

Infor Promote

Determine the best price—every time

Providing consistent, clear pricing across your channels—without losing the ability to promote products and services—requires an omni-channel approach. With the right tools, you can manage and execute pricing and promotion rules consistently throughout your business. Infor® Promote is an omni-channel promotion rules authoring tool that works with Infor's Omni-channel Hub, and the Equate promotional pricing rules engine embedded in Infor Engage, allowing businesses to compose complex promotions and enforce 'fine print' rules across the enterprise. The system dynamically determines the best price for consumers based on available promotions, discounts, employee pricing, coupons, and special offers. Promote provides a dynamic, cloud-based, simplified user interface (UI) that lets even non-technical users author complex promotion rules quickly and efficiently. Together, the solutions ensure consistent pricing and promotions across all the retail channels.

Key benefits

Infor Promote provides a UI to help users author the complex promotion rules that apply in each channel. Equate automatically determines the optimal combination of promotions, based on business rules. With Promote and Equate, you can:

- React quickly to changes in the market
- Reduce the cost of changing or maintaining promotion strategies
- Reuse promotional pricing logic and rules as selling systems are added or updated
- Move promotion authoring from the responsibility of IT, to the hands of merchandisers, buyers, or pricing analysts

Infor Promote enables authoring of the following promotion rules:

- Single-item promotional prices
- 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

Speed up transactions

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

Additionally, Infor Promote is built with rules to help guide buying. For example, you can 'buy N of X' and 'get Y' when:

- N is a quantity or amount of a product or service
- X belongs to one or more groups of items defined by merchandise hierarchy, item attribute and value, item number, or a selection from a saved list of combinations
- Y is either an amount off, percent off, a specific price, a specific amount off a specified quantity of target item(s), or a weighted group price with a discount prorated across qualifying items

Ensure consistent pricing across your enterprise

Infor Promote and Infor Equate let you specify stacking rules and evaluation sequences for all types of promotion rules. In addition, the solution is built on industry standards, which make it easier to integrate with your existing systems.

With Infor Promote, you can ensure consistent application of your promotions across the enterprise so you can reduce the time to create and deploy new promotions, loyalty programs, or coupons. This flexible approach to using data and business rules to manage all forms of retail promotions removes the system constraints you face when updating your pricing and promotion strategies.

[Learn more about Infor Retail >](#)



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