



# Infor CRM Cloud



Infor® CRM is an award-winning customer relationship management (CRM) solution that provides a complete view of customer interactions across your sales, marketing, and customer service teams, so they can collaborate and respond promptly and knowledgeably to customer inquiries and sales opportunities.

With Infor CRM, you can manage the entire sales cycle and increase sales team performance by automating sales processes and by monitoring and forecasting sales activity. Capitalize on key opportunities by targeting your most profitable prospects and customers using marketing and lead management tools. Resolve customer requests and issues quickly with customer service and support management tools.

Seamless integration with your other business management solutions; desktop applications like Microsoft® Office and Outlook®; and web services helps increase productivity and gives your teams a complete, holistic view of your customers.

With its flexible platform, powerful process automation capabilities, and multiple access methods, Infor CRM is the comprehensive CRM solution that will help you achieve greater sales and build a more successful business, now and into the future.

## With Infor CRM Cloud you can:

- Deploy a full-featured, secure CRM solution rapidly
- Reduce IT capital expenditures and costs
- Simplify software management
- Benefit from flexible payment options
- Easily retrieve your valuable data

- Have full control of upgrades
- Integrate easily into business management solutions and desktop applications
- Tailor for your unique business needs

## Why choose if you don't have to?

Software as a Service (SaaS) or on-premise CRM? You no longer have to choose. With Infor CRM Cloud you get the best of both worlds—the flexibility and rapid time-to-value of traditional SaaS solutions, combined with the security and control of on-premise solutions.

Traditional SaaS CRM offerings have been great for businesses who want to reduce their IT burden, avoid capital expenditures, and get their CRM solution up and running quickly. But, many hosted SaaS solutions have disadvantages too, like being stuck with a proprietary platform, not being able to easily retrieve your valuable customer data, being locked into long contracts, and having to pay excessive costs for extra storage.

Leveraging Amazon's world-class Web platform, Amazon Elastic Compute Cloud™ (EC2™), Infor CRM Cloud offers you the best of on-premise and SaaS solutions—a full featured, standards-based CRM solution with full ownership and control of your data combined with payment flexibility, access to data online, and the ability to get up and running quickly. And, with advanced customization capabilities, greater data storage, and more flexible subscription options than other CRM cloud vendors, Infor CRM Cloud provides better choice for your business.

## The advantages of Infor CRM Cloud

### Peace of mind

You get peace of mind that your data is secure and only accessible by you, not intermingled with the data of thousands of other companies. You own and control your data right from the start so in the future, should your business needs change and you decide to switch from a cloud-based solution to an on-premise solution, you get your data back intact—in a usable, standard format. Rest assured, Infor, in partnership with your business partner will take care of you, so your IT department doesn't have to worry about it—from setup and backups to expert product support and 24-hour monitoring.

### More storage for less money

Most businesses require considerable cloud data storage space. With Infor CRM, right from the start, you'll receive more cloud data storage space per user than other CRM vendors, with favorable rates to increase capacity as your business evolves.

### CFO friendly

Not all businesses are the same. That's why Infor CRM Cloud offers a variety of flexible payment, subscription, and license options to fit your business requirements and financial preferences.

### Plays well with others

Infor CRM Cloud is built on a flexible, standards-based platform that enables integration with your other business management solutions, desktop applications like Microsoft Office and Outlook, and web services for

increased productivity and a complete, holistic view of your customers.

### You're in control of the CRM experience

Change, like a software upgrade, can be disruptive—to IT, to users, and even to management. Infor CRM Cloud gives you control of upgrades so you can perform them when it's right for your business—not when the vendor decides.

### Full featured CRM

- Account/Contact management
- Opportunity management
- Microsoft Outlook, Office, and Gmail integration
- Sales forecasting, territory alignment, and process automation
- Lead qualification and management
- Multi-channel campaign management and ROI
- E-marketing integration
- Ticket management
- Defect tracking and returns
- Mobile access
- Business analytics and reporting
- Back-office integration
- Advanced customization capabilities

**Try it today:** [crm.infor.com](http://crm.infor.com)



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