

A woman wearing a blue hard hat and a dark blue short-sleeved button-down shirt is looking down at a tablet computer she is holding with both hands. She is in a factory or industrial setting, with large green machinery and other equipment visible in the background. The lighting is bright, and the overall scene conveys a professional and technical environment.

infor

CONFIGURE, PRICE, QUOTE

Harness the power of visual engagement

Create compelling customer experiences to drive sales

Technology drives sales growth

In the ongoing volatile market climate, with remote buying and selling still a strong factor for many businesses, getting your product seen is a substantial part of the sales challenge. If you can't present your products in a compelling visual way, time-poor potential buyers won't just pass you by, they won't know you exist.

Technology improves both the presentation and accessibility of products for prospects and customers. This creates a stronger buying experience and improves sales.

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To stand out, your products have to be seen

Sellers compete for buyers' attention with a tiny window of opportunity to capture their interest as both consumers and industry buyers do more online research and purchasing. And when you do gain their attention, you have to make the most of it and convince a buyer to take the next step. A product image is often the most influential factor.

Infor® CPQ helps you grab the attention of potential buyers from the earliest stage of the sales cycle and translate that product interest into orders.

Capabilities such as compelling 3D and 2D images, interactivity, and augmented reality help buyers get a strong opinion on your product, capturing their attention. Strong imagery shrinks the timeline between their initial interest and the final sale.



How CPQ delivers

CPQ demonstrates growing value and performance according to a growing number of Infor customers. Case studies indicate that on average, Infor CPQ delivers:

10x

faster quote generation

40%

increased quote volume

90%

reduction in quote errors

95%

fewer order errors

78%

touchless order conversion

75%

reduction in training time



“ 86% of buyers are willing to pay more for better customer experience.”

Customer Engagement Statistics In 2021, Outgrow.co.¹



Make a splash in a crowded and competitive market

In a world of greater choice, buyers are looking for a reason to choose one company over another. They're looking for what makes you different, from a smart website to a compelling feature or unique product.

Firms are challenged by products that can be difficult to describe or customize, with many suffering from a lack of visual representation. With Infor CPQ, you make the right impression, right from the start. You put your products in the best possible light, placing buyers in the driver's seat. You provide more than a window on a product. You provide an experience that sends a clear message about your brand: you're open for business and ready to give customers what they seek.

Create an engaging research process with dynamic 3D interactivity and augmented reality

Product images are great, but today's buyers expect more detail and interaction. They are used to apps with scalable and rotatable images, highlighting fine product detail. Infor CPQ lets buyers interact with 3D renderings of your product so they can explore it in detail. They can even see how the product would look in their home, their workplace, or their factory using augmented reality technology to place it in situ.

