

IDC PERSPECTIVE

Infor Innovation Summit 2025 — Maximizing Value Through Accelerated Innovation for Sustainable Success: Asia/Pacific (Including Japan) Perspective

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EXECUTIVE SNAPSHOT

FIGURE 1

Executive Snapshot. Infor Innovation Summit 2025 — Asia/Pacific (Including Japan) Perspective

This IDC report highlights the key takeaways from the Infor Innovation Summit held in New York City on April 9 and 10, 2025. Infor's leadership team across functions, along with a select group of customers, shared insights into the company's strategy, go-to-market (GTM) approaches, industry focus and achievements, customer successes, as well as product-level updates and innovations.

Key Takeaways

- Infor has adopted a value-centric approach toward its enterprise resource planning (ERP) solutions to link its value proposition to tangible business outcomes. This longer-term approach allows the company to take the time to understand its customers' needs to better position themselves to support growth as partners rather than as vendors.
- Infor's process mining and automation solutions take advantage of the company's deep industry-specific strengths, allowing clients to have insights into bottlenecks and potential growth hurdles on their existing processes.
- Infor is actively developing AI-driven products but with a mindset that AI is not a differentiator but an optimizer.

Recommended Actions

- Adopt a value-creation mindset with regard to ERP and other software suites to ensure optimized deployment and utilization across the enterprise.
- AI is not necessarily a differentiator in technology solutions; rather it should be an optimizer of solutions.
- Seek solutions with deep industry-specific functionalities out-of-the-box to minimize customizations.

Source: IDC, 2025

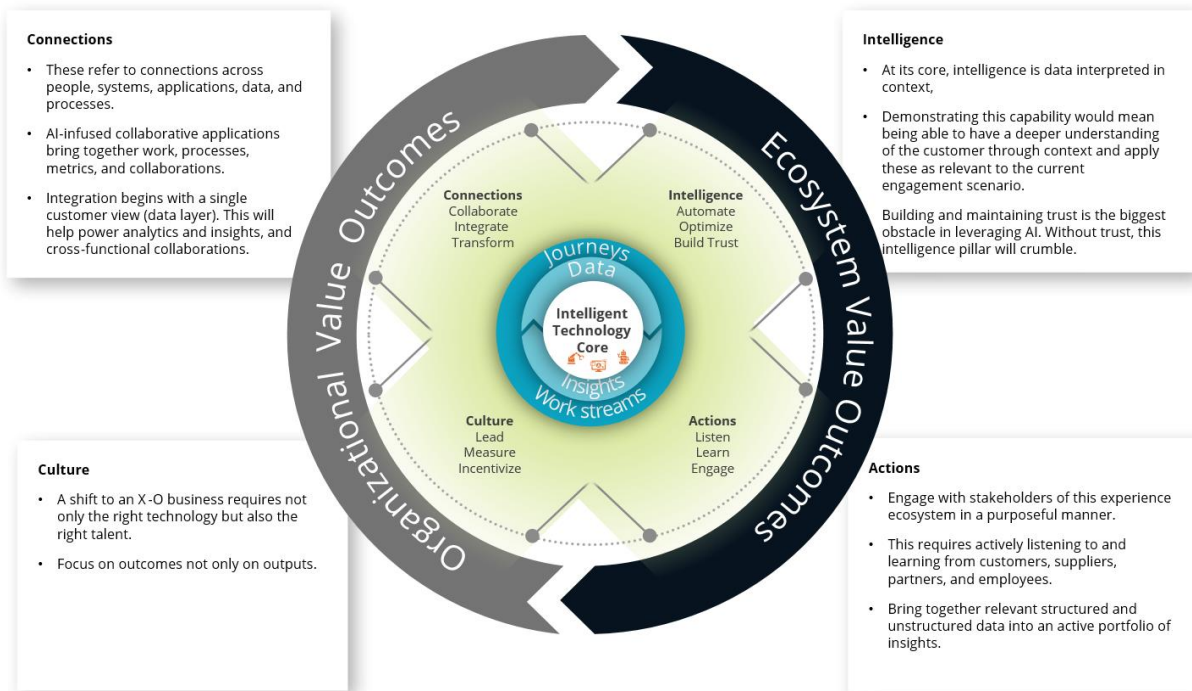
SITUATION OVERVIEW

The uncertainty and volatility of global markets is pushing businesses to intensify their enterprisewide operational efficiency initiatives to build greater resilience and stability within their own operations to navigate these troubled times. To effectively manage the complexity of these initiatives, businesses are moving toward a unified and centralized value-focused approach, very similar to IDC's Experience Orchestration (X-O) framework. By focusing on four key business pillars of connections, culture, intelligence and actions (as shown in Figure 1), X-O provides companies with a unified approach, realizing that all components of a business — front, middle, and back — have to work in sync to ultimately create meaningful value for all its key stakeholders driven by technologies, such as AI, cloud, and big data and analytics.

