

# MARKETING AUTOMATION FOR INFOR CRM



The single most important criteria for sales and marketing success is the alignment of the two teams. To facilitate the alignment, it is essential to integrate marketing automation with Infor CRM. Without this integration, too much time and too many resources will be drained and leads will leak out of the funnel.

Salesfusion is a marketing automation platform that has a two-way integration with Infor CRM and is installed out-of-the-box with no middleware. The integration is unique in the industry in that it provides a native integration in both on-premise and hosted environments (version dependent).

## Integrated Solution

- Create a two-way sync with Salesfusion and Infor CRM, ensuring that the data your sales and marketing teams are working with is always correct
- Provide sales with visibility to marketing activities and templates to send trackable emails to leads and contacts
- Send automated alerts and create tasks in Infor CRM so sales can follow up based on a contact's activity
- Blend marketing and sales actions with intelligent and automated nurtures to decrease funnel leakage
- Prioritize and manage follow up with lead scoring and management
- Track a lead through the complete sales cycle from creation to close with reporting and dashboards

## Salesfusion together with Infor CRM

- Only MAP to provide integration to Infor CRM on-premise, cloud and hybrid environments
- Automatically replicates and synchronizes your Infor CRM database every 15 minutes
- Integrates with all versions back to 7.5.2
- Combines native and iFrame-based integration
- No middleware required. Fully supported out-of-the-box integrations are native
- All marketing data housed natively inside Infor CRM

Infor CRM offers a web and LAN deployment option. Most MAP providers today do not integrate well, if at all, with LAN-based CRM systems. Salesfusion has two versions of its integration with Infor CRM to adapt to both LAN and Web scenarios.

5 suggestions for creating sales and marketing alignment in your organization.

- 1 Leadership and Communication:** Articulate a vision and strategy to support efforts and improve communication.
- 2 Resources:** Invest in a marketing automation platform that natively integrates with Infor CRM and facilitates alignment.
- 3 Discipline:** Have the discipline to fully implement marketing automation so it has the opportunity to deliver the promised benefits.
- 4 Processes:** Use your marketing automation platform and Infor CRM to support and track key processes that support alignment and create a closed-loop experience, such as opportunity identification, lead scoring and lead nurturing.
- 5 Organization:** Put an organizational structure in place that provides the sales and marketing teams with the greatest opportunity to succeed. Consider outside support to de-risk the project.

Salesfusion makes enterprise-grade marketing automation accessible to everyone with a no-fail approach. Recognizing that marketing success depends not just on technology but also on expertise, processes and people, we provide a team of marketing experts in addition to our complete and easy-to-use marketing automation platform. Our solution includes all the features marketers need to create, manage and analyze marketing tactics and campaigns— including email & nurture marketing, lead scoring & management, website tracking & analytics, landing pages & forms, social media management, CRM integration and marketing dashboards.