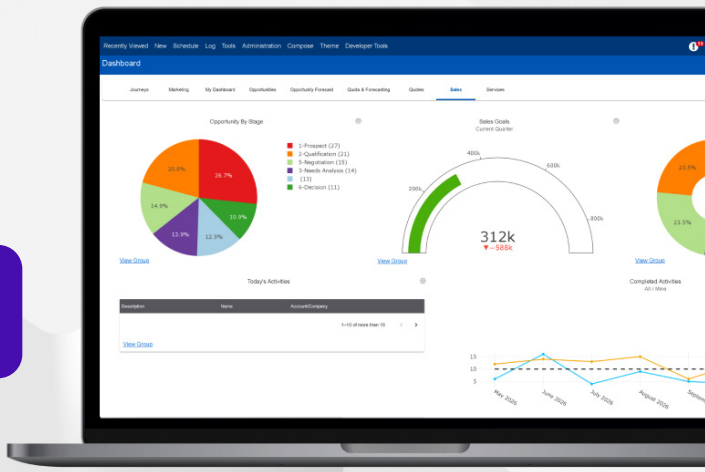
PRODUCT BROCHURE

Infor CRM SLX

Smarter headlines. Stronger relationships. Greater results

Use AI, automation, and real-time customer data to engage customers, streamline workflows, and drive profitable growth



- **AI-driven insights:** Use AI to analyze customer data, identify opportunities, surface the best actions, and improve productivity.
- **Workflow automation:** Automate manual processes, approvals, and notifications to keep teams aligned and focused on what matters.
- **Customer journey:** Unify interactions across sales, marketing, and service to deliver personalized experiences at every touchpoint.
- **Sales forecasting:** Gain accurate forecasts with real-time data, dashboards, and AI-driven analytics to make smarter decisions.
- **Mobile productivity:** Infor CRM SLX Mobile provides secure, online and offline access so your team can work from anywhere, anytime.
- **Connected across your business:** Seamless integration with Infor ERP and other systems through Infor ION® delivers enterprise-wide visibility without borders.
- **Xbar Outlook integration:** Bring Infor CRM SLX directly into Microsoft Outlook with Xbar. Access customer information, track emails, and manage activities without leaving your inbox.
- **Email marketing:** Create targeted email campaigns, nurture leads, and measure results, all within Infor CRM SLX.

Stronger business outcomes

Drive revenue, improve customer satisfaction, and grow market share.

Better decisions

Dashboards and analytics provide visibility across sales, service, and marketing.

Richer customer profiles

Bring together data from across your organization and external sources.

Higher productivity

Empower teams with tools, automation, and real-time insights.

Smarter insights. Stronger relationships. Greater results

A closer look at the intelligence, automation, journey, and forecasting capabilities behind Infor CRM SLX.



AI-driven insights:

Turn customer data into action

Use AI-driven insight to help teams interpret customer information, recognize important signals, and focus attention on the activities and opportunities that matter most.

- Analyze customer context and engagement signals.
- Surface opportunities and next-best-action guidance.
- Bring useful insight into everyday CRM work.



Workflow automation:

Streamline repeatable processes

Automate manual processes, approvals, activities, and notifications so work moves consistently through the organization and teams spend less time on routine administration.

- Trigger activities and notifications from business events.
- Standardize repeatable sales and service processes.
- Reduce manual handoffs and improve follow-through.



Customer journey:

Connect the customer experience

Unify sales, marketing, and service touchpoints to give teams a more complete view of the relationship and support coordinated, personalized engagement throughout the customer lifecycle.

- See customer interactions in context across teams.
- Support more relevant and personalized communications.
- Keep relationship history visible throughout the lifecycle.



Sales forecasting:

Improve pipeline visibility

Use current CRM data, dashboards, and analytics to understand pipeline health, monitor performance, and give sales leaders clearer visibility into opportunities and expected results.

- Review pipeline and forecast information in real time.
- Spot changes, gaps, and trends with dashboards.
- Help managers focus on opportunities that need attention.

From insight to action, throughout the whole customer lifecycle: Together, AI-driven insights, workflow automation, customer journey, and sales forecasting turn CRM data into coordinated action. Teams can identify what matters, automate repeatable work, understand the full customer relationship, and maintain clearer visibility into pipeline and expected results. The combined benefit is a more consistent operating rhythm: less time spent finding information or managing manual steps, and more time focused on customers, opportunities, and informed decisions.

Work anywhere. Engage everywhere

Extend customer context into mobile work, Microsoft Outlook, and targeted email engagement.



Mobile productivity:

Stay connected on the go

Infor CRM SLX Mobile gives teams access to the customer information and CRM activities they need away from their desks, supporting productive work wherever business happens.