Learn more about Experience Orchestration in *The Experience-Orchestrated Business: Journey to X-O Business — Assessing the Organization's Ability to Become an X-O Business* (IDC #US51914424, February 2024).

FIGURE 2

Experience Orchestration Business Pillars



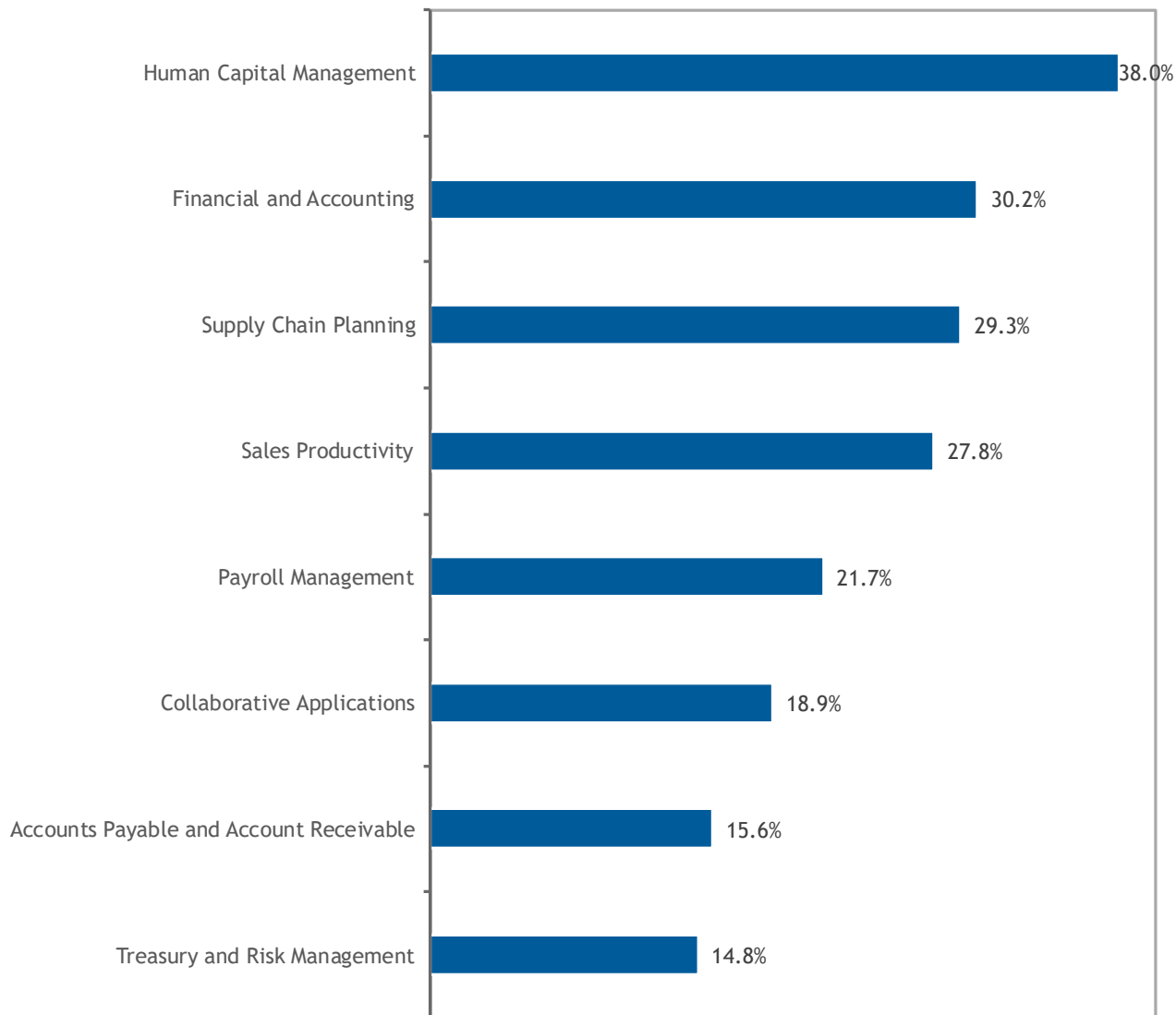
Source: IDC, 2025

For Asia-based businesses, one of the starting points for their X-O journey is in adopting a cloud-based software-as-a-service (SaaS) approach, especially with

solutions that form the backbone of their operations, such as their enterprise resource planning (ERP) suites.

