HOW INFOR USES MRP PRELYTIX TO DRIVE CHANNEL SUCCESS

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

THE CHALLENGE

Infor’s go-to-market strategy focuses on specific industries, providing vertical functionality without costly, time-consuming customization. Harry Miller, VP of Infor Channels, 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,” said Harry. “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.”

THE SOLUTION

That’s when Harry met MRP. He was familiar with the concept of predictive customer acquisition and its ability to drive sales in a more intelligent way. When Harry saw what MRP Prelytix could do, he knew instantly this was the right solution for his 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, Harry is able to provide his channel partners with what they need to penetrate key verticals, have meaningful exchanges, and ultimately sell more product.

“One critical measure of our success is how we deliver competitive advantage to our partners. The MRP initiative plays a key role in that.”

-Harry Miller, VP of Channels, Infor
THE RESULTS
Because of the 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. Harry expects 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,” said Harry.