

A background image showing four business professionals (three men and one woman) sitting around a table in a meeting, looking at documents and talking.

Infor CRM for wholesale distributors

Customer buying behavior is changing rapidly, and many distribution businesses are turning to technology to help navigate shifting business models. Infor® CRM helps you unlock deeper insights into your customers, so you can have more meaningful sales and marketing conversations with them, leading to stronger sales and greater lifetime customer value.

Gain complete visibility into customers

Your success is built on repeat business from loyal customers. It's important to know them well. Integrating the data from your CRM and ERP systems provides the most complete picture of your customers so you can have meaningful conversations. It's easy to accomplish with Infor CRM; it integrates easily with Infor ERP solutions using Infor ION®, a purpose-built middleware solution that delivers a simple but powerful and scalable framework. With unified front- and back-office systems, your customer-facing staff gains access to the information they need to serve and advise your customers, from current inventory levels and order statuses to prior order history.

Drive better results

You can maintain a comprehensive database of vendors and suppliers, which can help your organization to strengthen these critical relationships and more effectively manage supply and demand.



Give professionals the tools they need

- **Rich customer profiles**—Built by capturing information and interactions from across your organization, as well as from external sources including social media, your professionals will have all of the information they need to build profitable customer relationships.
- **Back office integration**—Infor ION® provides seamless integration with your ERP system, so sales and customer service professionals can see information such as current orders, overdue invoices, and credit holds.
- **Mobile capabilities**—Extend rich CRM functionality to smartphones and tablets, so mobile professionals can stay productive by accessing customer information, performing key tasks, and employing native device features, such as mapping, dialing, and email to communicate with customers and prospects.
- **Social functionality**—Infor Ming.le™ provides social collaboration capabilities, notifications, and alerts to help teams work together effectively.
- **Sales reports**—Advanced reporting helps managers monitor the sales pipeline, create accurate sales forecasts, and coach teams to success, so your organization can close more deals and optimize profitability.

Create more meaningful conversations

Your customer relationships are the driving force behind your business. Infor CRM for wholesale distributors helps professionals across your organization create meaningful conversations that enhance long-term loyalty. Whether they're in the office or out with customers, your account managers and customer support staff have access to detailed information about your customers' products, order history, shipping, inventory levels, outstanding invoices, and more. Infor CRM is purpose-built for your business with industry-specific capabilities, deep integration, and unparalleled flexibility to help ensure your organization's success.

With Infor CRM, you can:

- **Gain visibility into customers**—Integration with Infor ERP solutions using Infor ION provides a complete picture of customers, including orders, invoices, history, and more.
- **Drive better results**—Rich customer profiles and deep CRM functionality gives sales, customer service, and support the tools to close more deals and improve performance.
- **Strengthen relationships**—Work more effectively with vendors and suppliers.
- **Improve customer conversations**—Use everything you know about customers to create an engaging customer journey. Infor CRM easily integrates information from back-office systems, email, and even external data sources.



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INF-1620349-en-US-0117-1

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