Infor CRM

Improve customer relationships

Your customer relationships are essential to your success. Whether you're identifying new leads or staying current with existing customers, you need a complete view of customer interactions across your sales, marketing, customer service, and support teams. With these insights, your teams can collaborate more effectively and respond promptly and knowledgeably to sales opportunities and customer inquiries—both in the office and in the field.

With Infor CRM you get:

Drive winning results

To succeed in today's highly competitive landscape, you need actionable insights to drive your decision-making and shape your strategic priorities. At the same time, better customer data can improve all facets of your business—from your integrated marketing efforts to the workflows of your customer service teams.

With the rich customer profiles and sales productivity tools in Infor® CRM, you can help your users to identify opportunities and streamline sales activities, while sales management tools, analytics, and proactive alerts can help you drive accurate forecasting, informed decision making, and effective team and territory management. Infor CRM also gives you best practices for process automation, so you can act on the recommendations and winning actions that drive results.

With Infor CRM, you can create excellent customer experiences in the cloud, on-premise, or on a mobile device.

1. A CRM for the mobile world
For the millions whose jobs take them away from the office, Infor CRM has a rich legacy of delivering purpose-built applications for the mobile workforce on the road.

2. Better interactions
Intelligent collaboration and best practice automation across sales, marketing, and service can help drive revenue and deliver an exceptional customer experience.

3. Ultimate flexibility
Attain unparalleled flexibility and control in how you deploy, use, and pay for your CRM solution. Cloud, on-premise, hybrid, and mobile options accommodate your business needs.

4. Advanced analytics and reporting
From standard, out-of-the-box CRM reporting and list management capabilities to interactive analysis tools and specialized business intelligence, you get the tools that empower analytics-based decision making at all levels of your organization.

Create rich customer profiles

Rich integration with business management applications, desktop productivity tools, e-marketing, and social media empowers everyone in your organization to work together, efficiently, in the business of building profitable customer relationships. Advanced customization capabilities accommodate even your most unique users, teams, companies, and industry requirements.

Robust, sophisticated, integration

Advanced process automation, and flexible deployment options, Infor CRM can help you build cost-effective, purpose-built desktop and mobile applications. And, with the social collaboration capabilities, notifications, and alerts available to you with Infor Ming.le™, you can work in real-time with other members of your team—whether you're in the office or on the road.

Empower your mobile workforce

Infor CRM Mobile extends rich CRM functionality to smartphones and tablets, giving your mobile workforce a strong competitive advantage that can help drive productivity and increase revenue. You also benefit from the new SoHo update—a consumer-grade interface that helps users to complete tasks with speed and efficiency, boosting productivity and confidence.

Customizable, secure, and easy to use, Infor CRM

Mobile features an attractive, task-oriented user interface designed to put the most relevant customer information at your fingertips, so you can perform key actions quickly—online and offline.

Experience complete connectivity

Infor CRM delivers back office integration with multiple ERP systems including Infor CloudSuite Industrial and others via Infor Ion, Infor's Intelligent Open Network, a purpose-built middleware solution that delivers a simple but powerful and scalable framework that allows organizations to experience software without borders. With Infor ION you can connect Infor CRM to your ERP of choice on a "plug and play" basis—so you can view all of your data across all of your systems. You get complete connectivity whether you're operating in the cloud, on-premise, or in a hybrid environment.

Have any questions? Schedule a call and let us help!

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