



# Top 10 reasons to choose Infor CRM



## 1. Ownership and control of your CRM system and data

Whether you deploy Infor CRM™ in the cloud, on-premise, mobile, or in a hybrid environment, you always maintain total control of your system and ownership of your data. Easily upgrade, migrate from on-premises to the cloud or bring your data in-house when it makes sense for your business.

## 2. Superior mobile and tablet support so your users stay productive on the go

Infor® CRM Mobile increases your productivity with a rich, customizable CRM experience. Access your CRM data and purpose-built apps on your favorite Android™, iPhone®, iPad®, BlackBerry®, and other devices at no additional charge.

## 3. Easy usability and intuitive functionality enhances productivity of your team

Get up and running quickly with Infor CRM, thanks to the easy-to-learn-and-use interface. Realize high user acceptance, low learning curves, and rapid productivity from your team.

## 4. Industry-leading integration capabilities for a 360° view of your customers

Rely on Infor CRM as the hub of your commercial operations with rich customer profiles built by capturing information and interactions from across your organization and from external sources. Integrate with front-office and back-office enterprise applications, such as ERP, supply chain management, and financial management, to establish a holistic view of each customer.

## 5. State-of-the-art technology platform for purpose-built applications to help ensure maximum ROI for your business

Design purpose-built applications, automate key business processes, and use sophisticated security and administration capabilities to get the most from your CRM solution.

## 6. Reporting and analytics solutions enable actionable insights from your customer information

Infor CRM offers a suite of powerful reporting and analytics tools that give you visibility into your sales activities, service and support calls, marketing campaigns, and more, so users at all levels can make more informed decisions.

## 7. Multiple deployment options—cloud, on-premise, mobile, or hybrid—to fit your IT strategy

Deploy Infor CRM using the method that fits your IT and business preferences, strategies, and industry. You won't be hit with surprise charges and your data is secure and accessible with every deployment option: on-premise (LAN and web), cloud, hybrid, and mobile.

## 8. Advanced customization capabilities to tailor the application to your unique environment

Don't change the way you do business to accommodate your CRM solution. Personalize, configure, and customize Infor CRM to make it your own.

## 9. Flexible license and payment options to suit your financial needs

Buy, finance, or subscribe to Infor CRM—the choice is yours. Select from multiple license types (named, concurrent, mobile-only, and flex), mix-and-match, and align users' roles with appropriate licenses.

## 10. Global ecosystem of partners, developers, and customers support your CRM success

In addition to being part of Infor, an exciting key player in the enterprise software space, you can leverage the knowledge of our CRM business partners, ISVs, and a vibrant Infor CRM user community for local support and specialized expertise for your CRM initiative.



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## About Infor

Infor builds beautiful business applications with last mile functionality and scientific insights delivered as a cloud service. With 15,000 employees and customers in more than 200 countries and territories, Infor automates critical processes and helps eliminate the need for customization through embedded industry domain expertise. To learn more, visit [www.infor.com](http://www.infor.com).

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