



Guide to Fashion Software

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Industry outlook

2017 fashion outlook

Today's fashion companies have an unprecedented opportunity to move their businesses closer to the consumer than ever before. As the fashion value chain continues its evolution into a collaborative global network, omni-channel insights are fueling business and manufacturing decisions. Information gathered from shoppers can flag everything from sourcing, to design, to distribution of products.

Successful companies must be flexible, adaptable to change, and able to respond quickly to consumer desires. With the right technology tools, they can.

In its recent top innovators report, **Apparel Magazine** put it this way:

“The role that technology is playing in both listening to the consumer and enabling solutions to meet their desires is at an all-time high. Consider first that consumers are sharing more than ever before via social media. That advanced algorithms are enabling companies to yield more actionable intelligence from the data they gather—which is greater than it's ever been before—data that can then be fed back into the supply chain to improve everything from design to sourcing to fulfillment to assortment planning to marketing.”

Technology enables and supports a more collaborative supply chain network. It can speed up the time to consumer, generate data and insights from the omni-channel, and prepare for changing demands. Not only must fashion companies use technology to advance how they design, source, and create apparel, footwear, accessories, and even textiles, but new technology advances can also help companies listen to the consumer more closely—and move their supply chains closer to them.

Whether you're an OEM manufacturer, brand manufacturer, design source distributor, vertically integrated business, private brand retailer, or wholesaler, you cannot do business in today's changing fashion industry without a strong network, powered by advanced technology tools.

The technology choices you make today will have an enduring impact on the future of your business.



Top concerns for fashion companies

Adapting to constant change

A key characteristic of the fashion industry is constant change—more demanding consumers, evolving business models, more collections and styles, different sourcing destinations, omni-channel sales, and fluctuating exchange rates all combine to create an industry where change and evolution are built into its DNA.

Managing increasingly tighter margins

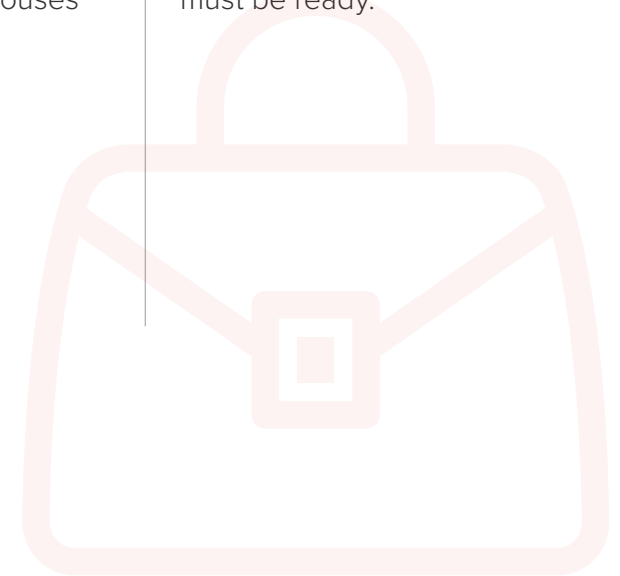
With the heavy impact of price pressures and rising costs, managing costs and monitoring margins are more important than ever. From controlling inventory, to avoiding unplanned markdowns, to keeping production costs low, to preparing your supply chain for e-Commerce shopping, fashion companies must always keep a sharp eye on the bottom line.

Shortening the time to the consumer

Forget production lead-time and time to market. Today, it's all about time to consumer. If your business cannot deliver the right product, in the right place, at the right time, you risk losing a customer and revenue. Your business must be able to react faster to consumer demands and behaviors so you can ship new collections faster, while also better managing your inventory and rapidly replenishing your warehouses and stores.

Creating better omni-channel experiences

Fashion companies are looking for new ways to interact, sell, and deliver their products to customers. You must be able to interact with your customers to give them new ways to browse, shop, and buy from you. As more brands move into retail, e-Commerce, mobile commerce, social media, and other developing channels are making the customer journey more complex. Your business must be ready.



To help fashion companies choose the right software for the ever-changing fashion industry landscape, this guide will explore six key solution areas that are essential to any successful fashion operation.



ERP

Enterprise Resource
Planning



PLM

Product Lifecycle
Management



SCM

Supply Chain
Management



CX

Customer
Experience



BI

Business
Intelligence



Retail

We'll discuss the market trends increasing the need for adoption of each technology, provide a “shopper’s checklist” of essential features and functions, and share success stories from real-life industry leaders. This guide will also outline how Infor’s industry-specific software and cloud-based fashion technology is helping global fashion companies thrive. Finally, we’ll discuss how we address our omni-channel and retail customers’ needs with Infor Retail and our newly acquired solutions from Predictix and Starmount®.

Enterprise Resource Planning (ERP)

Manufacturers, design source distributors, and private brand retailers have relied on ERP systems as their technology backbone for at least 25 years. That's a lot of history, a lot of ingrained commitment to on-premise, often-homegrown ERP systems, and a lot of “we've always done it this way” habits. Times change, of course, and the classic “one ERP system fits all industries” just doesn't cut it anymore. To be successful, you need a fashion-specific ERP system.

Old processes and approaches don't cut it either. Neither do legacy ERP solutions. Today, fashion companies need an enterprise solution that is agile and responsive enough to keep up with consumers' demands and the requirements of growing their business. As these requirements change, companies should be able to scale capacity up or down to keep pace with their business.

One strategy that's been proven to build a more agile business is moving to the cloud. A cloud-based ERP system can shift a company's payment structure moving away from a capital expense to an operating expense (which frees up precious funds). It also allows a business to rapidly expand as needed and more easily integrate with nearly any system that might be needed for future success.

Mike Kreiger, IDG, SMS Editorial Team [said it best](#):

“Today businesses in a variety of vertical markets can eliminate many of the hassles of traditional IT and find cloud-based application suites tailored to their particular industry or market that require minimal configuration to achieve technological nirvana. Is your business ready for that revolution?”

Are you looking to modernize your business quickly, easily, and cost-effectively? If so, the cloud might be right for you. [IDC estimates that](#), “Nearly \$1 of every \$6 spent on packaged software and \$1 of every \$5 spent on applications will be consumed via the software-as-a-service (SaaS) model.”



Resources for ERP

Learn more about the trends driving ERP adoption and specific strategies for addressing common challenges for fashion companies.

Industry report



Think your legacy ERP can keep up with omni-channel trends? Think again.

From global supply chains to omni-channel shopping, legacy and homegrown ERP systems aren't up to speed with today's fashion industry. Learn how you can create a more strategic approach to omni-channel.

[Read the industry report ›](#)

Industry perspectives

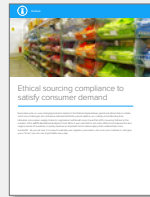


The five-point plan to ERP selection success for fashion companies

Upgrading your ERP or deploying a new solution often requires significant business process re-engineering. This report has been designed to help ease the complexity of this challenge by breaking down the ERP selection process to a five-point plan.

