

# DRIVING CHANNEL SUCCESS WITH MRP PRELYTIX

*Infor provides complete business platforms purpose-built for the needs of specific industries. Known as Infor CloudSuites, their solutions are designed to give deep industry functionality and built to deliver greater agility, long term sustainability, lower costs, and lasting return on investment.*

## Business Challenge

Infor's go-to-market strategy focuses on specific industries, providing vertical functionality without costly, time-consuming customization. VP of Infor Channels Harry Miller, is responsible for building the infrastructure and tools that help Infor channel partners sell into these vertical markets. But for Harry, traditional marketing tools weren't working. "The buyer is more sophisticated now, you need to know what prospects are interested in, where they are in the buyer journey, and then craft your message accordingly. Today's market requires us to be more deliberate about how we drive customer acquisition."

## MRP Solution

Familiar with the concept of predictive customer acquisition and its ability to drive sales in a more intelligent way, when Infor saw what MRP Prelytix could do, they knew instantly this was the right solution for their channel partners. MRP Prelytix analyzes real-time buying intent, prioritizes accounts with the highest propensity to buy, and provides insight into the most appropriate messaging. Armed with information from the MRP Prelytix platform, Infor were able to provide channel partners with what they need to penetrate key verticals, have meaningful exchanges, and ultimately sell more products.

## Delivering Results

As a result of MRP Prelytix data, partners now have more leverage with prospects going into a sale, because they know where the prospect is in his/her buyer journey, and specifically what the prospect is interested in buying. Infor expect to see a **10% increase in lead conversion**, and more overall engagement in the channel. But by far, the most significant outcome of this program is the increased alignment between Infor and its partners.

"When I saw what the MRP Predictive Analytics solution could do, it just made good, natural sense. We needed a platform that would allow us to deliver real value to our partners. While Infor has its own agenda in terms of driving revenue, the other critical measure of our success is how we deliver competitive advantage to our partners. The **MRP initiative plays a key role in that**," VP of Infor Channels.

Learn More At

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