

# Infor™ Product: Infor ERP Storefront



[www.infor.com/industries/distribution](http://www.infor.com/industries/distribution)

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## Technology

OS: Windows, Unix, Linux

DB: MS SQL Server

Presentation: GUI

Delivery: Web Interface

## Company History

Year company was founded: 1977

Total number of full time employees: 8,100

## Release Information

Current Version Number as of November 2009: 1.5

New releases are made available: every 6 months

## Other Listings

Enterprise Distribution Software page XX

Warehouse Management Software page XX

## Offer 24-hour service, support and purchasing opportunities

As distribution businesses seek to increase responsiveness and accessibility within today's increasingly global operations, enabling customers and suppliers alike to transact business on their terms is a competitive necessity.

Distributors are increasingly sourcing, shipping and selling globally. In this around-the-clock environment, customers have come to expect that they can find products and information online, at their convenience. It's not enough to just have a catalog online anymore. Customers expect a broader range of information and services from their distribution partners.

Infor ERP Storefront provides a state-of-the-art web foundation designed to provide a superior shopping experience on both business-to-business (B2B) and business-to-consumer (B2C) websites. Featuring a robust catalog with the best search in the industry, order entry, tracking and account maintenance capabilities, it has all the features needed to provide an automated means for selling, servicing and sourcing. It also has deep customer personalization features, such as custom shopping lists and wish lists, that help make each user feel like your website is working for them and that your business is meeting their needs.

## Business Benefits

Infor ERP Storefront provides an automated means of effectively and efficiently aggregating, managing and delivering product information in an online catalog and includes the following benefits:

- A simple, intuitive self-service solution that allows you to provide product information and receive customer orders and helps you reach customers anytime, anywhere, expanding your business without expanding costs or hours of operation.
- The advanced searching capabilities (powered by Progress Easy Ask) provide for simple search result refinement, displays search results based on product relevance and uses relaxation to automatically expand searches to ensure your customers find what they need the first time.
- Specials lists let you target specific items for markdown or promotion. Shopping lists help your customers create monthly re-order forms and other personalized shopping lists that make it easy to quickly build a cart and checkout in a timely manner.

- Optional Easy Ask Studio module provides search analytics to help you understand shopper behaviors and how they are navigating your Storefront. Studio's Advanced Merchandising capabilities help you manage online promotions, featured items, advertising banners and product attributes.
- Wish lists let users customize content for themselves. This type of customized content helps you manage your customer relations and promote inventory based on interest and need.
- A robust catalog with simple navigation will help customers quickly find products and obtain additional information, pricing and product availability.
- Interfaces specific to B2B and B2C operations extend your reach to the consumer market, adding to your customer base without burdening your customer service staff.
- Shipment tracking lets customers monitor their packages once they leave the warehouse. Providing complete order-to-door shipment tracking enhances customer service and builds trust.
- Order history and open Accounts Receivable.
- B2C products can be seen by search engines like Google and Yahoo which will help you attract new customers and improve product visibility to anonymous shoppers.
- Java™-based application and XML transactions position your technology in the most current development environment, making maintenance, upgrades, Storefront branding and product customization less expensive.

## Solving the essential challenges of the distribution industry

With more than 30 years of experience in distribution, we have a proven track record of helping distributors improve their bottom lines. Infor Distribution Essentials provides a fully integrated set of applications that support your fundamental business needs with financial, inventory, warehouse, sales, business analysis and customer service functionality.

Whether you have 5,000 employees or five, our solutions are positioned to grow as you do, protecting your software investment.

Check out all of our solutions on our website or contact us by email or phone.