[Read the perspectives ›](#)

Industry report



Ethical sourcing compliance to satisfy consumer demand

As consumers demand fast factory-direct options, the fashion industry is transitioning from latitudinal cross-ocean supply chains to longitudinal north/south ones. This shift in sourcing led to the creation of the AAPN Asia/Americas Report Card. With this tool, you can evaluate your suppliers, yourselves, and even your customers.

[Read the industry report ›](#)

Industry perspectives



Seven ways to know you're choosing the right fashion ERP solution

For many businesses, not having the right tools and capabilities to complete anything from a daily task to a large, complex job can mean it's time to add an ERP solution—or to upgrade the one you already have.

[Read the perspectives ›](#)

ERP shopper's checklist

Upgrading an aging ERP system or deploying a new solution is not a decision to be made lightly. While all ERP systems span operations, finance, customer relations, and human resources, you should choose software that aligns to your business drivers—and that can help you differentiate your business from the pack.

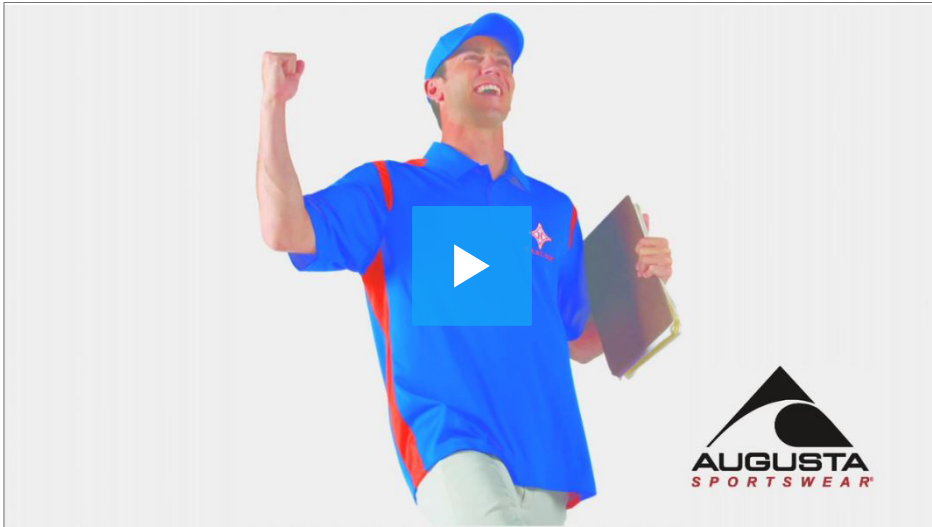
Major business drivers to consider when selecting a new ERP system include:

- ✓ **Speed**—With global competition and market pressure escalating, can your systems keep up with the pace of change in the fashion industry? Are your business processes flexible enough to adapt your consumers' demands?
- ✓ **Decision-making**—Can you get the information you want, when you want it to make a timely decision based on your industry-specific KPIs?
- ✓ **Data**—Can you access all your data, no matter where it's stored?
- ✓ **Flexibility**—Can you easily upgrade or add to your software? Can your software scale to meet your company's growing requirements?
- ✓ **Productivity**—Is your software easy to use, or do your workers spend more time fighting with your systems than focusing on their key tasks?
- ✓ **Complexity**—Do you have to manage complex products, supply chains, and sales channels, while dealing with volatile customer demand?
- ✓ **High availability**—The right cloud computing solution will be available 24x7x365, no matter where your employees are located, or what devices they're using. Because of their scale and expertise, cloud computing providers such as [Amazon® Web Services](#) can achieve system up-time levels and security and disaster recovery measures that cannot be matched.

Let us know when you are ready to talk, contact us at solutions@infor.com >

ERP customer stories

Infor ERP solutions are designed to address the specific challenges of the fashion industry. Here are a few of our many fashion success stories.



Augusta Sportswear relies on Infor M3 to manufacture and distribute teen apparel.
02:10



For more customer success stories,
[visit Infor Fashion >](#)



Infor M3 keeps Red Wing Shoe Company's technology in step

Red Wing Shoes Company turned to the latest upgrade of Infor M3 to take advantage of its new capabilities and also to continue enjoying 24x7 technical support.

[Read the customer profile >](#)



Propper International increases inventory turns by 300% with Infor M3

M3 solutions have provided Propper International with an integration of processes that allows the company to give better information to all of its users.

[Read the customer profile >](#)

Get to know Infor ERP

Infor CloudSuite™ Fashion offers modern software, a beautiful user experience, and pre-configured fashion best practices. You'll be able to manage both style and non-style products in the same system and gain visibility across every aspect of your value chain.

Connect and share information with your internal team, suppliers, production staff, and customers, all within a secure infrastructure built specifically for fashion.



Watch the Infor CloudSuite Fashion Video.

02:00

Accessible and reliable

With Infor CloudSuite Fashion, leaders in the fields of cloud and Big Data will manage your business' critical infrastructure and data. And, you'll have the security and reliability of regional data centers. So, you'll know that your systems comply with the latest standards in data security and rely on best-practice protocols in application, network, physical, and operational security.

Extensible framework

Whether you're an apparel, footwear, or accessories manufacturer, Infor CloudSuite Fashion adapts to your needs, rather than forcing you to follow a rigid set of procedures. Without the cost and delays involved in modifying or writing new code for unique business requirements, you get a powerful, easy-to-use solution that works the way you do.

Reduce total cost of ownership

Infor CloudSuite Fashion is provided on a subscription basis that includes complete fashion functionality for a simple monthly charge. You'll benefit from the latest technology and functionality in the cloud. You'll be able to allocate fewer resources to IT and infrastructure to free up capital for other strategic ventures, including new collections, international expansion, and acquisitions.



[Visit Infor CloudSuite Fashion page to learn more >](#)

Product Lifecycle Management (PLM)

With the speed and complexity of today's fashion businesses, companies must find new ways to improve the handling of their sourcing, design, merchandising, and operations—throughout all phases of their business. Product lifecycle management (PLM) solutions are rapidly becoming essential tools for balancing the conflict between customer tastes and efficient, responsive operations.

There's virtually no way to compete at the top levels of today's fashion business without a well-developed and fully supported PLM process. In this increasingly competitive marketplace, all fashion companies must strive for better responsiveness to consumer trends, more efficient design and production, smarter sourcing, and improved capabilities for monitoring compliance and sustainability requirements.

To achieve those goals, fashion companies need to bring as many different contributors as possible onto a common platform for sharing information and collaborating effectively. As product cycles get shorter and supply chains get longer, the likelihood of lasting success gets stronger with the help of an integrated product lifecycle management system.

Successful companies will want a PLM platform that helps all of their value chain partners to think creatively, collaborate intuitively, and act decisively to help satisfy consumer impulses rapidly and profitably.