FIGURE 3

Priority applications to move to cloud-based Software-as-a-Service (SaaS) in the next 18 months



Note: n=540

Source: IDC Asia/Pacific Enterprise Software Survey 2024

With an operational efficiency focus on greater standardization, fewer systems, and a centralized approach, it would make sense for Asia-based businesses to look at cloud-based ERP suites to replace their existing portfolio of legacy solutions. The ERP

market for the region is expected to experience a compound annual growth rate (CAGR) of 12.8% from 2024 to 2028.

ERP solutions have been in existence for decades, but this new focus on value maximization provides technology providers with an opportunity to differentiate themselves in the market through cloud-based ERP solutions with the ability to provide long-term partnership through similar value-driven mindsets. One such provider is Infor.

Infor Value Proposition and Updates

In its latest Innovation Summit, held in New York City on April 9 and 10, 2025, the Infor team articulated a value-centric approach aimed at achieving customer success. Infor CEO, Kevin Samuelson, highlighted how this would be accomplished through three levers of value creation:

- **Process.** Operational optimization is not based on improving technology systems but rather on identifying and improving the industry-specific business processes that it supports. Infor therefore aims to have the best practice processes already built into its products to minimize customizations and clear the path to value generation.
- **Insights.** This provides the ability to continuously analyze data, processes, and operations to determine what is working and what is not and make necessary changes in real time or near real time.
- **Automation.** This automates manual administrative processes, such as RPA, Infor Document Processor (IDP), and integration platform as a service (iPaaS) or more advanced AI and GenAI solutions to allow the workforce to focus on more high-value activities.

This was the mindset that Infor applied to their key product offerings:

- **Infor OS Platform.** This is a cloud-native multitenant natively running on Amazon Web Services (AWS) and the common denominator orchestrating all Infor applications built on a foundation of data, application programming interfaces (APIs), security, and processes. The platform strives to be a more open platform to facilitate not only the operations of Infor solutions but also third-party systems, including competitor products, to best support clients.
- **Infor CloudSuite.** Infor's enterprise applications with deep vertical and microvertical focus on moving beyond providing generic industry solutions and around security and integration to cater to the unique and niche needs of specific submarkets. In 2025, Infor CloudSuite will also provide embedded GenAI functionality to provide clients with the means for deeper analysis and support.
- **Infor Velocity Suite.** The Velocity Suite can be viewed as an accelerator of innovation for Infor solutions with some of its key offerings being:

- **Process mining and automation.** Mining offers a diagnostic tool that can analyze the current processes applied by a business and recommend best practice upgrades, allowing businesses to tailor processes to their own needs while identifying potential hurdles to automation. Automation tools and document processors can then execute the elements of process that can be automated hands-free.
- **Infor GenAI.** Starting from providing an embedded GenAI Assistant within the solution to deploy persona-based agents to perform tasks, the Infor GenAI platform aims to be as open as possible to support numerous large language models (LLMs) and provide businesses with flexibility in deploying solutions based on their needs.

The Infor Approach

Infor is known for its strong industry coverage, with key verticals in the manufacturing and services sectors with more than 2,000 microverticals. Despite this, for Infor, every client should have a prescriptive deployment to ensure the solution meets clients' needs and can scale for growth, which starts with the presales:

- Business process — determining the business processes the client is seeking to deploy to maximize out-of-the-box deployments
- Data — profiling the data for cloud migration to identify any complexities in the migration process (customers can see how future processes will work using their specific data through the multiple data migration cycles)
- Change readiness — determining the customer's business value drivers to ensure that the appropriate Infor products and solutions are identified

This presales process of discovery and interaction does not stop at go-live; it is simply the start of the journey for Infor and its clients with the objective to continuously create value by mapping these to business outcomes.

