BROCHURE

Leveraging Industry 4.0 technology to enhance the customer experience

Industry 4.0

At Infor®, our Industry 4.0 strategy is about more than just connecting things. It's about helping manufacturers and wholesale distributors to intelligently connect people, processes, and things—empowering you to generate meaningful value for your customers and achieve desired outcomes. A central component of our Industry 4.0 strategy is enabling advanced data insights for informed decision-making, made possible by cloud computing. The cloud also allows us to make our business solutions scalable, agile, and easy to use. Our Industry 4.0 strategy is designed to break down silos, so your organization can reach new levels of productivity and gain end-to-end visibility that ensures every department is working with the same data points and toward the same objectives.

Today's customers expect highly personalized, positive experiences, with timely delivery and meaningful value. Customers also desire online buying experiences that anticipate their preferences and purchases. To keep pace with these demands, you need to offer customers digital experiences that are memorable, easy to navigate, and secure.

Improve operations

Industry 4.0 strategies can make a significant impact in multiple operational areas that allow you to enhance the customer experience, including:

- **Tools**, such as automation and data analysis, help the workforce perform efficiently and better meet customer expectations

- Streamlined **processes**, such as order-to-cash cycles, shop floor management, and end-to-end supply chain management, help optimize the production cycle

- Connected **things**, such as plant assets and vehicles, provide relevant data that helps drive decision-making

- Enhanced support for **business offerings**, such as products and services, offers greater collaboration, innovation, and insight into customer preferences

Gain a true Internet 4.0 partner

Infor's industry-specific software, advanced capabilities, modern architecture, Implementation Accelerators, and partner networks are designed to deliver end-to-end solutions and high-impact results. Our innovative and agile solutions, with deep industry expertise, allow us to configure your software to meet your unique objectives, whether it's manufacturing highly configured products or offering a customer portal for value-add services and e-commerce. Our solutions can be a strategic differentiator for your organization, allowing you to pursue innovative ideas, game-changing business models, and unique services that build loyalty among your customers.

Enhance the customer experience

Our cloud-based tools integrate with your enterprise resource planning (ERP) system, providing a tailored combination of solutions to enhance the customer experience and help you achieve your goals. Our solutions include a wide range of innovative tools, such as manufacturing applications that offer highly configured products, robust e-commerce solutions, powerful customer service management and call center systems, and more.

You can leverage Industry 4.0 technology to enhance the customer experience in a variety of ways, including:

E-commerce—For many customers, the experience starts with the digital buying platform. We'll build or enhance an e-commerce platform that matches customer expectations, allowing you to effectively promote your products and services.

Sales support—With online tools that help prospects make informed buying decisions and preemptively answer their questions, you can reassign front-line salespeople to more strategic tasks.

Likely purchases—Guided intelligence helps set customer expectations and speeds buying decisions. 3D-images of tailored products help customers know what to expect, reducing frustration and returns.

Shop floor operations—Dynamic creation of bill of materials (BOMs), routings, and shop orders for personalized products can be shared across enterprise applications. This helps ensure order accuracy and accelerates make-ready for manufacturing, process made-to-order, and assemble-on-demand products.

Business processes—Our solutions streamline operational processes to help eliminate duplicate activities and order errors, while increasing efficiencies and customer satisfaction. Technology-enhanced customer service processes help increase customer satisfaction and retention.

Support your unique customers

Because our solutions are integrated, they share data and enable full visibility for accurate reporting on costs and customer feedback. We understand that your customers are unique. So, our solutions provide you with the flexibility to support them with unique combinations of Industry 4.0 strategies, processes, and customer-centric applications, such as:

Digital buying

- Meet customer demand for instant purchasing fulfillment via a single tool for configuring and ordering precisely what the customer wants, the first time

- Assure customers of accurate product choices by providing 3D renderings instead of just written descriptions

- Reduce administrative costs by automating the creation and maintenance of quotes, proposals, BOMs, and manufacturing information

- Eliminate order inaccuracies that flow into the production process, thus eliminating rework and reductions in production efficiency

Upsell and cross-sell intelligence

- Make selling channels more consultative by presenting value features, product comparisons, upsell, and cross-sell options

- Capture a greater percentage of upsell and cross-sell opportunities, enabled by a guided selling process and presentation of all available options

- Prioritize the positioning of higher margin products, based on accurate pricing with predictable margins, calculated automatically and correctly every time

- Prioritize products that are in-stock and available for purchase

Automated customer service

- Support 24x7, self-service customer support and improve your market presence and competitive differentiation

- Reduce training time for customer service personnel via an intuitive user interface

- Provide faster response to customer requests through automating access to product information, specifications, and frequently asked questions

- Create a customer experience that simulates having your best salesperson on every opportunity

- Ensure your customers receive the exact parts for their needs, even when they don't know the part number

Turn customer experience into a differentiator

Leveraging Industry 4.0 technology for customer experience allows you to transform customer engagement into a powerful differentiator. You can give your customers online portals for accelerated sales and services and abilities to tailor products. In addition, you can relieve your teams from preparing time-consuming estimates, BOMs, and product specifications. You can also support your sales force by helping customers get answers to their questions when and where they matter most—at the time of purchase. By intelligently using data and industry 4.0 technology, you'll be able to make customer relationships a key component of your strategy for the future.

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