Resources for PLM

Learn more about the trends driving PLM adoption and specific strategies for fashion companies.

Infographic

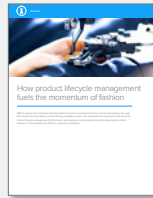


Tackling escalating complexity in fashion with PLM

Today's PLM platforms provide an intuitive common ground for both creative and analytical thinking, while keeping everyone's thinking within the realistic financial and operational constraints of the business.

[View the infographic >](#)

Industry perspectives



How product lifecycle management fuels the momentum of fashion

With the speed and complexity of today's fashion business, companies have no choice but to improve the ways they handle sourcing, design, merchandising, compliance issues, and operations at every phase of business.

[Read the perspectives >](#)

Industry report



9th annual top technology trends in the apparel market

Apparel magazine has joined with Gartner to survey and study the trends in apparel organizations' attitudes, behaviors, and plans relating to top fashion industry concerns.

[Read the industry report >](#)

eBook

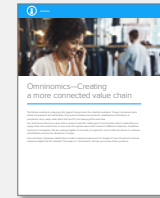


Empower your creative, technical, and commercial teams

In today's high-speed global fashion value chain, you may have multiple teams working in multiple time zones on multiple projects still need to act as one—while satisfying shorter, faster development cycles.

[Read the eBook >](#)

Industry perspectives



Omninomics—Creating a more connected value chain

As omni-channel shopping brings consumers closer to the value chain, success requires all fashion value chain partners to work together to get the right products to where consumers want them, as quickly and efficiently as possible.

[Read the perspectives >](#)

PLM shopper's checklist

Leading fashion companies are paving the way to modern manufacturing, setting new production standards for product lifecycle management. By taking a holistic approach to PLM, these companies are making bold advances and reaping greater rewards. To get the most out of next-generation production innovation technologies you must harness the power of product design collaboration, configure price quote tools, design-to-order capabilities, and automated functionality for quality control and compliance.

Learn how product lifecycle management fuels the momentum of fashion ›

What fashion companies should look for in a PLM solution

An advanced PLM solution supports and integrates the entire product development process. Companies looking for an advanced PLM solution, should look for:

- ✓ **Concurrent processing**—Speed up the overall product design and production process by using an advanced PLM solution to manage and track the progress of different phases of each collection simultaneously, rather than sequentially. That allows companies to shorten the time from concept to consumer and stay more agile to keep up with the latest consumer trends.
- ✓ **Automation of repetitive tasks**—Seek a solution that helps focus staff attention on designing, developing and delivering new and better products, and adding value. Let the software handle common tasks, so that employees can focus on creating innovative and profitable new products. Also, look for solutions that make it easy to build and use libraries of colors, fabrics, trims, and other supplier details to speed your efforts.
- ✓ **Natural workflow**—Look for a high degree of configurability to ensure that all of your employees can work how he or she wants to work. That will help speed overall workflow throughout the business, and improve employee motivation.
- ✓ **Collaboration across teams**—Unify the efforts of creative, technical, and commercial teams using social collaboration to streamline the design, development, and sourcing process.

Get to know Infor Fashion PLM

Based on years of fashion experience, Infor Fashion PLM is a powerful product lifecycle management solution that offers a full suite of tools to help you achieve faster, more accurate, and more profitable product innovation.

Synchronize planning and execution—Infor Fashion PLM can help you become a more responsive business by supporting concurrent line planning, style design, technical product development, and manufacturing sourcing. You can work on multiple collections at the same time and have the flexibility to change directions and fine-tune your individual styles at any stage, without disrupting your momentum.

Enrich your user experience—By combining a beautiful design with an intuitive interface that's similar to Microsoft® Excel, Infor Fashion PLM offers an industry-leading user experience that helps speed up adoption, lower training requirements, and shorten time to value. You'll be able to work smarter and faster than ever before with simple drag-and-drop functionality, mass capabilities, and a homepage that can be personalized using widgets.

Connect design with data—Featuring a bi-directional Adobe® Illustrator® plugin, Infor Fashion PLM helps your creative teams work with the tools they know and love. They can upload new concepts directly into the system and quickly bring those concepts to life through a set of visual libraries, pre-configured templates, and mass-create and update tools. By connecting creative design ideas to commercial objectives and technical specifications, Infor Fashion PLM helps you increase accuracy and reduce waste. And, it can even help you commercialize new styles faster.

Integrate with your infrastructure—Built on open standards technology, Infor Fashion PLM can be seamlessly incorporated into your IT environment. Highly flexible integration capabilities can have you up and running with less disruption and smoother implementation for a more rapid return on investment.



Find out more about
Infor Fashion PLM ›

Supply Chain Management (SCM)

With fashion—all roads lead to retail. Whether a company's products are sold in private brand brick-and-mortar stores, in major department stores, or online via a range of omni-channel options, fashion has a “need for speed” unlike any other industry. The supply chain execution (SCM) solution a fashion company chooses should be one that understands this need for speed to the consumer. It should place information at every employee's fingertips, which will reduce the complexity of warehousing and logistics management, as well as enable employees to make faster and better decisions to improve order fulfillment and service levels.

The goal is to ensure that fashion companies always have the right quantity, in the right place, at the right time. By starting with a comprehensive view of demand, supply, and finance, companies can match their strategic business plan to their operational capabilities, and be ideally positioned to respond more quickly to the changing landscape of demand.

But no amount of planning can prepare fashion companies for every eventuality. What happens if a department store requests a 20% increase in the number of garments that need to ship later today? Or perhaps a supplier is suddenly unable to supply critical trims or materials.

To meet these changing requirements, fashion companies must have easy access to reliable supply chain information so they can make fast, informed decisions. Fashion companies need a way to move customer requests and transactions automatically throughout the supply chain, including to logistics service providers. Most challenging of all, this must happen in real time—all the way from the initial order through scheduling, production, and delivery.



Resources for SCM

Learn more about the trends driving SCM adoption and specific strategies for addressing common challenges for fashion companies.

Analyst report

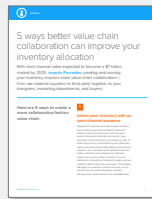


Aberdeen—Profitable supply chain with customer- and event-driven optimization

In this report, Aberdeen examines the pressures, capabilities, and best practices specific to top performers, who tend to be more real-time and cloud-ready.

[Read the analyst report ›](#)

Guide



Five ways better value chain collaboration can improve your inventory allocation

With omni-channel sales expected to become a \$7 trillion market by 2025, creating and moving your inventory requires close value chain collaboration—from raw material suppliers to third-party logistics, to your designers, marketing departments, and buyers.

