

The Infor logo consists of the word "infor" in a white, lowercase, sans-serif font, centered within a solid red square. A small registered trademark symbol (®) is located at the bottom right corner of the square. The logo is positioned in the upper left corner of the page, above a photograph of a laptop displaying a software interface.

## BROCHURE

# Enhance the buying experience by offering highly configurable products

## Infor Applied Innovation

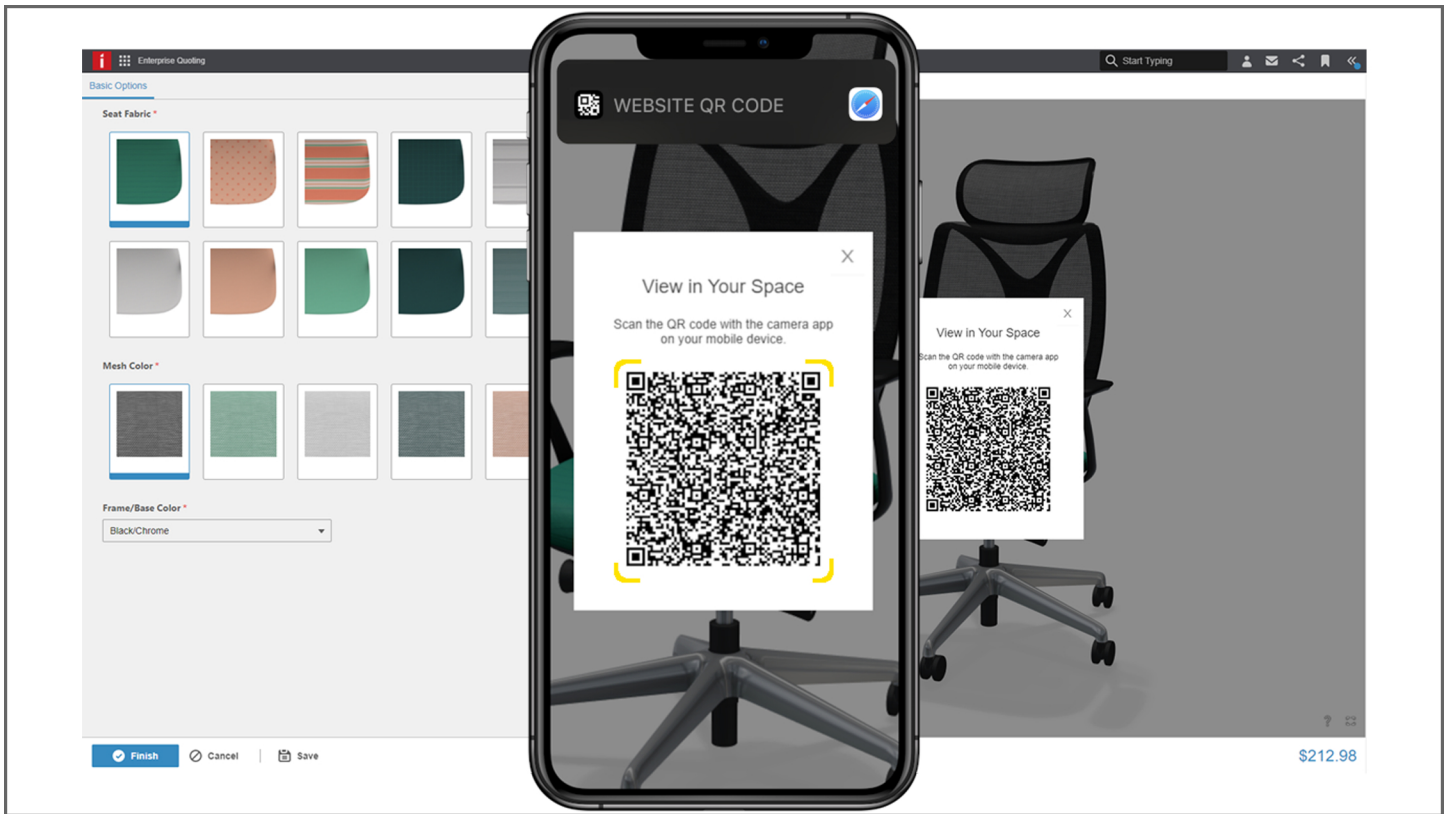
Today's buyers crave and expect a compelling buying experience. It's just as true for a business-to-business (B2B) buyer in the market for complex machinery as it is for a consumer browsing for new shoes. E-commerce has forever changed the retail industry and buyer expectations. B2B buyers now want the same types of options, the same convenience, and the same personalized products that they get as consumers. This often creates a challenge for manufacturers and distributors. New to this arena, they struggle to create a memorable buying experience, and building brand loyalty seems a formidable task.