Simplify access to your entire product line

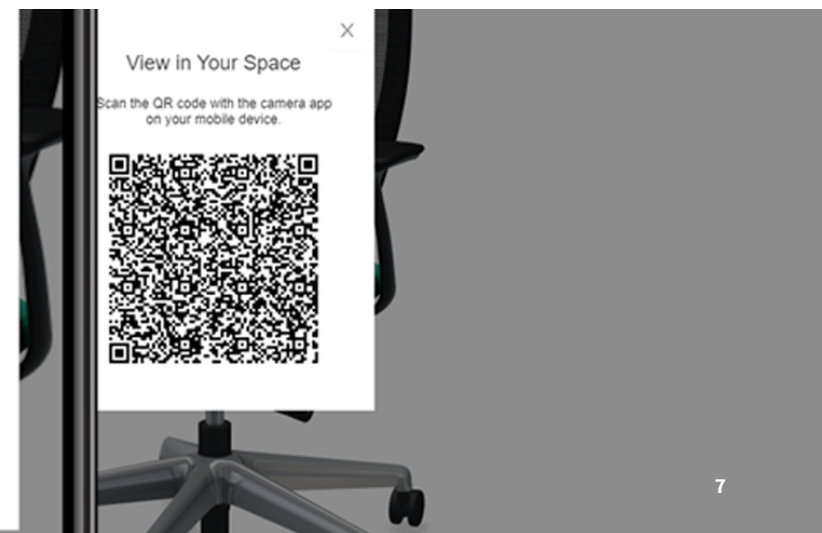
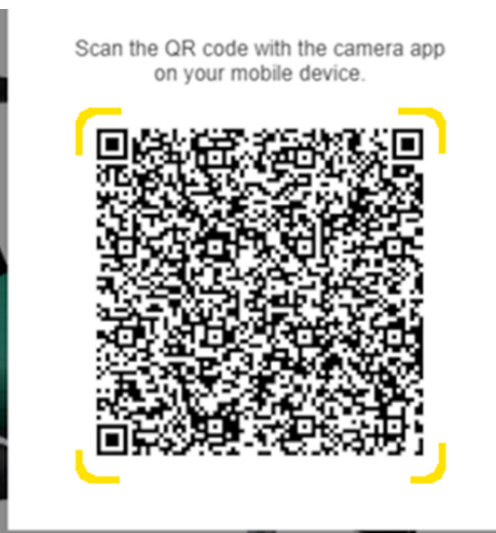
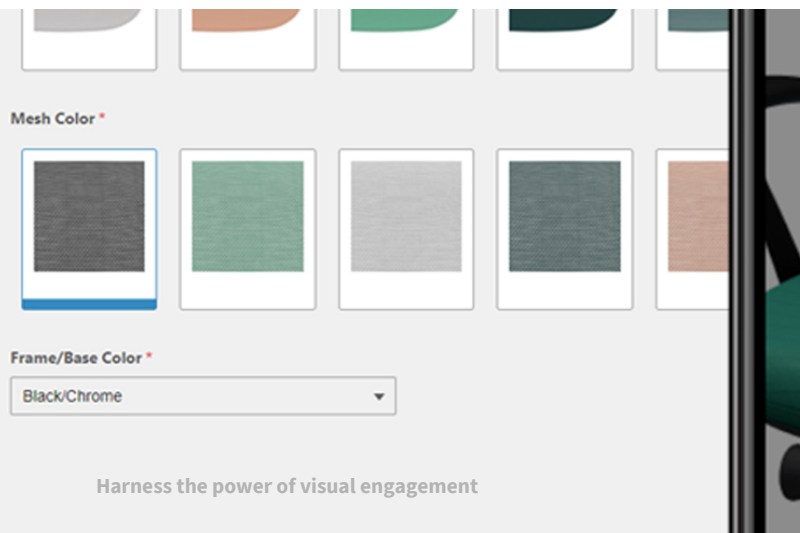
It's a classic sales dilemma: Sometimes buyers don't know what they want until they see it. And what they think they want can change when they see what else you have on offer.

Provide interactive access anywhere, anytime, on any device

From retail consumers to industrial procurement teams, product research can happen on a phone, tablet, or desktop. Infor CPQ lets buyers configure your products on any device, speeding up sales from days to minutes.

Improve brand differentiation

Many companies have limited production options with little product differentiation and a lack of engaging digital content. Infor CPQ can help make those products stand out from the crowd and help reduce lead-times, reduce manual sales activities, and boost order value.



Bring more potential buyers to your door

You want to be on each buyer's shortlist, but first, you need to reach a critical mass of potential prospects. And the more people you reach, the greater your chances for sales success. Infor CPQ helps you tap into a bigger realm of future customers, drawing interested parties by empowering them to configure exactly the product they want with a reimagined customer experience that provides dynamic pricing, deal recommendations, support for complex engineer-to-order products and assembly instructions if required.

From casual browsers to motivated purchasers, CPQ helps you draw in a larger universe of prospects. You can provide an experience that encourages buyers to spend more time on your site, exploring your product and experimenting with possible configurations and options.

Create a better design experience

Infor CPQ guides users through the process of product customization to meet their needs and preferences. Your customers can immediately see how their choices will take shape with accurate proposals and elimination of errors.