[Read the guide ›](#)

Industry perspectives

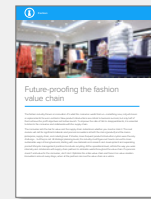


Omninomics—Creating a more connected value chain

As omni-channel shopping brings consumers closer to the value chain, success requires all fashion value chain partners to work together to get the right products to where consumers want them, as quickly and efficiently as possible

[Read the perspectives ›](#)

Industry perspectives



Future-proofing the fashion value chain

The fashion industry thrives on innovation. To improve the ratio of hits to disappointments, it is essential to listen to the consumer and collaborate with the supply chain.

[Read the perspectives ›](#)

eBook



Bring your value chain closer to the consumer

New channels and online tools give consumers the freedom to make purchases from anywhere along the value chain—using a myriad of touch points.

[Read the eBook ›](#)

SCM shopper's checklist

When considering a new solution, think beyond just managing your supply chain to optimizing it with Big Data and advanced analytics. A new **report from Forrester** says that cross-channel retail sales in the US are on track to reach \$1.4 trillion in 2016, and predicts they will rise to \$1.8 trillion by 2018. And that's just the US.

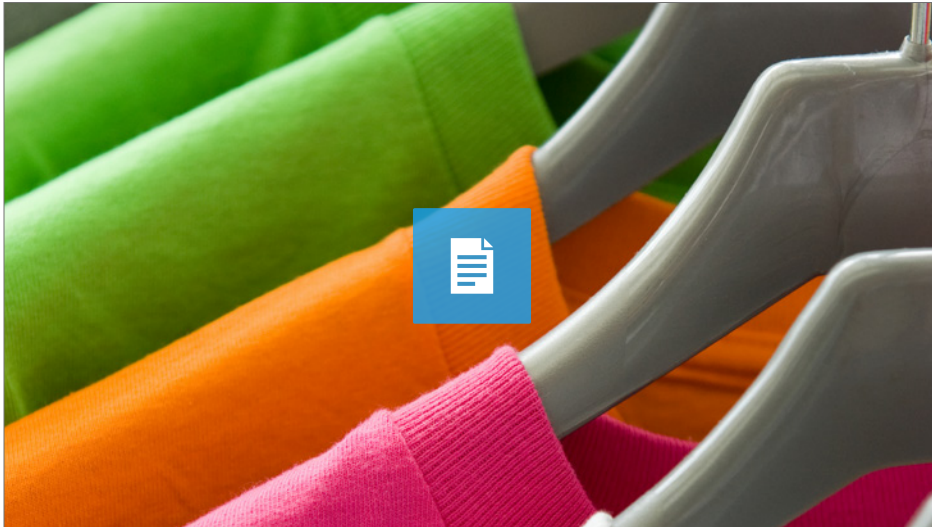
Read how RedTag finds a perfect fit for growth using Infor Supply Chain Execution (SCE) ›

To optimize inventory synchronization, consider these points:

- ✓ **Build strong value chain partnerships**—When you build strong partnerships with your suppliers and integrate your processes together, you can replenish just in time in a matter of days rather than weeks, thereby minimizing inventory and work in progress risk in the supply chain.
- ✓ **Manage inventory as a central pool**—Remove all inventory silos and do not allow separate inventory management by channel. This is a key foundation for success in today's omni-channel environment.
- ✓ **Increase visibility**—Pick a solution that gives you complete visibility across your entire, global supply chain to better predict demand and potential problems, as well as control and optimize production and goods in transit and at rest.
- ✓ **Avoid pre-allocating warehoused material stocks as a standard procedure**—Market volatility due to fickle consumers, the impact of social media, and other factors, makes it nearly impossible to pre-allocate warehoused material. Pre-allocation still makes sense if you contract with your customers for direct-to-store shipping or in fulfillment of standing orders for pre-set quantities.
- ✓ **Shorten time to market and shrink your planning horizon**—The severe time compression when planning in today's market makes for more overlap between the design, production, and inventory control phases, rendering some conventional procedures either unnecessary or counterproductive. Look for “waste” in the value chain and remove it. Shrinking your planning and execution horizon is hard but has good results.

SCM customer stories

Infor SCM solutions are designed to address the specific challenges of the fashion industry. Here are a few of our many fashion success stories.



Courtaulds improves delivery with Infor Supply Chain Execution



For more customer success stories,
[visit Infor Fashion >](#)



PUMA Argentina to increase productivity and visibility of its logistic operations with Infor Supply Chain Execution

PUMA Argentina selected Infor Supply Chain Execution to help increase productivity and visibility of all logistic and warehouse operations.

[Read the customer profile >](#)



Sparta relies on Infor SCE to optimize its warehouse management operations in Chile

Sparta, a retail company in Chile, has optimized its stock levels to increase productivity in its distribution center thanks to Infor SCE.

[Read the customer profile >](#)

Get to know Infor SCM and GT Nexus

With Infor SCM, you get the tools you need to optimize your end-to-end supply chain and harness the power of social networking to collaborate more effectively internally, as well as with customers, partners, and suppliers. You'll gain greater visibility into your supply chain to optimize utilization of resources and labor, improve inventory and shipping accuracy, deliver the perfect order every time, and respond faster to customer opportunities and market fluctuations.

Infor Sales & Operations Planning ties together your operational plan and your strategic business plan, giving you a holistic view of demand, supply, and finance with real-time data from all departments. Use social S&OP to speed decision-making with input from your social networks. You'll be able to see the impact of your decisions immediately, so you can plan for profit.

[Learn more >](#)

Infor Supply Chain Planning allows fashion manufacturers and distributors to achieve the right balance between demand and supply—from forecast through to production planning and scheduling. Collaborate more easily with customers, partners, and suppliers and manage the complexity of your supply chain with end-to-end optimization that helps you drive profit margins and meet customer expectations.

[Learn more >](#)

Infor Supply Chain Execution reduces the complexity of warehousing and logistics management. Its unified warehouse management, transportation, and labor management can help you make faster and better decisions to achieve more perfect orders and higher customer service levels.

[Learn more >](#)

GT Nexus integrates directly with your order management system and transmits order information to your suppliers, freight carriers, and logistics providers. Deployed as a single, multi-tenant technology stack, the GT Nexus platform is built for scale and broad adoption, allowing companies and their partners to quickly connect as collaborating networks, on a many-to-many model.

