



Infor Marketing Resource Management (MRM)

Create quality campaigns

In a busy marketing team, keeping a firm grasp on all your projects, events, expenditures, and resources is often challenging and time-consuming. Increasingly, companies are adopting technology to regain visibility into marketing plans and budgets, and to improve efficiency across the marketing organization. By defining key marketing processes and business drivers, improving productivity, and introducing best practice through automation, you'll help your team return to what matters most: creating quality campaigns that drive revenue for your business.

Take control of your marketing operations

Infor® Marketing Resource Management (MRM) gives you 100% visibility over your marketing operations, so you can access real-time insights and make informed decisions to respond to the day-to-day challenges of your role.

With Infor MRM, all the tools you need are in one place. You can plan and optimize campaigns with a shared marketing calendar, manage collaborative production in online workspaces, control budgets and finances without complex spreadsheets, and improve decision-making and return on marketing investment (ROMI) with immediate insights from real-time analytics.

Enable your team to focus on creating high-quality, revenue-generating campaigns with Infor MRM.

Give your marketing executives better visibility and control

Infor MRM provides your marketing executives with the visibility and control they need to maximize the effectiveness of their team and ensure a strong ROMI. By simultaneously streamlining the work of your team and placing accurate marketing operations insights at your fingertips, Infor MRM allows you to focus on the activities that deliver immediate value to your business.



Experience powerful functionality

- **Marketing calendar**—Gain 100% visibility and regain control with a real-time view of your complete marketing plan, offering centralized yet personalized marketing calendar views from a single source of data.
- **Marketing analytics**—Measure ROMI and extract key insights in real-time with powerful marketing dashboards and reporting.
- **Marketing financials**—Track and manage marketing budgets *without spreadsheets*, automatically and efficiently to optimize your budget and spend management processes, and increase control.
- **Team management**—Improve visibility and control over your most important asset—your team. Track and monitor their work allocations and effort, and give them the tools to do their job more easily—improving satisfaction and retention in the process.

Streamline your marketing operations

Infor MRM offers organizations like yours the functionality to automate and optimize marketing campaign management—making the marketing process more efficient and enabling marketing teams to handle a higher volume of more complex marketing projects. By eliminating the administrative burdens of managing multiple spreadsheets and constantly chasing task updates, Infor MRM enables busy marketers to focus on what they enjoy most—being creative.



Improve how your teams work

- **Project request portal**—Simplify the job request process by providing your stakeholders and internal clients with an intuitive project request portal. Provide stakeholders the ability to track the progress of their jobs without interrupting the flow of work.
- **Automated workflows**—Increase productivity and streamline the campaign process with automated marketing workflows. Improve collaboration through shared workspaces.
- **Review and approval management**—Maximize compliance and minimize risk with a clear audit trail of the approval process to easily adhere to regulations and reduce stress at audit time.
- **Creative showroom**—Enable quick and easy online mark-up and approvals to eliminate review cycle bottlenecks and improve speed to market. Collaborate online, in real-time, and eliminate the need for hours of work consolidating reviewer responses.
- **Digital asset library**—Manage marketing materials and other valuable digital assets in a central online repository. Eliminate duplicate effort across teams.

Automate your processes to improve collaboration

Infor MRM is highly sophisticated, yet easy to set up and use, and has been designed to help complex marketing organizations automate their processes. With Infor MRM, you can improve collaboration throughout your organization and speed up your time to market, while being flexible enough to ensure your marketers remain agile in a dynamic and fast-changing environment.



Put your marketing team in control

With Infor MRM, your team is in complete control. There are no technical skills required to administer or maintain the system. Your marketing team can manage Infor MRM without IT involvement, so you can:

- Gain complete visibility into your entire marketing operation.
- Halve your time-to-market and improve your market share.
- Facilitate effortless teamwork, no matter where in the world your team is.
- Speed up review and approval processes and ensure 100% compliance.
- Eliminate administrative headaches and increase productivity.
- Allow your team to focus on solving creative problems and executing on smart strategies.

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