

Infor CPQ

Close complex sales faster

Industry-specific functionality powered on the cloud

Designed to provide an unmatched user experience, Infor® CPQ delivers industry-specific capabilities without extensive customizations or integrations by combining the Infor cloud platform built on infrastructure services from Amazon Web Services® (AWS®) and Infor OS. With Infor CPQ's critical business applications, businesses can experience automatic upgrades that seamlessly deliver the latest advances in enterprise functionality.

Specialized by industry, Infor CPQ enables global business, networked analytics, and a visual user experience that can be augmented by artificial intelligence, so organizations can:

- Stay current on the latest versions of their software.
- Allow users to access applications on any device anywhere.
- Scale cloud services to handle usage peaks and valleys.
- Reduce total cost of ownership and capital investment.
- Integrate cloud and on-premises applications with pre-built APIs.
- Connect data across cloud and legacy applications for enterprise insights.
- Provide analytics for better decisions.

Keep applications current and connected, leverage powerful last-mile functionality, and optimize critical business processes—with Infor CPQ.

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Guarantee one vision from interest to cash

Whether researching options, creating complex products, or bundling existing products and services, the ideal experience must be visual, fast, accurate, and collaborative. From interest generation to cash, Infor CPQ enables any user—a customer, salesperson, distributor, dealer—to select, specify, quote, and order products faster to win the business, as well as avoid wasted time, duplicate activities, costly errors, and frustration for both internal and external users.

Infor CPQ makes it easier to:

Increase the number of quotes. Make it easy for any user to quote products, add-ons, and services in order to present a single, integrated quote to the customer. As a result, your sales channel can reach more customers and deliver better products and services.

Accelerate new product introductions. Manage transitions quickly and easily create new product offerings. Roll out new features and pricing electronically and according to an exact plan. Introduce minor product and price changes at any time to incorporate new innovations or adapt to new market demands.

Upsell more effectively. Sales reps receive tools to help them offer high-margin accessories and features that improve the profit-per-sale. During selection, configuration, and pricing, reps can see the projected profit, so they can make suggestions that meet margin objectives and customer requirements.

Automate manufacturing instructions. Dynamically create bill of materials (BOM) and kitted packing instructions on the fly, and integrate them with an enterprise resource planning (ERP) system to store these instructions with the fulfillment process. Generate 2D drawings and 3D models of products and assemblies to clearly show the final assembly area what to build to reduce errors that can creep into even the most impeccably run manufacturing process.



Rich visual images and digital persuasion add value

Ensure your products get included as an option

From the start of a user's research and selection through to the purchase, it is imperative that your products are visible to a potential buyer.

70%

of B2B buyers fully define their needs on their own before engaging[1]

50%

identify specific solutions before reaching out[1]

83%

of buyers point to product images as the most influential factor in purchasing decisions[2]



> **“The customer can specify anything. If you think of the Aeron chair, there are over 1.2 million permutations of that chair. We use Infor CPQ to drive all that to satisfy customer demand.”**