[Learn more >](#)



Watch the UTi Worldwide on Infor
10x Supply Chain Execution Video >

Customer Experience (CX)

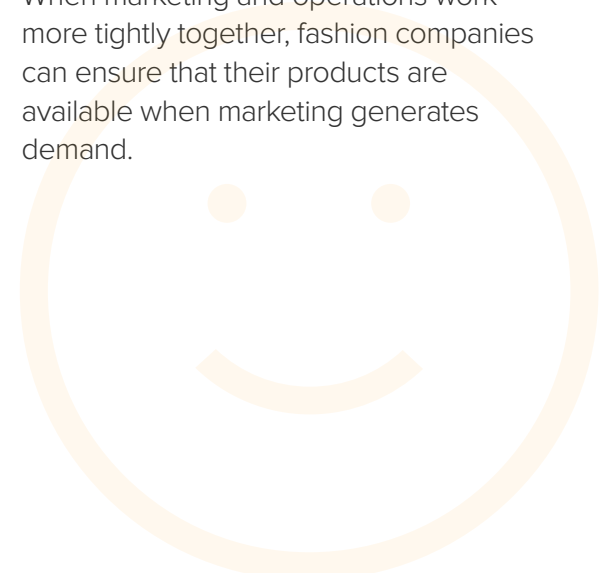
Customer Relationship Management (CRM), Configure Price Quote (CPQ), and Omni-Channel Campaign Management (OCCM)

No other industry uses online and social media as much as fashion. But, for many companies it is difficult to maintain consistency throughout the omni-channel experience. Maximizing satisfaction throughout the customer journey may increase customer satisfaction by 20% and revenue by up to 15%, [reports McKinsey and Company](#), while lowering customer service costs by as much as 20%. The same report from McKinsey also notes that by 2020, customer experience is expected to overtake price and product as the key brand differentiator.

Fashion companies must think beyond traditional campaigns with start and stop dates, and instead map the entire customer journey—a fluid and complex web of customer interactions. Strategically anticipating touch points along the customer journey and ensuring a consistent experience is key to supporting long-term customer relationships and building brand loyalty.

An omni-channel marketing strategy, powered by leading-edge technology can help fashion companies create better customer experiences. With these tools, companies can deliver great, consistent customer experiences—any time, any place, and through any service channel. A robust software suite that encompasses the full range of customer experience (CX) tools—including solutions for customer relationship management (CRM), configure price quote (CPQ), and omni-channel campaign management (OCCM)—can equip fashion companies for success.

When marketing and operations work more tightly together, fashion companies can ensure that their products are available when marketing generates demand.



Resources for CX, CRM, CPQ, and OCCM

Learn more about the trends driving CX adoption and specific strategies for addressing common challenges for fashion companies.

Infographic



Drive engagement, increase satisfaction, and improve profitability

In today's world, customers have more distractions and ways to research and buy than ever before. If you want to attract and keep them, you need to create a satisfying, consistent customer experience across all your channels.

[View the infographic >](#)

eBook

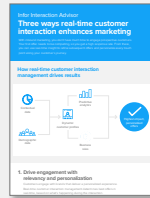


Beyond traditional tools—How technology empowers retailers to create an omni-channel customer experience

Discover the critical importance of an omni-channel marketing strategy to provide customers with a genuinely rewarding, personalized experience.

[Read the eBook >](#)

Infographic



Three ways real-time customer interaction enhances marketing

With inbound marketing, you don't have much time to engage prospective customers. Your first offer needs to be compelling, so you get a high response rate. From there, you can use real-time insights to personalize every touchpoint along your customer's journey.

[View the infographic >](#)

Industry perspectives

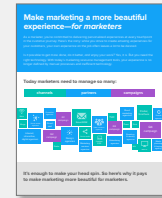


How configuration delivers more exciting fashion

Companies that make or deliver configured products, such as made-to-order apparel, footwear, or athletic gear, can rapidly end up with thousands of product permutations that can excite customers and consumers but prove difficult to manage.

[Read the perspectives >](#)

Infographic



Make marketing a more beautiful experience—for marketers

As a marketer, you're committed to delivering personalized experiences at every touchpoint in the customer journey. With today's marketing resource management tools, your experience is no longer defined by manual processes and inefficient technology.

[View the infographic >](#)

CX shopper's checklist

Building a positive customer experience creates a critical path to differentiation for manufacturers. A customer experience suite should help you integrate customer data across the enterprise, accelerate customer engagement, and drive profitability. Key applications within customer experience include: customer experience (CX), customer relationship management (CRM), configure price quote (CPQ), and omni-channel campaign management (OCCM) tools.



Is your company ready for today's manufacturing industry challenges?

Take our readiness test to find out >

CRM solutions should deliver—a complete view of customer interactions across sales, marketing, customer service, and support teams. Also consider a CRM solution that provides:

- ✓ **Superior mobile and tablet support**—Your workforce is mobile. Your CRM solution should be, too. Look for one that delivers purpose-built applications for the mobile workforce, to give you a strong competitive advantage.
- ✓ **Intelligent interactions**—To drive revenue and deliver an exceptional customer experience, you need a solution that can build rich customer profiles and provide best practice automation across sales, marketing, and service.
- ✓ **Ultimate flexibility**—Choose a CRM solution that can be deployed in the cloud, on-premise, or as a hybrid application, with mobile options to accommodate your business needs. You'll want to buy, finance, or subscribe while maintaining full control of your data.

CPQ—solutions focus on accelerating product configuration, pricing, and quoting. Look for one that delivers:

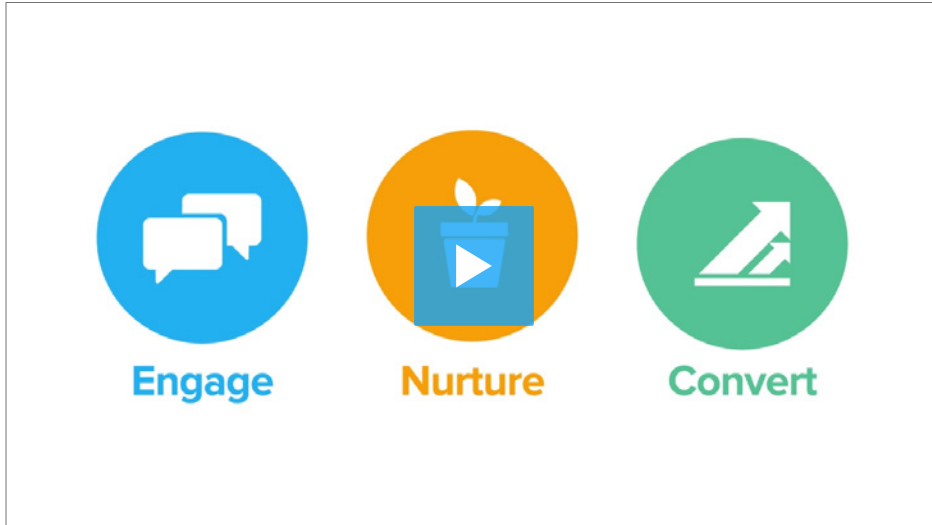
- ✓ **An intuitive, customizable user experience**—You'll want to provide your sales team and dealers with a dynamically rendered user experience that presents the right product view and pricing, based on role, language, location, and viewing device.
- ✓ **A powerful configuration engine**—With a powerful configuration engine, you can instantly process rules and constraints in product designs to enable guided selection of only compatible features, options, and dimensions. This applies to any form of licensed branding or embellishment.
- ✓ **An image-based design studio**—With a graphical user interface, you can create a visual presentation of a complex product model, with point-and-click access to details of every rule and constraint.