- Access important CRM information from mobile devices.
- Support online and offline work scenarios.
- Keep customer activities and follow-up current on the move.



Xbar Outlook integration:

Bring CRM context into Outlook

Xbar brings Infor CRM SLX customer context into Microsoft Outlook so users can work with accounts, contacts, activities, and email from a familiar workspace without constantly switching applications.

- View relevant customer and contact information from Outlook.
- Track email and create CRM activities from the inbox.
- Stay focused in Outlook while keeping CRM connected.



Email marketing:

Engage. Nurture. Measure.

Use CRM customer data to create targeted communications, nurture relationships, and measure campaign engagement so follow-up can be more informed and customer interactions more relevant.

- Build and send professional targeted campaigns.
- Manage audiences and subscriber lists from customer data.
- Track engagement and use results to guide follow-up.

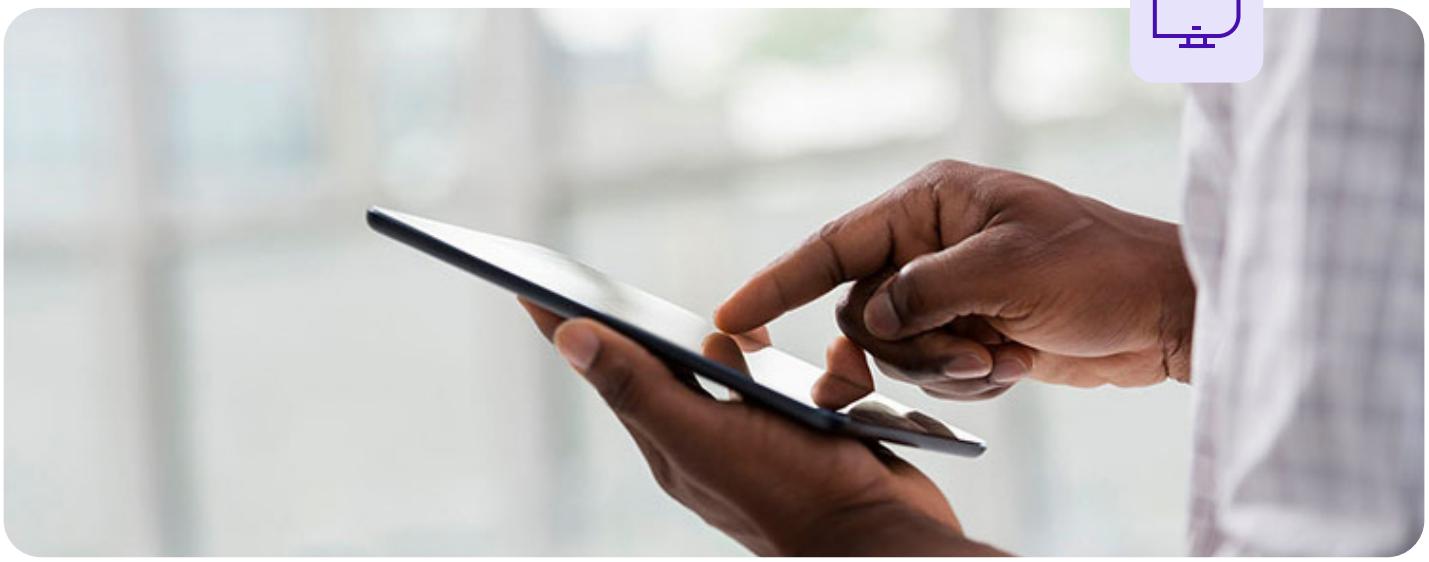


Connected across your business:

Improve pipeline visibility

Infor ION connects Infor CRM SLX with Infor ERP and other systems, so CRM data stays connected to the rest of the business.

- Share customer data across ERP and CRM without manual exports.
- Maintain one enterprise-wide view of the customer.
- Reduce data silos between systems and teams.



Customer productivity wherever work happens:

Mobile productivity, Xbar Outlook integration, email marketing, and connected across your business extend Infor CRM SLX beyond the traditional CRM workspace. Mobile access keeps customer information available in the field, Xbar brings CRM context into Microsoft Outlook, email marketing turns CRM data into targeted communications, and ERP integration through Infor ION keeps that data connected enterprise-wide. Used together, these capabilities reduce application switching and make it easier for teams to engage customers with the right information at the right time.managing manual steps, and more time focused on customers, opportunities, and informed decisions.

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.

infor.com

See how Infor CRM SLX connects sales, marketing, service, and ERP data so your teams can act on one view of the customer.

EXPLORE INFOR CRM SLX

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