For example, one U.S.-based customer was seeking to update its manual procure-to-pay processes. The company put together a team of 12 employees, who took four months to identify the respective bottlenecks. With the Infor Process Mining solution, the system took three to four hours to ingest the data, map out the process chain, and allow the client to dissect the processes and data by a variety of metrics with no data integrity issues.

Infor customers did speak about the benefits they have leveraged from their Infor solutions. One of the key benefits touted was the platform's flexibility. For example, in the recent confusion around changing tariff numbers, one Infor client stated that it was able to configure the changes across its myriad of systems over six hours (this was supported by other customers as well), adding the tariffs as a line item, whereas its competitors were still trying to determine how to make the changes in the most effective manner.

Is AI a Differentiator for Infor?

Interestingly, the Infor team does not view AI as a differentiator for its customers. AI, in some form or another, has been around for decades, which is why the company does not see the deployment and use of AI today as a revolution; it should be a natural evolution once businesses have met the prerequisites of data governance, infrastructure modernization, API deployments, and so on. Infor's view is that it is more important to take the time and first understand the core operations, business processes, and opportunities for improvement. AI's ability key advantage is optimizing this entire process. AI is not a differentiator; it is an optimizer.

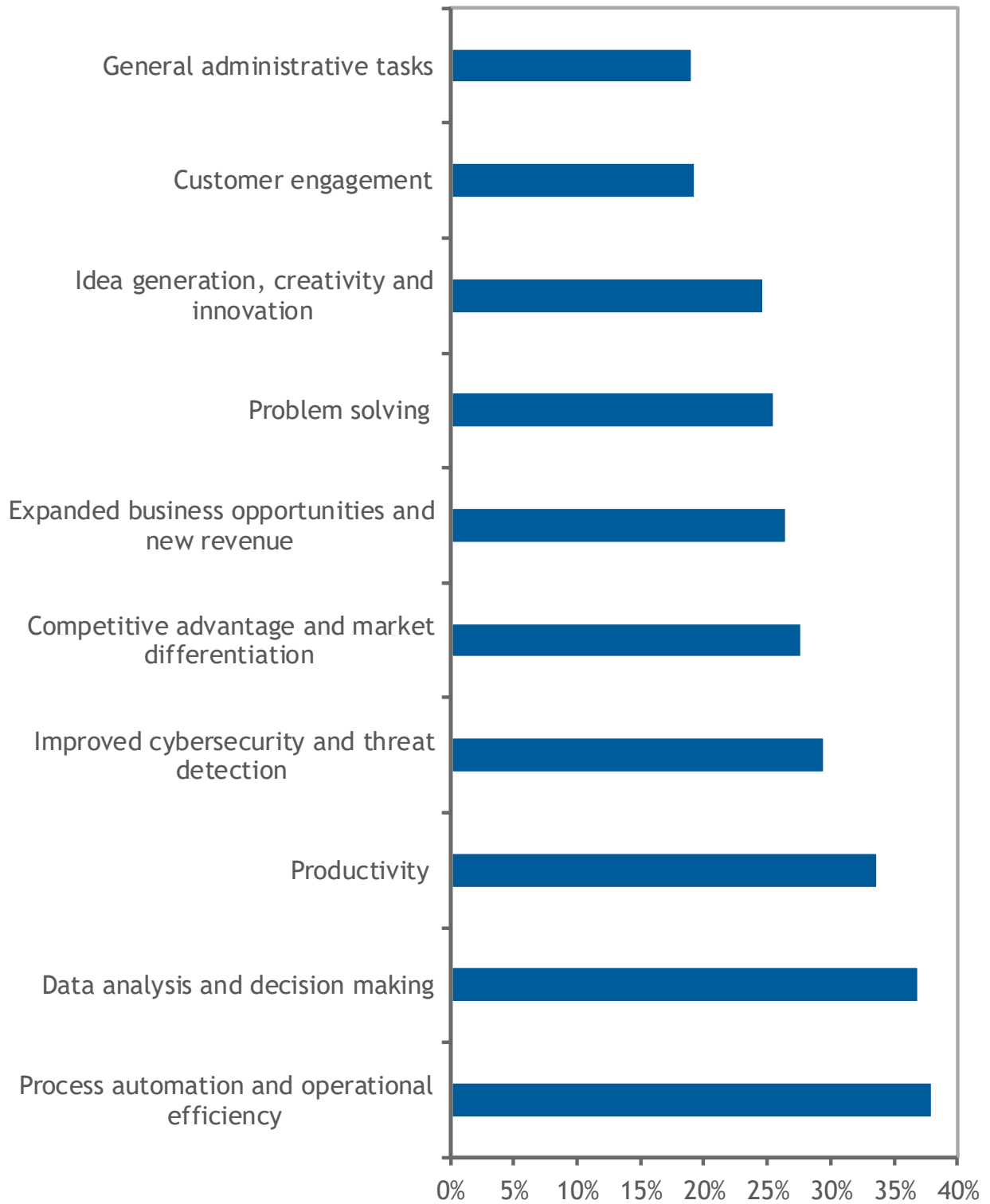
This is why Infor AI solutions are designed to be as open as possible to give clients flexibility to use the LLMs and APIs of their choice and adopt the AI approach best suited for them. In addition to this and to boost adoption, Infor has decided to forego consumption-based pricing similar to its competitors. For Infor Velocity Suite customers, Infor offers all of its value-added solutions, such as GenAI, Process Mining, and RPA, in a single package with unlimited access to these solutions across the entire content catalog for a single fixed price. They include limited access to some technologies to enhance features of the Infor CloudSuite. However, for additional value and consumption, Infor has opted for an unlimited package in the Velocity Suite. Although it is a risk, the company sees this as a necessary step in driving adoption and innovation.