OCCM—solutions should help build a satisfying and consistent customer experience for your brand by segmenting customers, mapping the customer journey, and carefully managing campaigns across all channels:

- ✓ **Master the campaign lifecycle**—With better campaign customization and precise execution, you can reduce campaign cycles and improve marketing efficiency to optimize ROI.
- ✓ **Create personalized journeys**—Customers who respond better to email than social media or direct mail should have a journey with more email touch points. Ensuring your solution can execute and measure the customer journey is vital.
- ✓ **Segmenting customers**—Use both segmentation and personas to match the right offer to the right customers (segmentation) and deliver the message in the most effective way (personas).

CX customer stories

Infor CX solutions are designed to address the specific challenges of the fashion industry. Here are a few of our many fashion success stories.



Winning at experience across the customer journey

03:21



For more customer success stories,
[visit Infor Fashion >](#)

Tommy Bahama



Tommy Bahama improves messaging with Infor Epiphany

With Infor Epiphany, Tommy Bahama has experienced higher sales, improved its real-time information processing, and gained clarity in the decision-making process.

[Read the customer case study >](#)

HARRY ROSEN



Harry Rosen improves customer relationships with Infor

Steve Jackson, CIO of Harry Rosen, Canada's top luxury men's retailer, talks about building lifelong relationships with its customers.

[Watch the customer video >](#)

Get to know Infor (CX)

Overcome the challenges of doing business globally by achieving a 360° view of your customers with the Infor Customer Experience Suite. You'll be able to easily keep track of all customer transactions and meet unique customer requirements profitably. And you can integrate and share data across departments to support your organization's workflow.

Infor CRM is an award-winning CRM solution that delivers a complete view of customer interactions across your sales, marketing, customer service, and support teams, so they can collaborate effectively and respond promptly and knowledgeably to sales opportunities and customer inquiries—both in the office and in the field.

[Learn more >](#)

Infor Campaign Manager puts the power of analysis, planning, execution, and measurement tools at your fingertips—combined with all of the customer information in your organization. It allows you to apply consistent rules across all your marketing channels, so you can protect the integrity of your brand and enhance your customers' experience.

[Learn more >](#)

Infor Configure Price Quote (CPQ) delivers unmatched power to plan, manage, and sell configured apparel that keeps customers excited about buying more. With the configuration capabilities built into Infor Fashion solutions, you'll have the tools to optimize your manufacturing and distribution processes to deliver new products profitably.

[Learn more >](#)

Infor Omni-channel Campaign Management (OCCM) gives you the right tools to plan, execute, and monitor your outbound direct marketing campaigns across every customer contact channel. With Infor Omni-channel Campaign Management, you'll be able to easily analyze your customer data to find the best customers for a single offer.

[Learn more >](#)



Visit Infor CX to see our
complete list of solutions >

Business Intelligence (BI)

Fashion is one of the fastest-moving industries in the world. Each day, fashion companies are generating more information. To remain competitive, companies must have a firm business intelligence (BI) strategy in place. With multiple sources of data, it can be difficult for management and users to get access to the information they need, when they need it. The right BI and analytics tools can provide the most up-to-date information in a timely fashion to any user.

BI and analytics have transformed from high-end applications used only by a select few in an organization, to more accessible, easier-to-use applications for the masses. The improved accessibility and simplification of analytic applications allows a wider group of business users across fashion organizations of all sizes to maximize their data to help drive performance.

Given the importance of BI and analytics for strategic decision-making, it's not surprising that Gartner predicts that [global revenue in the BI and analytics](#) market is forecast to reach \$16.9 billion in 2016, an increase of 5.2% from 2015.

“Organizations must transition to easy-to-use, fast and agile modern BI platforms to create business value from deeper insights into diverse data sources,” says Ian Bertram, managing vice president at Gartner.

With access to more data, companies have realized that if they want to unlock the potential of their data, they must make it available to those who need it most. It's no longer necessary to have data analytics techsperts to interpret data—BI and analytics tools can help do the work instead.



Resources for BI

Learn more about the trends driving BI adoption and specific strategies for addressing common challenges for fashion companies.

Brochure



Infor M3 Analytics

Infor M3 Analytics provides fast, easy-to-use business intelligence that yields comprehensive, detailed information to help you manage your business more strategically.

[Read the brochure >](#)

Industry Perspective



Big Data in manufacturing: A compass for growth

Today, a new breed of Big Data analytics is taking over manufacturing and providing a totally new dimension to the value of research and trend analysis.

[Read the perspective >](#)

Brochure

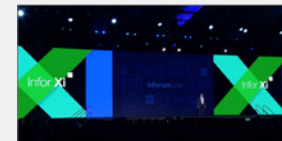


How Infor solutions help CFOs reduce the risk of budgeting errors

Infor financial solutions make it easier for companies like yours to improve performance by streamlining planning, budgeting, and forecasting business processes and reducing the extra hours it takes to create and execute those plans.

[Read the brochure >](#)

Video



Innovation delivered for Infor Xi

The new enterprise release of Infor Xi is the underlying platform for Infor CloudSuites. Infor, and several customers, talk about this technology, as well as updates on Infor Ming.le, Infor ION, and Infor BI.

[Watch the video >](#)

Brochure



Infor BI Dashboard

Infor BI Dashboard extends the power of your Infor Enterprise Performance Management applications to popular mobile technologies, through the iPad platform, a standard browser, or both.

[Read the brochure >](#)

BI shopper's checklist

You must use the data you generate to make better, more informed decisions, transform your business, and improve your bottom line. Once there is a record for your product, you can use your data to analyze areas such as quantities, logistics, behavioral marketing, and distribution. **Analytics is great way to influence things**, but in the case of fashion, the decisions could be a mix of knowledge, experience and intuition.



Let us know when you are ready to talk, contact us at solutions@infor.com ›

If you are in the market for a BI and analytics solution, look for one that provides:

- ✓ **Integration**—By integrating your analytics solution with your existing enterprise resource planning (ERP) system, you'll be able to transfer critical data between different divisions and your back office in real-time. You'll have a unified view of your business and be able to analyze key information from all of your systems.
- ✓ **Mobile access to data**—Mobile business intelligence is a necessity for executives, field staff, and sales reps that need access to business-critical data at all times. With mobile access, your employees can access data such as KPIs, business metrics, and dashboards, any time on any device.
- ✓ **Industry-specific analytics**—Look for an analytics solution that comes with pre-packaged roles and content that's been purpose-built for the wholesale fashion industry. It can help your business to easily start monitoring and analyzing performance.
- ✓ **Marketing, tech, and finance buy in**—To get the most out of analytics, your **marketing, tech, and finance teams** must be working in sync. Strike a balance rather than focusing heavily on one department, the strategy of the marketing department, the experience of the tech team and the profit/loss ROI skills of the finance department are all needed, one is not more important than the other.
- ✓ **Great user experience**—The less time your employees have to spend on finding information, the more they can spend analyzing it. Look for an analytics solution that delivers tools that are powerful but user-friendly, requiring minimal technical expertise to get your users up and running fast.