Manufacturers and distributors can add significant value to the buying experience by offering highly configurable products. Infor® CPQ is a powerful configure-price-quote solution that enables you to give customers the opportunity to choose from options to personalize a product, quickly obtain a quote, and see a rendering of what the finished product will look like or even place it within their own space virtually. The way you sell your product can be just as important as what you sell.

## Improve the buying experience with Infor CPQ

Digital technologies can turn a challenge into an opportunity. Infor CPQ allows you to grab the customer's attention, making the buying process more memorable and meaningful. Whether buyers tailor products themselves on their mobile devices, on tablets in a showroom, or over the phone with salespeople, the streamlined process is easy and rewarding.

Infor CPQ reinvents the B2B sales cycle, evolving beyond the age-old thinking that it should be simple with only a few basic choices in a catalog. Infor CPQ can bring your products to life through interactive, dynamic, real-time, 3D engagement. Your customers can pick the options they want—from the simplest to the most complex configurations. Then, the system generates reliable specifications and provides a price quote and estimated delivery time, allowing the customer to immediately place their order while the excitement is still fresh.



## Create greater value for the buyer

By empowering customers to customize your products and generate their own quotes and orders, Infor CPQ creates an experience that is unique and adds value for the buyer. This can help build your brand, accelerate the quoting process, and remove friction and delays from sales. Most importantly, the timeline between buyer interest and purchase is drastically shortened, reducing the risk of losing the sale.

## Create shop floor value, too

Infor CPQ also adds value to the manufacturing shop floor by generating standard and unique SKUs, accurate bills of material, routings, shop orders, CAD drawings, and model assemblies based on the user's input.

This streamlined process replaces a potentially awkward, time-consuming back and forth between customers and your design/engineering teams. Infor CPQ allows the buyer to only select combinations of options that meet preapproved testing, operational limits, and performance specifications. Not only does this help streamline the operations process, but it also eliminates rework and wasted materials.

## Be ready for a new era of sales challenges

Today's sales and marketing professionals must collaborate more closely than ever before to bring products to market faster and engage buyers. And they face a new slate of challenges where the old rules for success don't apply.

Infor CPQ's benefits include:

**Empowering the buyer**—Today's buyers expect attentive care and instant visibility into product availability, pricing, and delivery windows. "We'll get back to you with that information" is no longer an acceptable answer. With access to a worldwide selection of providers, buyers have more options than ever before, giving them the power to set the terms of an engagement.

**Making increasingly complex products seem less complex**—

Even a relatively simple product can have thousands of potential permutations. A drawn-out process of zeroing in on the right product and combination of options can frustrate a customer, even with the aid of an expert salesperson. A digital, guided system makes the process easier. Powered by artificial intelligence, Infor CPQ anticipates likely combinations of colors and finishes, helping the buyer make decisions.

**Supporting a more fluid sales cycle**—Predictable sales cycles no longer exist. Buyers don't move in an orderly way from point A to point B. Some buyers have done their homework up front, others are starting from scratch. Some buyers know what they want, others are exploring their options. They can start a transaction in one channel and complete it in another. You must be prepared to adapt to the cadence that buyers set, and you have to offer the same tools and options in each channel, whether it's an in-store kiosk or smartphone-friendly application.

**Standing apart from your competition**—In the past, you could build brands around products. But subtle differences in your offering versus the competition aren't always enough to help you stand out in today's crowded market. You need to give customers a reason to do business with you beyond feature-function alone by starting with offering a buying experience that blurs the lines between marketing and sales.

**Eliminating bottlenecks**—Manufacturers and distributors are under pressure to get new products in the hands of customers quickly. They want to avoid manual processes that burden their engineering teams, such as one-off specification changes, new bills of materials, and new work orders for each configured product. Automating the configuration process eliminates engineering bottlenecks.

**Modernize the buying experience**

Manufacturers and suppliers face unprecedented challenges today as customers expect highly personalized products and a memorable buying experience. Even in the B2B landscape, a digital buying experience can help separate your business from the competition, while building loyalty for your brand. Infor CPQ makes it possible with configuration tools that guide customers to make choices—within specifications and practical combinations. Customers appreciate the tool. B2B businesses, too, will benefit from the streamlined processes and time-savings it brings to the shop floor.

Offering personalized products is becoming increasingly expected by customers in many industries, so manufacturers and suppliers will benefit from modernizing the buying process and enhancing the experience. Infor CPQ can help change the way you sell products and improve your customers' buying experience.

**See results-driven improvements**

Infor CPQ is one element of a holistic, end-to-end approach to manufacturing modernization. It seamlessly integrates with Infor CloudSuite™ industry solutions to provide results-driven improvements to your shop floor systems and processes. To learn more about Infor Applied Innovation solutions for your enterprise, speak with your account manager.

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