Accelerate the buying cycle

With CPQ, you can reinvent the buying process and shorten the timeline between a buyer's initial interest and the final sale. It removes the back-and-forth exchange of requirements and pricing.

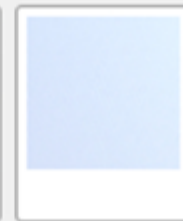
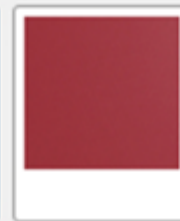
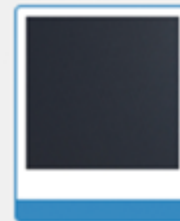
Make it personal

Your buyers get the confidence of knowing that you can provide exactly what they want because they configure your product themselves and you can deliver personalized proposals for better win rates.

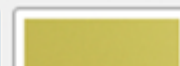
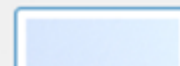
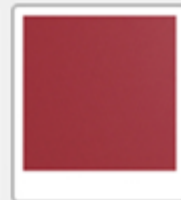
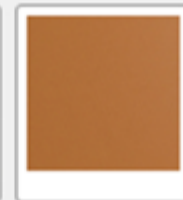
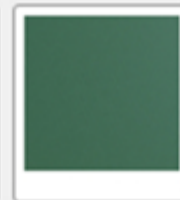
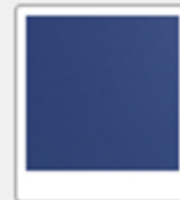


Golf Bag

Primary Color



Secondary Color



Cancel

Finish 8

Engage customers with a series of 'ah-ha' moments

When an interested buyer sees that you can offer exactly what they want, that can trigger a lightbulb moment. They begin to see the possibilities and are more likely to place an order—while being less likely to switch to a competitor. Infor CPQ grabs buyers' attention with compelling visuals—but just as importantly, it makes it easy for buyers to take the next step, removing friction from the quoting process, helping buyers get the answers they want, and turning interest into orders, sooner.

Provide a better selection experience

- Because CPQ links to the back-office systems to manufacture products and fulfill orders, your buyers know that you're able to deliver what you promise.

Capture product-specific interest

- You can dramatically accelerate your response to requests for information on specific requirements and provide comprehensive and detailed quotes.

Streamline selling channel interaction

- Provide your buyers with a white-glove experience via any engagement channel, delivering personalized offers that include tailored product, pricing, and engineering information based on their selection criteria.

Generate more value from transactions

When a buyer can see the possibilities with your product, they're more likely to think beyond a standard configuration. They'll often choose product options that lead to bigger transactions. And they're more likely to explore the other products in your lineup. CPQ helps you put the full spectrum of configuration and product choices on display, so you can build on the buyer's initial interest and connect them with the exact offering they want.

Improve your upselling potential

Infor CPQ's 3D visualization and augmented reality capabilities help buyers see the potential in your products, improving the browsing, research and shopping experience. As a result, they're more likely to explore and buy higher-margin items from across your entire product line.

Reduce discounting

Create a distinctive experience compared to take-it-or-leave-it sellers that offer only standard configurations. And because you're providing customized solutions, you can reduce the discounting required in a commodity-type market.

Capitalize on premium pricing

With generic product offerings, buyers will naturally gravitate to the lowest price. But Infor CPQ helps position you as a custom provider that delivers highly personalized products that deserve premium pricing.