BI customer stories

Infor BI solutions are designed to address the specific challenges of the fashion industry. Here are a few of our many fashion success stories.



ICC International uses Infor BI to reduce time and enhance productivity for their fashion and consumer products. **03:54**



For more customer success stories,
[visit Infor Fashion >](#)

The International Apparel Federation (IAF) endorses Infor Fashion for its analytics capabilities

By giving the user the ability to analyze an enormous range of data relatively easily across its value chain, IAF believes that Infor Analytics for Fashion offers an important contribution towards creating a better apparel industry, globally.

[Read the press release >](#)



ICC International Public Company Limited expands its customer base with Infor d/EPM and Infor BI

With Infor d/EPM and Infor BI, ICC can create fast and accurate reports, while also breaking complex and sophisticated data into reports that the executive team can quickly understand.

[Read the customer snapshot >](#)

Get to know Infor BI and Analytics

The Infor portfolio of analytics solutions brings you the depth, breadth, flexibility, and speed you need to compete effectively in this new, data-driven environment. Industry-specific analytics, robust reporting capabilities, personalized dashboards, and workflows and alerts can all be accessed from your mobile device, with changes synced automatically to your desktop.

Infor Business Intelligence gives you a fully integrated, state-of-the-art business intelligence platform for all types of financial and operational analytics and performance management. The solution provides standard reporting, dashboards, flexible ad hoc reporting, and analysis.

[Learn more >](#)

Predictix Analytics brings you leading-edge solutions for retail. Predictix, an Infor-owned company, is the foremost provider of cloud-native, predictive and prescriptive analytics solutions for retail. Predictix applications harness Big Data and advanced analytics to solve the toughest problems in merchandise planning, assortment, category management, forecasting, pricing, and supply chain optimization.

[Learn more >](#)

Infor Analytics covers the “last mile” in the realm of analytics by offering pre-packaged content that is purpose built for a wide variety of industries. It helps you begin with an analytic framework that’s ready to answer critical questions from day one.

[Learn more >](#)

Infor Reporting give you unparalleled flexibility and reliability for your reporting processes, so you can support quick, confident decisions that can lead to long-term success.

[Learn more >](#)

Infor Dynamic Enterprise Performance Management (d/EPM) layers world-class business intelligence, business planning, budgeting, forecasting, financial consolidations, and business performance management capabilities onto Infor’s technology platform to deliver simplified integration, beautiful design, and in-context business intelligence.

[Learn more >](#)

Retail

As the fashion industry knows better than most, with an increasing number of digital shopping channels, customers need a reason to be in a physical space to make a purchase. These omni-channel shoppers, **as observed by Business of Fashion**, “no longer perceive barriers between different shopping channels—be it in-store, on desktop, mobile, via Instagram®, or marketing emails.”

Connectivity is the new normal for today's shoppers. They will only become more connected as time goes on. The Internet of Things (IoT) and social commerce will make it easier for shoppers to move between physical and digital channels. This movement generates data—be it data to inform where it makes the best sense to stock certain products, or how a company's supply chain, warehousing, and distribution systems can react more quickly to customer demand.

A **McKinsey & Company report further elaborates** on the journey of the omni-channel customer, creating a picture of how today's shopper moves and thinks:

“The way that consumers make purchasing decisions has dramatically altered: they stand in stores, using their smartphones to compare prices and product reviews; family and friends instantly weigh in on shopping decisions via social media; and when they're ready to buy, an ever-growing list of online retailers deliver products directly to them, sometimes on the same day.”

While all roads lead to retail for fashion companies, now there are more roads—more paths—to follow on the shopper's journey. To be prepared, your business needs to be able to track and take action on customer data, as well as the data in your supply chain. That way you can deliver the best omni-channel retail experience possible.



Resources for retail

Learn more about the trends driving retail and omni-channel adoption and specific strategies for addressing common challenges for fashion companies.

Infographic

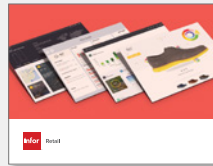


Reach more shoppers with an omni-channel strategy

Thanks to the digital nature of today's shopping channels, along with the rise in social media, the fashion world now has access to a wealth of customer data. With an omni-channel presence, you can use this data to dramatically improve your speed of delivery, demand planning, stock replenishment, and price competitiveness.

[View the infographic >](#)

eBook



Infor Retail

Change the way you work. The Infor Retail team has been established not only to launch a new business unit for Infor, but also to reimagine enterprise software for the retail industry and its verticals.

[Read the eBook >](#)

Industry Perspectives



Getting the band back together—Infor CloudSuite Retail gets tuned up

This IDC Retail Insights Perspective presents an analysis by IDC of Infor's recently announced intention to develop CloudSuite Retail and build out a vertical business unit focused on the retail industry.

[Read the perspectives >](#)

Brochure

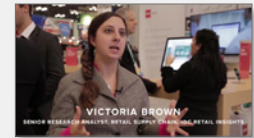


Accelerating converged commerce with Starmount

Infor CloudSuite Retail is now enhanced with modern demand management, merchandising, supply chain, and commerce solutions—all backed by an enterprise-class information hub that provides all the data, integration, and process orchestration needed to deliver true omni-channel customer engagement for true converged commerce.

[Read the brochure >](#)

Video



Omni-channel retail—From buzzword to reality

Victoria Brown, Senior Research Analyst at IDC Retail Insights discusses the “omni-channel” buzzword, and its transformation into a mission critical retail asset.

[Watch the video >](#)

Retail shopper's checklist

Today's retailers must compete in a complex marketplace propelled by a savvier consumer. Shoppers now have instant access to product information, consumer reviews, and price comparisons. At the same time, the old challenges still exist. Technological advances, brand distinction, growing competition, price pressure, changing legislation, and lingering economic uncertainty can make it difficult for a retailer to stand out amongst the competition.

