Infor Rhythm™ for commerce
E-commerce that’s comprehensive, integrated, and beautifully-designed
Deploy a digital experience that delights customers and drives meaningful business results
Make online audience engagements a true business advantage

The value of connecting with customers online has been tried, tested, and proven. However, as buyers get more sophisticated and technology landscapes become increasingly complex, the question for many is how to connect the dots in a way that makes online customer engagements meaningful, practical, and profitable. If only there weren’t so many dots to connect.

Businesses with the technical skills to create online vehicles often lack the design expertise to deliver a meaningful experience to the customer. Connecting e-Commerce platforms with back office systems can be complex and expensive. And with all the data that companies can gather, collecting it is the easy part. Now you have to figure out how it can be used to strengthen customer relationships and grow revenue.

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

Digital Asset Management

Content Management System

Experience Manager

Product Information Management

Agency Design Services


Search
- Parametric Navigation
- Keyword Search

Recommendation Engine

Full Integration

ERP
Engage, analyze, grow

As advancements in the area of consumer technology continue to accelerate, the impact on the B2B world is growing. Customers and users of all kinds increasingly expect to conduct business not only online but also across an expanding range of devices. And they demand a rich user experience when they do so. In many cases, they want to configure products to their specific needs. Your ability to differentiate in the area of customer engagement can help build a competitive advantage.

Take advantage of the audience engagement opportunity with Infor Rhythm for commerce. You’ll be able to:

**Enrich your user interactions**
Build loyalty by delivering exceptional user experiences that engage customers more richly and help improve conversion rates.

**Power your top and bottom line**
Infor Rhythm for commerce can help increase sales and profitability by giving you a new marketing and sales channel with a low, predictable total cost of ownership.

**Scale your market impact**
Expand your reach and grow your brands by taking advantage of omni-channel sales and distribution opportunities.
Gain access to Infor CloudSuite

A proven solution trusted by industry leaders

Infor CloudSuite offers a comprehensive portfolio of solutions designed to help support manufacturing, healthcare, the public sector, and more.
Offer B2B e-Commerce with a B2C experience
End-to-end website management

With Infor Rhythm for commerce, you can do everything for your online retail business from one location: easily manage content, promotions, and product catalog assortments; access applied analytics; and build beautifully designed user experiences through templates and themes tailored to your business. The solution provides:

### Personalized experiences

Deliver personalized online experiences with tailored content, marketing, and offers based on user activity. For example, promote warm coats to buyers in cooler climates, and lighter ones to those in warm climates. Infor Rhythm makes it easier for customers to find and purchase products, while helping to increase shopping cart conversions to sales, sell more per click, and increase customer loyalty.

### Content optimization

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

### Tight ERP integration

Achieve tight integration between your engagement platform and ERP solution with simplified integrations to Infor ERP. Infor Rhythm links information like inventory availability and order status to help optimize supply chain execution.

### Omni-channel support

Optimize online interactions across a wide variety of devices by delivering consistent information and enhancing user experiences through easy navigation and minimal resizing or scrolling.

### In the cloud

Deployed in Infor CloudSuite, Infor Rhythm’s Software-as-a-Service model makes your solution more cost-effective to maintain. Say goodbye to the stresses of managing on-premise software with a cloud-based solution that rolls costs into a monthly subscription fee.

### Expert design services

Create rich B2B and B2C user experiences with the help of Hook & Loop, Infor’s internal design agency. Your monthly subscription gives you full-service treatment from a world-class team, including tailored templates with custom design and ongoing strategic support.
“It’s time to modernize e-Commerce sites. Companies have been hiring creative agencies to spruce up dated storefronts; however, without deeper customer engagement on their sites, the sales conversion rate doesn’t improve significantly.”

Charles Phillips
CEO, Infor
Infor Rhythm for commerce: An end-to-end solution

Infor Rhythm for commerce connects disparate processes and systems to optimize customers’ online experiences and helps maximize the value of your e-Commerce initiatives. You get processes that work from end-to-end, helping you generate higher conversation rates, service levels, and satisfaction.

Engage
- Beautiful, intuitive design
- Dynamic, personalized content
- Omni-channel support
- Optimization across devices
- Secure login
- Open catalog interface
- PunchOut
- Illustrate product customizations

Order
- Content on context search
- Product location and selection
- Shopping cart
- Order quantity
- Budgets
- Plans
- Customer approvals
- Upload
- Click to collect

Transact
- Inventory check
- Price information
- Discounts
- Order submission
- Credit check approval
- Order confirmation
- Order share
Serve
- Inventory allocation
- Pick and pack
- Advance Shipping Notice
- Dispatch
- Delivery
- Invoice or card payment
- Order status checks
- Invoice checks
- Shipment tracking
- Optional manufacturing instructions

Follow Up
- Email
- Invoice payment
- Invoice match
- Survey

Analyze & Learn
- Analytics
- Buying behavior
- Visitor and usage tracking
- Predictive modeling
- Automatic adaptability
Simplify and save with the SaaS model

In today’s fast-changing, demanding business environment, implementing and maintaining enterprise-wide systems has become one of the greatest—and costliest—challenges organizations face. That’s why Infor Rhythm for commerce is offered in a Software-as-a-Service (SaaS) model, deployed in Infor CloudSuite. This makes your solution more cost-effective to support and maintain, while ensuring the same functionality available in on-premise software. The SaaS model gives you added flexibility, automatic upgrades, and reduced software costs due to subscription-based pricing. By freeing you from the financial and management burdens typical of on-premise software, the SaaS model empowers you to focus on the critical issues that really matter to your business.

Infor Rhythm delivers a more complete package in the Cloud by combining world-class design with a comprehensive engagement platform. Highly personalized interactions create richer customer relationships, which we believe drive higher conversion rates.”

Charles Phillips
CEO, Infor
Achieve the next level of audience engagement

Open the door to new revenue streams and help maximize the value of one of your most important sales and marketing channels with Infor Rhythm for commerce. By integrating intelligent, meaningful interactions with systems, data, and processes, you can achieve greater success for both your customers and your business. Better conversion rates, expanded business opportunities, and increased competitive advantage—that’s what Infor Rhythm for commerce helps deliver.

Learn more by visiting www.infor.com/rhythm

About Infor
Infor builds beautiful business applications with last mile functionality and scientific insights delivered as a cloud service. With 13,000 employees and customers in more than 200 countries and territories, Infor automates critical processes and helps eliminate the need for customization through embedded industry domain expertise. To learn more, visit www.infor.com.

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