Next Steps and Recommendations for Asia/Pacific

Infor's approach of embedding GenAI into their solution is in line with expectations in the Asia/Pacific market with businesses seeking to leverage the technology primarily for process automation and operational efficiency as shown in Figure 4.

FIGURE 4

Top Areas of Generative AI utilization



Note: n=540

IDC also sees increased utilization of industry-specific GenAI use cases in the near future as stated in *IDC FutureScape: Worldwide Intelligent ERP 2025 Predictions* (IDC #US51078024, October 2024), which predicts that by 2026, 40% of G2000 companies will have utilized tools provided by enterprise app vendors to create their own highly customized GenAI capabilities grounded in their data to maximize value and boost key performance indicators (KPIs).

Infor's approach of leveraging its ERP solutions as value creation solutions and using AI as an optimizer is also aligned with IDC's prediction that driven by AI and autonomous agents, in 2027, 40% of G2000 will have utilized their ERP systems as value engines, transforming decision support to contextual insights.

AI is having a significant impact on workflows and processes, and in Asia/Pacific, businesses need support from their technology providers to deploy their ERP solutions in a sustainable manner that supports long-term growth. The Asia/Pacific market is an expanding region for Infor, with SaaS growth at 9% in 2024. The market would benefit if Infor focuses more on this region in the coming year, whether directly or through its partners, and share its approach with businesses in the region.

ADVICE FOR THE TECHNOLOGY BUYER

In discussions with ERP and other software solution providers, businesses in Asia/Pacific would do well to:

- Adopt a value-creation mindset regarding ERP and other software suites to ensure optimized deployment and utilization across the enterprise.
- AI is not necessarily a differentiator in technology solutions; rather, it should be an optimizer of solutions.
- Seek solutions with deep industry-specific functionalities out of the box to minimize customizations.
- ROI conversations, especially with regard to AI, can be muddled with unclear metrics. Push technology providers to connect their value propositions to tangible business outcomes

LEARN MORE

Related Research

- *The State of Asia/Pacific Enterprise Software* (IDC #AP52203325, April 2025)
- *Building a Shortcut to Value: The Multiplier Impact of AI on the Enterprise Applications Market* (IDC #US52605524, September 2024)

- *GenAI's Impact on Enterprise Software* (IDC #US52547624, September 2024)

Synopsis

This IDC report provides insights and an overview of the Infor Innovation Summit held in New York City on April 9 and 10, 2025, with emphasis on the Asia/Pacific (including Japan) (APJ) perspective. The event showcased Infor's strategic direction, industry focus, customer successes, and latest product innovations, underscoring the company's commitment to delivering value through its industry-centric enterprise resource planning (ERP) solutions bolstered by AI.

"Infor is recognized for its deep industry-centric capabilities across the services and discrete and process manufacturing industries, and it is now seeking to optimize these competencies through the use of AI. Despite its modest share of the overall business, the Asia/Pacific region is poised for meaningful growth. The company's success in the region will hinge on its ability to clearly link its value proposition to tangible business outcomes," says Abhishek Kumar, associate research director on AI applications and customer experience strategies research, IDC Asia/Pacific.

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