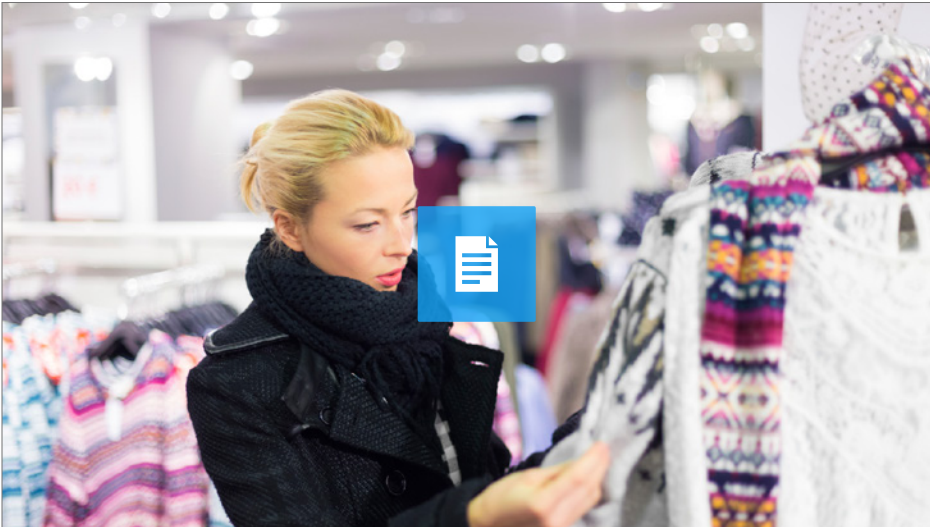
If you are in the market for retail solutions, look for solutions that provide:

- ✓ **Cloud flexibility**—When you choose the cloud, you get multi-tenancy security and upgrades with minimal downtime and interruption. In addition, the cloud delivers the flexibility to access supercomputing—on demand, as needed—on a massive scale that can transform your data analysis and decision-making.
- ✓ **Converged commerce**—Look for a solution that takes your omni-channel retail experience one step further. Your solution should give you a data-rich commerce platform that will engage shoppers, support cross-channel selling, and streamline your operations.
- ✓ **Retail demand management**—To compete in today's global marketplace, fashion retailers must forecast with accuracy and be able to respond to supply chain disruptions with fast, data-driven decisions. Look for solutions that bring precision to demand forecasting, merchandise financial planning, lifecycle pricing, assortment planning, and replenishment optimization.
- ✓ **Store inventory management**—Store inventory accuracy takes on a whole new level of importance in an omni-channel world. With improved visibility into your store inventory, you can improve how you serve today's demanding shoppers. At the same time, your choice in a solution should give you more insights into your stores are delivering on the promise of an omni-channel shopping experience.
- ✓ **Supply chain execution**—When retailers like you build a supply chain execution operation that works as a cohesive whole, you can focus on more strategic decisions instead of routine transactions that currently determine your success as a business. Only with a strong SCE operation can you obtain operational excellence.

Retail customer stories

Infor Retail solutions are designed to address the specific challenges of the fashion industry. Here are a few of our many fashion success stories.

rembrandt



Rembrandt Suits finds made-to-measure fit with Infor M3



For more customer success stories,
[visit Infor Fashion >](#)

SPARTA



Sparta relies on Infor SCE to optimize its warehouse management operations in Chile

Sparta, a retail company in Chile, has optimized its stock levels to increase productivity in its distribution center thanks to Infor Supply Chain Execution.

[Read the customer snapshot >](#)

meijer



Meijer improves reporting with Infor Corporate Performance Management

Meijer, a retail company with 175 retail super centers consisting of more than 40 departments across the Midwestern US improved the quality of financial reports while driving down costs with Infor.

[Read the customer snapshot >](#)

Get to know Infor Retail

With Infor Retail, you'll have information on your buying, supply chain, merchandise inventory, physical assets, and the details on your customers and workforce, all linked together. And you'll have the tools—analytics, mobility, visualization, and collaboration—to make sense of it all. Infor Retail helps you deliver critical information to the right people, so you can discuss it in real time.

Infor CloudSuite Retail, our new holistic, cloud-based retail management solution unifies decades' worth of disparate systems, and is robust enough to support their perpetual evolution.

[Learn more >](#)

GT Nexus is the cloud-based backbone of Infor Retail's supply chain functionality. As of now, about 25,000 businesses already rely on GT Nexus, which gives brand owners global order visibility so they can manage and optimize shipments to customers, distribution centers, and retail outlets to meet demand.

[Learn more >](#)

Infor Rhythm is a cloud-based B2C engagement platform that delivers integrated, intelligent, and beautiful online experiences. It offers comprehensive capabilities in a single, integrated package, from design services and ERP integration, to optimized web design and support for omni-channel interactions.

[Learn more >](#)

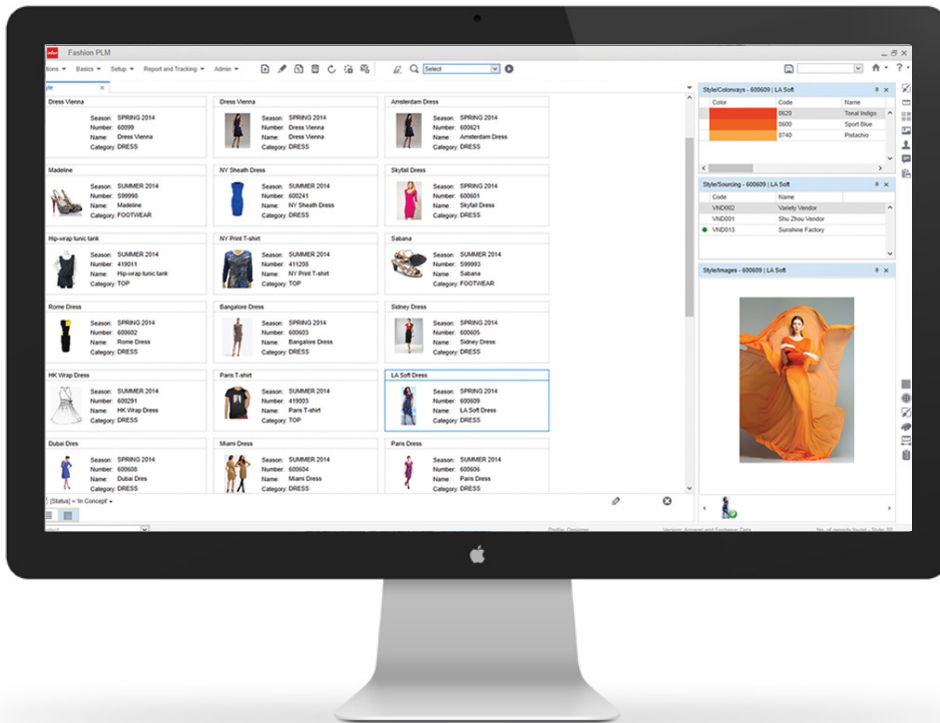
Infor Retail's Converged Commerce solution empowers retailers to deliver consistent customer experiences across every channel, with shared services including customer and product data, promotions, tenders, and tax—all on a single selling platform.

[Learn more >](#)

Predictix Analytics is the foremost provider of cloud-native, predictive, and prescriptive analytics solutions for retail. Predictix applications harness Big Data and advanced analytics to solve the toughest problems in merchandise planning, assortment, category management, forecasting, pricing, and supply chain optimization.

[Learn more >](#)

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About Infor

Infor builds business software for specific industries in the cloud. With 15,000 employees and over 90,000 customers in more than 170 countries, Infor software is designed for progress. To learn more, please visit www.infor.com.

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