

Infor ERP Storefront

➔ Infor ERP Storefront's state-of-the-art web foundation is designed to provide a world-class shopping experience on B2C and B2B websites.



Do business better.

With each passing year, online shoppers are demanding more. Whether your company is a manufacturer or distributor of products, your customers are expecting you to deliver more convenience, information, and services. Offering an attractive and complete online catalog may have carried the day a few years ago. But now your customers want a higher level of service, such as in-depth product information, a more intuitive and capable search experience, personalization, easy order entry, and shipment tracking. And many companies must provide enhanced e-commerce services on a global basis, taking into account a variety of currency, tax, and cultural differences.

The bottom-line goal for distributors and manufacturers with an e-commerce offering is to increase product browsing to improve order conversion rates and the overall service performance of their site. To meet this goal many distributors and manufacturers are building on their existing enterprise resource planning (ERP) capabilities by implementing Infor™ ERP Storefront to integrate and enhance their e-commerce capabilities.

Leverage experience.

Infor ERP Storefront's state-of-the-art web foundation is designed to provide a world-class shopping experience on both B2C and B2B websites. Featuring a robust catalog with advanced searching, order entry, tracking, and account maintenance capabilities, Infor ERP Storefront delivers the capabilities distributors and manufacturers



need to automate selling, servicing, and sourcing. The solution has deep customer personalization features, such as custom shopping lists and wish lists, that help convince users that your website is best at meeting their needs.

Get business specific.

To help distributors and manufacturers keep pace with demands for more advanced e-commerce services, Infor has enhanced ERP Storefront with improved performance, scalability, customization, search capabilities, and overall user experience. Customers can now scale components across several servers for better performance in environments with a high user count or high product count. The new version of Infor ERP Storefront has increased caching to minimize database access, and features an optimized data structure to improve performance and ensure data integrity. The application is Java-based and uses XML transactions, making maintenance, upgrades, and product customization less expensive.

Infor ERP Storefront delivers a wide range of business-specific capabilities, including:

Online Catalog. Infor ERP Storefront enables you to efficiently create and offer a comprehensive online product catalog. To help personalize the shopping experience, multiple catalogs can be created and assigned to customers by market sector. The Online Catalog module features a simple, intuitive navigation, which helps

promote a positive shopping experience. From an administration standpoint, a base-line catalog can be automatically created or other metrics can be used to create categories in the Catalog Administration area of the application.

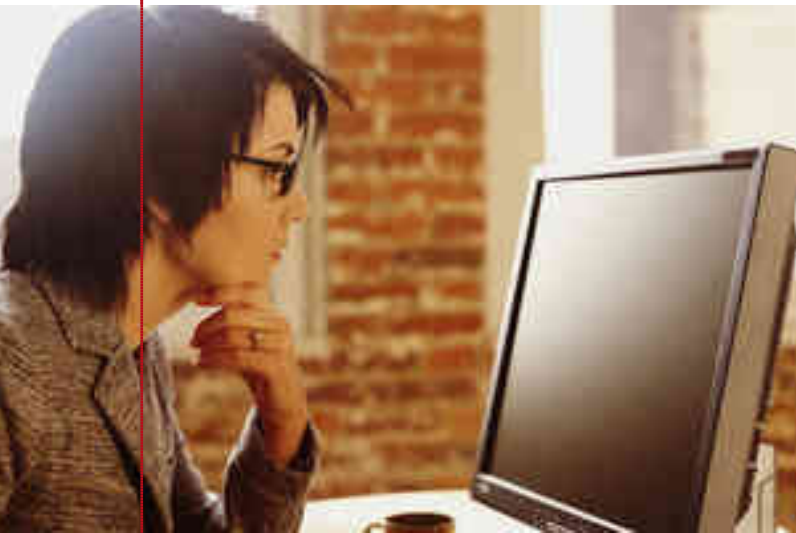
Advanced Search. Infor ERP Storefront leverages the award-winning Progress EasyAsk® search engine and navigation technology to improve the shopping experience. This tier-one search engine complements the Infor ERP Storefront solution to help customers view search results by relevance, and refine search results by sub-category, product attributes or search within search. Breadcrumb navigation helps shoppers keep track of their location on your web storefront and what keywords have been entered. The search relaxation function can automatically widen a search for a more intuitive search experience. The Progress Easy Ask search engine also understands natural language queries, which makes it even easier for customers to find what they need the first time (for example.: “I want to buy a hammer under \$10”).

Warehouse Availability. To provide flexible sourcing for customers, users can view availability in warehouses outside their default warehouse and change the shipping warehouse.

Self Service. The solution offers complete self-service capabilities that enable you to receive customer orders and help you reach shoppers anytime, anywhere. Customers can view order history, order status, back orders, open accounts receivable, and maintain passwords on their schedule. Customers can access product images, extended product descriptions, and links to additional information with just one click.

Advanced Checkout Capabilities. Infor ERP Storefront supports fast and easy checkout, which includes credit card processing and “on account” for B2B customers. The solution displays extra charges, such as freight, tax, and special handling on the item detail screen and adds the extra charges to the shopping cart.

Shipment Tracking. Shipment tracking provides complete order-to-door shipment tracking, helping you enhance your service levels and build trust with customers.



Lists, Specials, and Markdowns. Specials lists let you target specific items for markdown, promotion or clearance. Personalized shopping lists provide customers with a simple re-order form to quickly add products to their shopping cart. Wish lists let users customize content so they can track products of interest.


Multiple Contacts. With Infor ERP Storefront, you can notify multiple contacts when a new order or quote is entered in the system. All email addresses assigned to a Storefront account will receive an order confirmation, making it possible to instantaneously keep multiple departments informed of inbound supplies and delivery times.

Search Analytics. Search Analytics provides valuable insight about how shoppers are using your web storefront. It informs you of what keywords are producing no search results, most commonly used keywords, what categories are being viewed most often, and which are not, as well as words that are being spell corrected.

Enhanced Modification Framework. The Enhanced Modification Framework provides standard extension points to make it easy to move modifications from release to release. Modifications are written outside of standard code, allowing them to be “unhooked” from the old release and applied to the next release.

See results now.

If it's feasible to offer your products online, you can be certain your customers will expect you to offer e-commerce capabilities. You can also count on your competitors to try to meet the growing demand for advanced e-commerce services. To remain competitive, distributors and manufacturers need to meet these customer demands and competitive threats with an advanced e-commerce solution.

 To help distributors and manufacturers keep pace with demands for more advanced e-commerce services, Infor has enhanced Infor ERP Storefront to improve performance, scalability, and customization.

Infor ERP Storefront can help you offer world-class e-commerce services that turn browsers into shoppers who place orders. With Infor ERP Storefront, you can:

- Increase revenue through increased conversion rates and expanded online sales.
- Enhance customer satisfaction by making it more convenient to do business with your company.
- Expand your e-commerce services without burdening your customer-service staff.
- Deliver a wide range of convenient services to supplement core e-commerce activity.
- Easily upgrade to new e-commerce capabilities as business needs dictate.
- More easily offer B2C and B2B services in multiple markets around the globe.
- Provide easy access to product and account information for you and your customers.

About Infor.

Infor makes business software better by acquiring and improving proven, functionally rich software backed by domain experts. Infor makes it better through continuous innovation, faster implementation options, global enablement, and flexible buying options. In a few short years, Infor has become the third largest provider of business software. For additional information, visit www.infor.com.

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