KERRY DAVIS

VP NA Applications, Herman Miller

HermanMiller

Configure your way to success

Build a stronger brand

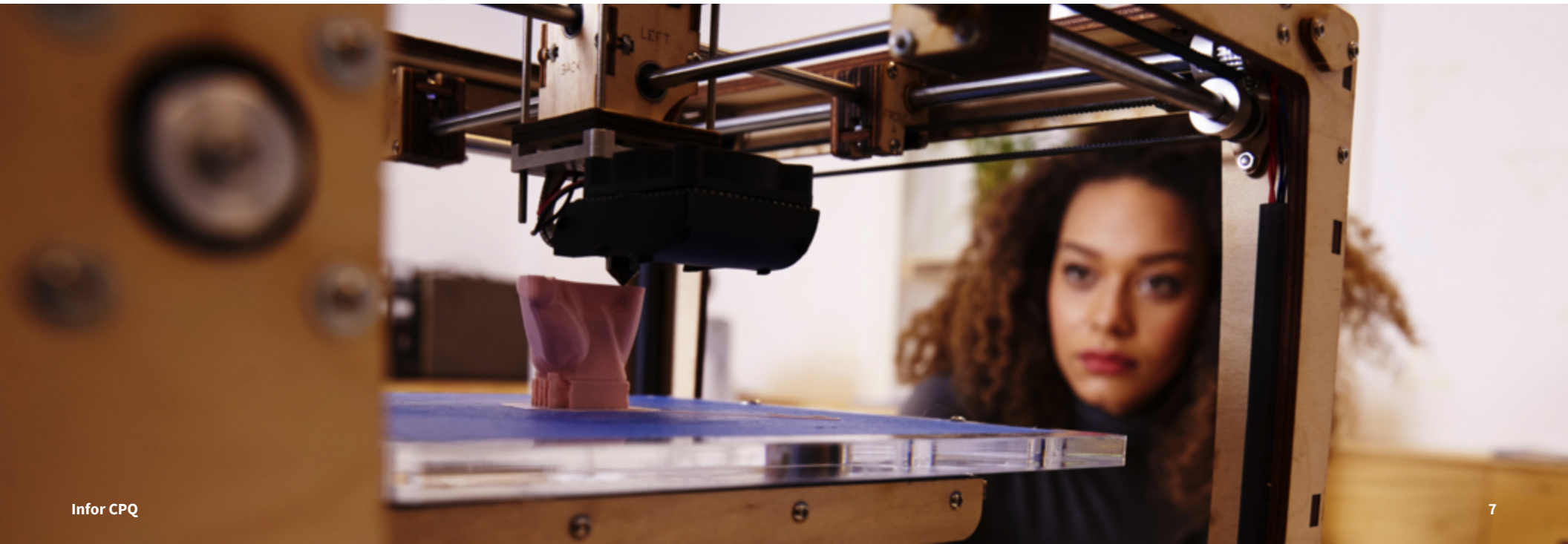
Customers prefer manufacturers that provide innovative features which meet their needs. Infor CPQ can help accelerate the pace of innovation by eliminating the need for engineering to provide repetitive selling assistance, as well as reducing the engineering effort associated with more complex products and cycles. Instead, engineering teams can focus more on high-value-add innovations in products, styles, services, and features.

Best of all, Infor CPQ helps manufacturers differentiate themselves from the competition. By delivering exactly what the customer ordered—on time and at the right price—the sales channels will be able to sell more products, increase after-sales service, and generate repeat business, while reducing the multiple cycles needed to ensure the quote and order are perfect.

Deliver quality—again and again

Customers switch brands when an order is late and doesn't reflect the desired configuration. Infor CPQ makes it possible to attain the same level of quality for any variation of products and add-ons they can get right off the shelf.

In addition, Infor CPQ can help ensure customers have made all the necessary choices and that the order submitted to manufacturing arrives on time and is built to the customer's exact specifications. By providing a perfect quote and converting it to a perfect order, users can avoid the time, effort, cost, and frustration associated with the selection of invalid options.



