

Infor10 CRM Enterprise Interaction Advisor (Epiphany)

Improve your business.

Businesses today are under intense pressure to drive incremental revenue and improve customer retention. But doing so requires that they be smarter and more proactive about customers' needs and preferences, while keeping a close eye on the bottom line. Forward-thinking companies understand the importance of finding the right solution to support their cross-sell and retention efforts.

Rely on experience.

Part of the market-leading Infor10™ CRM Enterprise (Epiphany®) suite, Interaction Advisor is a proven, easy-to-deploy, easy-to-use packaged solution designed to meet the toughest demands of today's marketing and IT departments. Leading enterprises use it to unlock the potential of their existing customer base at every point of interaction.

Interaction Advisor leverages Infor's unparalleled technology—designed for speed—to help you accelerate your customer touch decisions with fast, flexible, highly effective inbound marketing software. It provides interoperability, innovation, and evolution so you can quickly align your campaigns with changing business, customer, and environmental requirements.

Part of the Infor10 family of best-in-class CRM solutions, Interaction Advisor is an enterprise interaction management application proven to drive ongoing business benefits at a reasonable cost. With Interaction Advisor, enterprises can implement their real-time inbound customer communication strategies in just weeks versus months or even years. In addition, Interaction Advisor offers unmatched stability, responsiveness, and scalability.

Leading companies have doubled or even tripled their offer-acceptance rates and cross-sell revenue with Infor10 CRM Enterprise Interaction Advisor (Epiphany).

Support your unique needs.

Interaction Advisor uses a combination of historical, personal, and contextual data to create real-time customer profiles, and then applies an optimum combination of real-time predictive analytics and cross-channel business rules to deliver the highest-impact offers at the moment of interaction between businesses and customers. Using closed-loop response tracking, the application measures each interaction result and adapts to improve effectiveness before the next interaction. With Interaction Advisor, you gain:

Increased cross-sell revenues—Analyzing all available information to determine the optimal offer for driving incremental cross-sell revenue, Interaction Advisor selects the one that will deliver the highest expected value for a particular customer, so that you can double or even triple your offer-acceptance rates and cross-sell revenue.

Reduced churn, improved retention—Interaction Advisor helps you retain your most valuable customers by balancing the cost of a retention offer against the value a customer brings to the enterprise. Since the solution works in real time, you can use it as part of an ongoing loyalty campaign or recommend immediate action to retain a defecting customer.

Intelligent customer interactions across multiple channels

—Interaction Advisor helps you manage the complexities of synchronizing cross-sell and retention programs across the ever-growing number of customer touch points and mobile platforms. With its easy-to-use interface, you can efficiently design cross-channel campaigns and offers, create business rules, and determine the appropriate constraints for each offer. You'll ensure consistency across websites, contact centers, point-of-sale systems, SMS, email, mobile devices, ATMs, and other channels.

Automatic and continuous learning—Based on the customer's response to each offer, the solution's self-learning engine determines which characteristics are most predictive of customer acceptance. It then automatically adjusts offers on all subsequent interactions, extending offers more likely to be accepted. You get actionable campaign results reported in plain language, such as which customer attributes are most influential in offer acceptance. Using this insight, you can identify the ideal customers for each offer and execute outbound campaigns to them within hours.

Easy deployment, existing system optimization—Interaction Advisor's self-learning engine can be seamlessly overlaid onto any website, contact center system, interactive voice response, point of sale system, or other proprietary or purchased application. With custom interfaces, you can unlock value from existing systems so that you can spend time marketing offers, not integrating software. When you use one of Infor's many integration options with Interaction Advisor—Java™, COM, IBM, MQSeries®, HTTP, SOAP,

and others—you can implement it in almost any environment, in as little as six weeks.

Real-time performance, enterprise scalability—Each Interaction Advisor server can drive hundreds of thousands of intelligent interactions per hour. The system provides near-linear scalability on symmetric multiprocessor systems, and you can deploy it across multiple, distributed servers for maximum scalability and reliability.

Gain immediate results.

With support for a variety of operating systems including Microsoft® Windows®, IBM® AIX®, Sun™ Solaris™, HP-UX®, and Red Hat® Enterprise Linux®, Infor10 CRM Enterprise Interaction Advisor (Epiphany) is easy to deploy and use. Let this market-leading solution help you generate a fast return through:

- Optimized cross-sell and retention
- Intelligent, self-learning analytics
- Multi-channel offer execution
- Enterprise scalability
- Unprecedented campaign velocity

About Infor.

Infor is a leading provider of business software and services, helping more than 70,000 customers in 164 countries improve operations and drive growth. To learn more about Infor, please visit www.infor.com.

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