

# Maximize your profits with Infor Industry AI



In today’s market, growing profitably takes more than scale. It takes the ability to act on what’s changing—in real time. But too many distributors are still leaning on outdated pricing models, manual spreadsheets, and legacy knowledge to make decisions that directly affect their margins every day.

Think about your own business: Are your prices keeping pace with shifting costs, market conditions, and customer expectations? Do your sales teams have what they need—at the point of quote—to win deals without giving away margin? Is your inventory driving value, or quietly locking up cash?

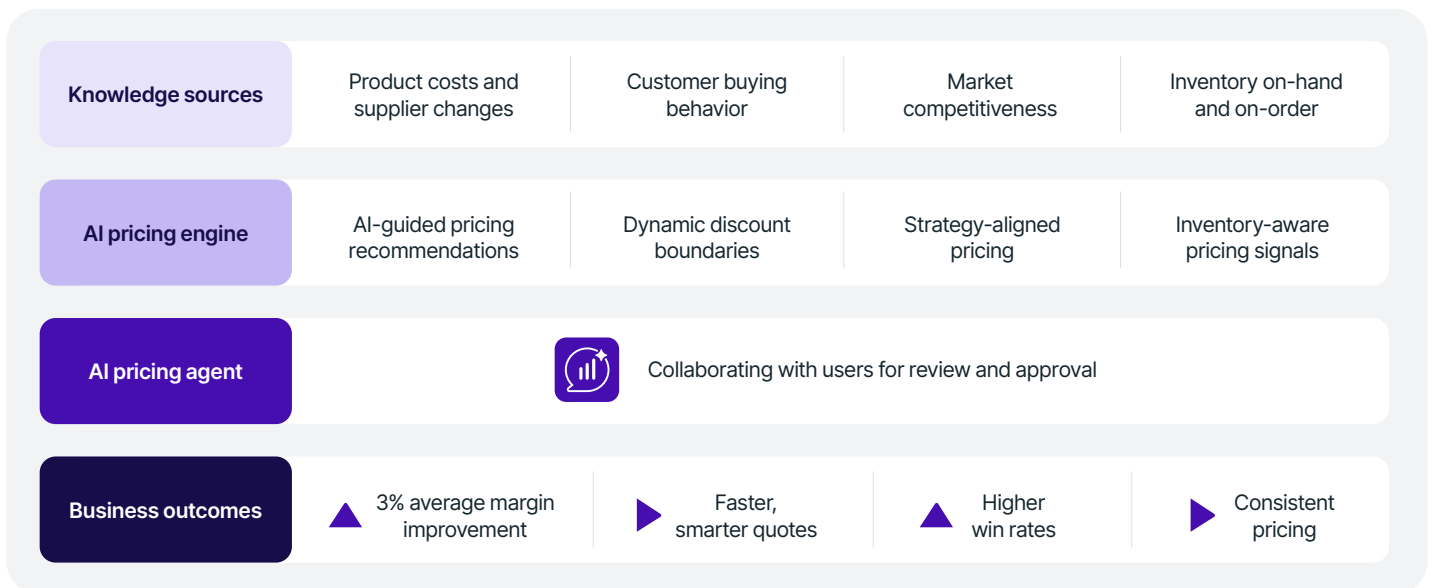
With Infor’s embedded AI pricing optimization built into your everyday workflows, you get real-time, actionable insights into pricing, inventory, and demand. This helps your team make smarter decisions that consistently drive profitable growth.

## Pricing intelligence maturity levels

| <b>Ad hoc</b><br>Manual and reactive   | <b>Basic</b><br>Simple rules and controls  | <b>Advanced</b><br>AI-driven optimization  |
|--|--|--|
| <ul style="list-style-type: none"> <li>• Pricing managed in spreadsheets</li> <li>• Heavy reliance on sales representative experience</li> </ul> | <ul style="list-style-type: none"> <li>• Pricing managed via price lists and discount rules</li> <li>• Margin thresholds enforced</li> </ul> | <ul style="list-style-type: none"> <li>• Real-time pricing guidance embedded in CRM, order entry, and more</li> <li>• Recommendations based on customer, market, and product data</li> </ul> |
| <p><b>Result:</b><br/>Limited visibility into margin leakages and inconsistent pricing</p>   | <p><b>Result:</b><br/>Slow response to market changes</p>  | <p><b>Result:</b><br/>Consistent pricing decisions aligned with inventory and strategy</p>   |



## Maximize profitability with AI pricing optimization



Infor’s AI pricing optimization tool, built on the Infor™ Industry Cloud Platform and powered by Amazon Web Services® (AWS®), uses AI to optimize your pricing strategies. With predictive insights working behind the scenes, your team receives real-time pricing recommendations informed by the latest market trends, customer behavior, and competitive dynamics, so you can price with confidence and protect margin on every deal.

Discover how Infor Industry AI can boost your bottom line. Explore the [Infor AI Pricing Optimization Calculator](#).

## Customer success: Turtle

Turtle operates in a highly competitive distribution market where pricing speed, consistency, and margin discipline are critical. Traditional methods relied on individual sales representatives and static matrices, leading to inconsistent pricing, slower response times, and margin risk. The company also faced challenges in onboarding new talent and enabling confident pricing decisions.

By embedding AI-driven pricing intelligence into order entry, Turtle enabled sales teams to price faster, smarter, and more consistently while optimizing margins. Pricing decisions that once took 3 to 30 minutes now take seconds, accelerating onboarding, reducing reliance on legacy knowledge, and improving employee satisfaction and customer trust.

“The AI-driven pricing widget allows us to get back to our customers more quickly with fair, consistent pricing. In just four months of partial rollout, we have seen a \$700,000 increase in revenue and a 1.3% increase in gross margin. It’s an elegant solution to a complex problem.”

**Brian Fitzgerald**  
Senior Vice President of Digital Operations  
Turtle



**\$700K**

Increase in revenue



**\$500K**

Increase in net profit



**60%**

Net profit on new revenue

## About Infor

Infor is a global leader in business cloud software products for companies in industry-specific markets. Infor builds complete industry suites in the cloud and efficiently deploys technology that puts the user experience first, leverages data science, and integrates easily into existing systems. Over 67,000 organizations worldwide rely on Infor to help overcome market disruptions and achieve business-wide digital transformation.

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with Infor CloudSuite  
for distribution

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