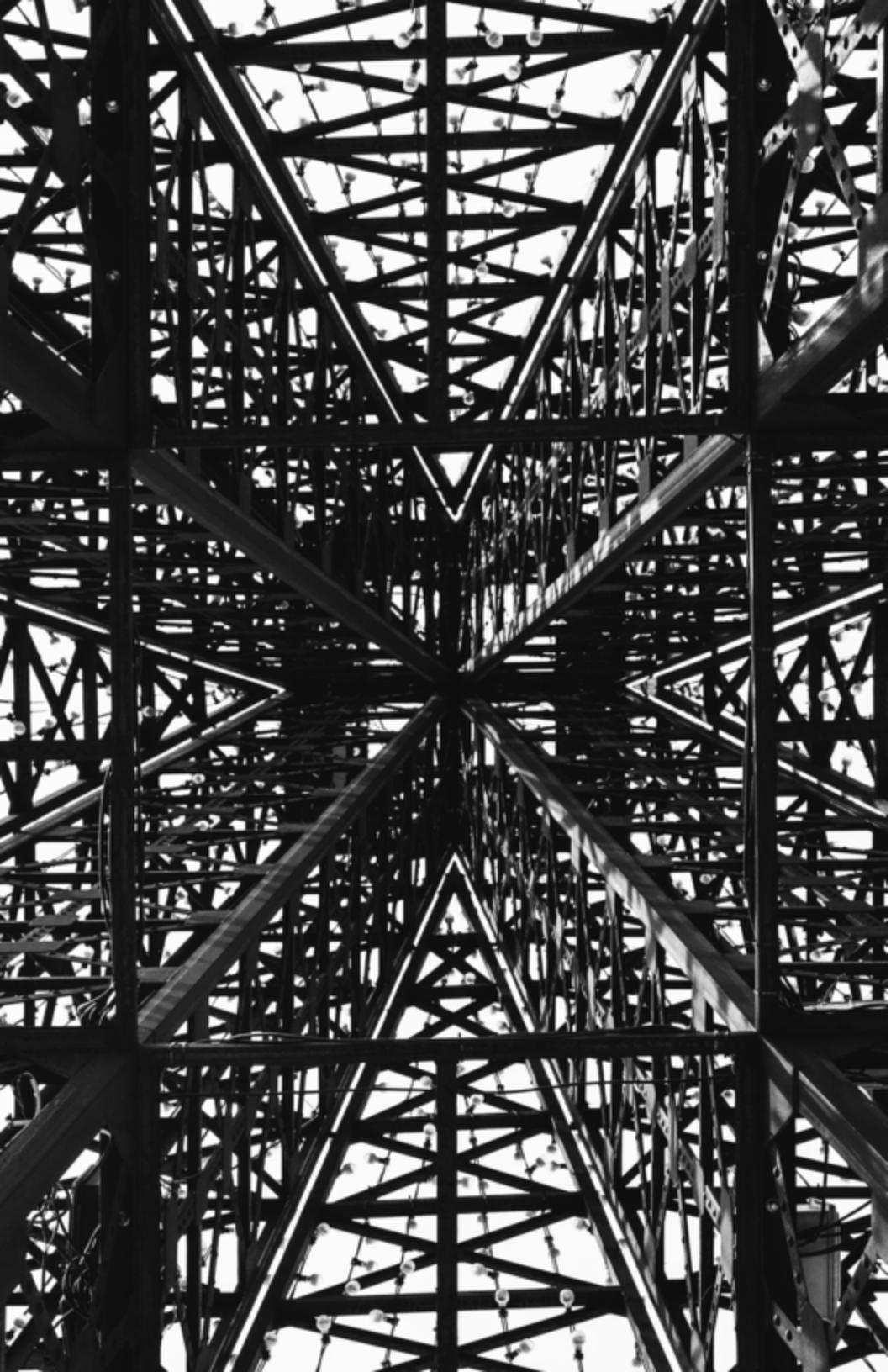
Provide a great experience for any user

Users interact with various people and technologies when quoting and ordering. Whether they're exploring on the web, picking features on an iPad® in a retailer's showroom, or talking with a sales rep on the phone, Infor CPQ ensures that products are represented the same way, every time. When sales and customer service teams work together, customers are reassured of a company's accuracy and enduring quality.

Infor CPQ can be used to capture the best sales strategies of experienced sales reps and share this knowledge with less experienced salespeople, so they can successfully guide a buyer through various options to make the sale. This can help significantly reduce the learning curve for new sales reps, so they can quote faster and attain better quote-to-order ratios.

A rules-based BOM process helps to avoid the labor-intensive creation of thousands or even millions of "star parts" with all possible combinations of product choices. Because the manufacturing instructions are recorded only once, it's easier to introduce product innovations faster and eliminate the production of price books. In addition, users won't need to rekey orders into the ERP system since they were already configured in the quote system. This can help dramatically reduce the labor required to fulfill an order.





> **Infor CPQ supports every part of our business from interest generation and capture, through quoting, order conversion and order fulfillment. The visual experience from the kiosks in the showroom has been a real game changer for us. We've kept our costs down because we chose an enterprise CPQ solution that is the best in the market for discrete manufacturers."**

FRANS J. BEERKENS

Director, CIO/CDO, Fetim Group

FETIM GROUP

Supporting modern users—today and tomorrow

Infor cloud solutions leverage modern technology to help achieve future growth, and can be extended with artificial intelligence and the world's largest commerce network.

- **Delivering pre-built industry capabilities**—Prepackaged workflows, content, integrations, and analytics are designed with industry best practices, informed by thousands of implementations.
- **Driving business agility with cloud design**—Deliver a simplified user experience, data aggregation, workflow integration, hyperscaling, automatic upgrades, and an unlimited data lake.
- **Revealing actionable insights**—Infor Birst®, an enterprise business intelligence (BI) and analytics platform, enables accurate, data-driven decisions.
- **Extending the enterprise with networked commerce**—Virtual, vertical integrated-based, self-orchestrating value chains leverage data to run supply chains for end-to-end visibility.
- **Unlocking business potential**—Infor Coleman® makes historically complex technologies: natural language processing, intelligent automation, machine learning and voice user experience more accessible using the Infor OS technology platform as a foundation.
- **Prioritizing time to value**—Infor's service delivery methodology delivers accelerated productivity and ensures customers realize maximum value from their technology investment.