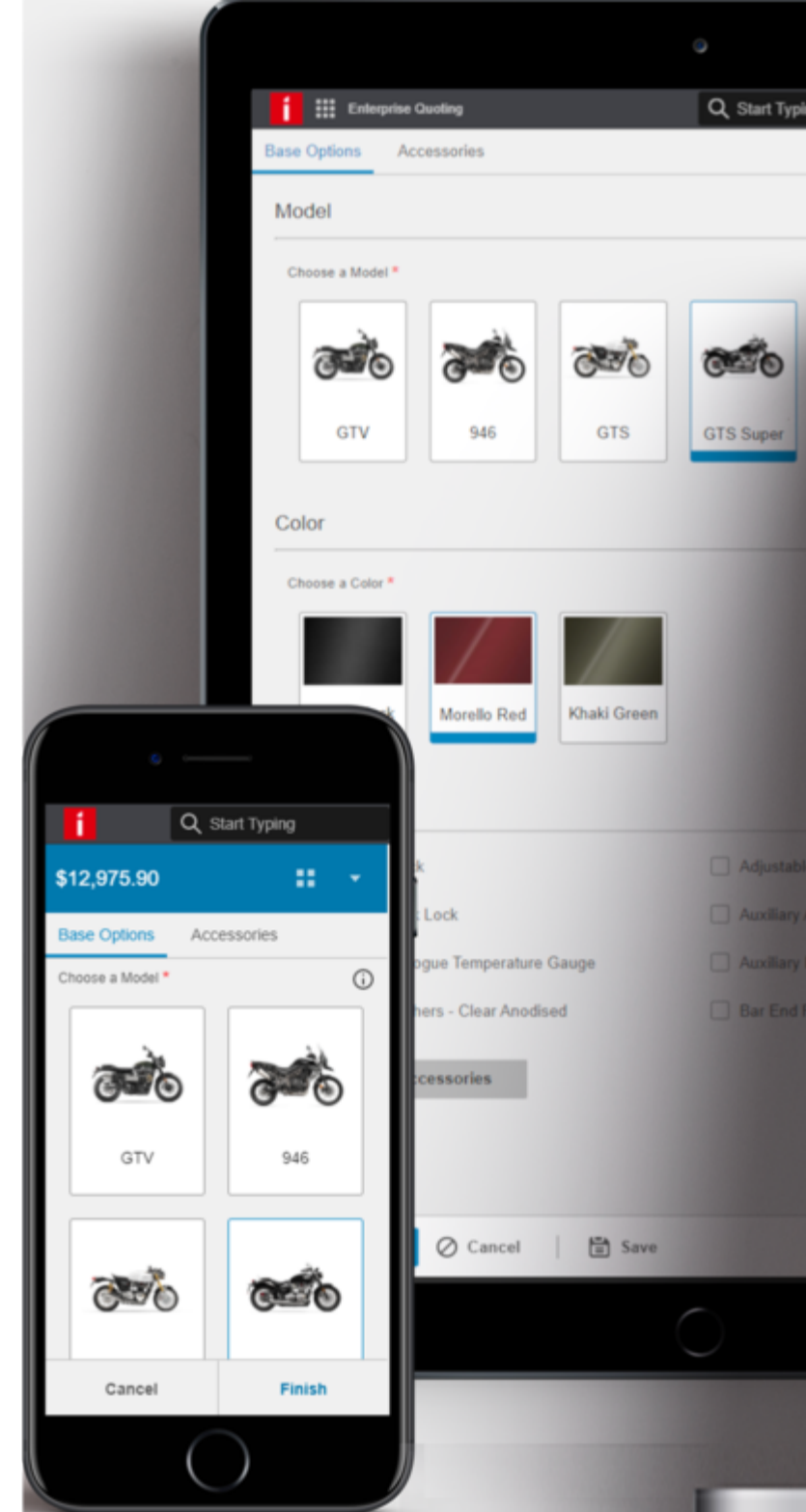
Deliver a visual buying experience that informs and inspires

Every sales and marketing professional knows this to be true: Turning a browser into a buyer starts with compelling visuals. Even the greatest sales pitch won't result in a transaction until the buyer sees what they're getting. It doesn't matter if it's a casual consumer exploring a retail site or a procurement professional doing detailed research. We all need to see to believe. And that's where Infor CPQ comes in.

Capabilities such as interactive 3D, augmented reality, and CAD renderings give buyers the certainty and confidence that are catalysts for successful transactions. And because buyers can use any device to configure your products and generate quotes and orders, you can connect with them when they want, wherever they may be.

[Visit infor.com to learn more about optimizing sales success on any device, any channel, anytime with Infor CPQ.](#)

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INF-2711659-en-US-0522-1