.

### Gain new insights into shoppers' behaviors

Infor Rhythm Omni-channel Hub provides you with the out-of-the-box infrastructure, integration, data distribution, and enterprise services you need to drive converged commerce operations.

With Infor Rhythm Omni-channel Hub's dynamic dashboard, you can identify trends and refine your strategy, while also gaining new insights into shoppers' behaviors by aggregating online, mobile, store, and enterprise metrics.

### Access systems and data—anywhere, anytime

The features and their benefits available to you with Infor Rhythm Omni-channel Hub include:

- **Enterprise cross-channel services**—Service oriented architecture that encapsulates all logic needed to perform cross-channel ordering
- **Open omni-channel ecosystem platform**—Turnkey integration with other solutions such as, IBM® Sterling Commerce, Adobe® Scene7, Manhattan Order Management, and Salesforce
- **Enterprise-wide merchandise and store visibility**—Seamless access to transactional, inventory, and fulfillment systems throughout the enterprise
- **Advanced clientelling capabilities**—On-demand views of purchase histories, product ratings and reviews, and recommendations from anywhere in the store
- **Web and social media-assisted selling**—Access to ratings, reviews, blog postings, and related content from your own website and others
- **Shopping activity dashboard**—Insight into associate activity, customer searches, and in-store metrics

## Deliver a seamless customer experience

Infor Rhythm Omni-channel Hub can help to integrate data and capabilities throughout your enterprise, so you can create a seamless shopping experience that is always available to your customers.

[Learn more about Infor Retail >](#)



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