BROCHURE

Infor Rhythm for Commerce

Customer Experience

Modern customer engagement

Connecting e-commerce platforms with enterprise resource planning (ERP) and other business systems can be complex and expensive—but valuable. The right tools can unlock insights from the data being generated by digital customer interactions to strengthen relationships and grow revenue. Infor Rhythm® for Commerce provides companies running Infor® ERP solutions with a fully integrated multi-tenant e-commerce system to sell their complete product assortment online through a modern customer engagement platform. Rhythm for Commerce also includes a product information management (PIM) solution that enriches a customer's product data and presents robust product details to their buyers.

Delight customers and drive business results

Rhythm for Commerce is a cloud-based engagement platform that delivers delivers smart online experiences online experiences, and comprehensive capabilities in a single, integrated package—from ERP system integration to optimized web design and support. In addition, the embedded content management system (CMS) allows business teams to create and manage websites without technical knowledge. Featuring a fully responsive web design, users can build one website with a digital user experience that's available on desktops, tablets, and mobile devices.

Custoers increasingly expect to conduct business across expanding range of devices, demanding a rich user experience and the possibility to configure products to their specific needs. Rhythm for Commerce delivers on this need for modern customer engagement by providing a robust user experience that enables companies to differentiate themselves in crowded markets. By focusing on customer engagement, organizations can open up new sales channels and revenue streams, build loyalty, and deliver a competitive advantage.

Create better experiences—end-to-end

Rhythm for Commerce is an online platform that delivers across all fronts—from engagement, product configuration, order placement, transaction to execution, follow-up, and analysis. With access to technologies and services designed to eliminate traditional barriers to success, organizations can connect disparate processes and systems to optimize customers' online experiences and maximize the value of e-commerce initiatives.

Rhythm for Commerce's processes work from end-to-end, which helps generate higher conversation rates, service levels, and satisfaction. That means you can do everything for your online business: Easily manage content, promotions, and product catalog assortments; access applied analytics; and build beautifully designed user experiences through templates and themes tailored to your business.

Personalized experiences

Deliver personalized online experiences with tailored content, marketing, and offers based on user activity. Rhythm for Commerce makes it easier for customers to find and purchase products, while helping to increase shopping cart conversions to sales, sell more per click, and increase customer loyalty.

Content optimization

Transform your business with a holistic view of how your site is performing and who is visiting, while also tracking the buying behavior of your customers. Rhythm for Commerce can adapt automatically based on usage and predictive analytics.

Product information management

Rhythm for Commerce enables customers to bring over their own product information management (PIM) solution so they don't need to start over again with a new solution. Or, customers can take advantage of the PIM solution that comes with Rhythm for Commerce. Either option allows you to easily present comprehensive product details to your buyers—and create and deliver better product stories.

Infor Rhythm for Commerce allows users to access data directly from their ERP system, so pricing, availability, and customer data is always available in real time.

Tight ERP system integration

Achieve tight integration between your engagement platform and ERP solution with simplified integrations to Infor ERP solutions. And because all integration points are provided, there's no need for customization. Additionally, Rhythm for Commerce links information like inventory availability and order status to help streamline supply chain execution.

Responsive design

Optimize online interactions across a wide variety of devices by delivering consistent information and enhancing user experiences through easy navigation and minimal resizing or scrolling.

Cloud deployment

Deployed in Infor CloudSuite®, Rhythm for Commerce's software-as-a-service (SaaS) model makes the solution more cost-effective to run, support and maintain. The SaaS model provides added flexibility, automatic upgrades, and reduced software costs due to subscription-based pricing.

Next-level customer engagement

Open the door to new revenue streams and help maximize the value of one of your most important sales and marketing channels with Infor Rhythm for Commerce. By integrating intelligent, meaningful interactions with systems, data, and processes, organizations can achieve greater customer satisfaction, better conversion rates, expanded business opportunities, and an increased competitive advantage.

Infor Rhythm for Commerce is an easy to build and maintain solution that features:

- Powerful online presence offering a seamless shopping experience
- Established integration with Infor ERP systems
- Cost-effective management in the cloud
- Embedded PIM or use your own

View customer orders, invoices, and shipments in a personalized portal with Infor Rhythm for Commerce.

Rhythm for Commerce can also be used to:

- **Enrich user interactions**—Build loyalty by delivering exceptional user experiences that engage customers more richly and help improve conversion rates.
- **Power the top and bottom line**—Increase profitability by giving you a new marketing and sales channel with a low, predictable total cost of ownership.
- **Scale market impact**—Expand your reach and grow your brand by taking advantage of sales and distribution opportunities.

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