Take a closer look

Infor OS provides Infor CPQ users a comprehensive technology platform of services to choose from, which serve as a unifying foundation for your entire business ecosystem.



Enhanced enterprise experience

Infor CPQ centralize access to applications, using single sign-on, providing real-time, organization-wide visibility to streamline communication.



Seamless integration

Integrate Infor and third-party enterprise products in the cloud, on-premises, or in hybrid deployments with Infor's advanced integrated PaaS solution and API gateway.



Transformational data as a service

Provide data acquisition technologies and a unified repository for capturing enterprise data. Infor's data warehouse strategy ensures data fidelity, governance, security, and access.



Artificial intelligence

Transform historically complex AI technologies (natural language processing, intelligent automation, and machine learning) into valuable and attainable enterprise goals.



Extensibility

Whether it's an intuitive consumer-grade web interface, a high-productivity form, or a business process to replace customizations, Infor's optional developer tools and Infor CPQ rules can create the right experience with minimal coding.



> “Infor CPQ has allowed us to expand our capacity and deliver enhanced customer service while reducing training requirements and manual processes involved in the processing of high volumes of complex orders.”

IAN ROGERS

Sales Director, Gilberts (Blackpool)

GILBERTS

World-class infrastructure

The Infor cloud is built on Amazon Web Services (AWS), the market leader for cloud-based infrastructure as a service (IaaS) and platform as a service (PaaS) for over 10 years. By leveraging Amazon's multi-billion-dollar annual R&D investment in technology, Infor cloud solutions can better deliver on Infor's core mission of building critical industry capabilities into our applications.

Infor has partnered with AWS to deploy Infor cloud solutions in more than 20 AWS regions and 61 availability zones across the globe—and that footprint continues to grow to meet customer requirements.

Infor cloud solutions are designed to run seamlessly across multiple availability zones with active/active high-availability clustering. This means that customers will experience minimal impact from any unplanned outages or system loads.



Delivering productivity with Infor Services

Infor's comprehensive set of services are designed to help you succeed at every stage of your engagement with Infor. Our goal is to not just meet your needs but also anticipate them, providing solutions to problems before they occur and opening your eyes to opportunities that our breadth of resources, product and industry expertise, and innovation empower us to see.

Advisory services

- Business consulting
- Value engineering
- Organizational change management
- Digital transformation

Managed services

- Application management services
- Post-production support
- Process monitoring
- Data lifecycle management

Deployment services

- Implementation and upgrades
- Cloud migration
- Data migration
- Testing automation
- Performance optimization

Support services

- Infor cloud support center
- Cloud command center
- Flexible support options

Education services

- Classroom and virtual training
- End-user training
- Education subscriptions

Transform your business with Infor CPQ

Virtually every user expects highly customized products to be delivered quickly, accurately, and cost-effectively. Infor CPQ is designed for the business of highly variable products—giving any user the power of visual, accurate, and fast selection, as well as quoting, and ordering at their fingertips.

Infor CPQ delivers:

- **Visual selection and configuration**—Provide a dynamic, real-time, 3D experience for any user to visualize their selections.
- **An intuitive enterprise configuration engine**—Capture knowledge about customizable products once, and then share with any user—on any device.
- **Comprehensive quoting and ordering system**—See what's being customized during quoting and ordering with detailed visualizations.
- **Auto-generated, real-time, dynamic 2D and 3D product imagery**—Bring highly detailed products to life by allowing customers to confirm the product, its features, and add-ons.
- **Automated documentation**—Deliver personalized proposals, submittals, and other sales documents from virtually any application.

Gain a competitive advantage by streamlining the path from engagement to conversion and bring off-the-shelf quality to any product.

LEARN MORE →



Reference

1. Miller Heiman: "Study: Half of B2B Buyers Make Up Their Minds Before Talking to Sales Reps," June 2018.

2. eMarketer: "The digital shopper: Insights into Today's Most 'Connected' Customers," March 2018.





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About Infor
Infor builds business software for specific industries in the cloud. With 17,000 employees and over 68,000 customers in more than 170 countries, Infor software is designed for progress. To learn more, please visit www.infor.com.

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