

## Infor Launches New Sales/Marketing Portal Built on Microsoft SharePoint 2010

*Partners with Aeternum to deliver integrated and functionally rich-information-access platform for use by sales/marketing employees and partners*

### Background

Infor Global Solutions develops, sells and supports business software for mid-market companies. It has become the leading provider in this segment by rewriting the rules—using a more open, authentic, transparent way of doing business. Infor's no-nonsense software solutions - deployed, on-premise, in the cloud, or both - give customers the ability to deploy faster with less disruption, act faster with more flexibility, and grow faster with better insight.

Infor has built, acquired, and improved some of the best enterprise software capabilities in the business and today offers solutions in the following areas:

- Customer Relationship Management
- Enterprise Asset Management
- Enterprise Resource Planning
- Financial Management
- Human Capital Management
- Service-Oriented Architecture
- Performance Management
- Product Lifecycle Management
- Supply Chain Management
- Workforce Management

Infor prides itself on its quality of support, with 3,500 product specialists in 35 countries, plus 1,400 technology and sales and service partners. Support and training is provided in 20 different languages.

### Challenge

As Infor grows and expands, it wants to stay ahead of the needs of its sales and marketing. One specific area it felt could provide significant impact was its sales and marketing portal used by employees and partners. The company was focused on several key opportunities:

**Better control over content** – Infor wanted business users to have more control over the content being consumed by end users to make sure it was accurate and up to date. They also wanted to incorporate approval workflows and display content to end users dynamically based on their areas of interest.

**Content accessibility** – The existing Sales and Marketing Portal required users to be very conversant with the structures of the repositories and the locations of documents to find relevant content. Search functionality was not always reliable. Furthermore, even if a document was found through the search feature, the user would have to navigate back to the source of the document to modify or share the document. Search results were not actionable.

### Infor Global Solutions

- Approximately 8,000 employees
- Direct offices in 36 countries
- Over 70,000 customers worldwide
- Implementation and support capabilities in 100+ countries
- Global coverage: Americas, EMEA, APAC

*Topic Page*

**Features and branding** – Infor’s existing portal solution was a hosted product. It didn’t have complete control over its branding, features and publishing process. Instead of the tool fitting the business process, the business process had to be changed to fit the tool.

**Reporting** – Infor needed to perform ongoing and periodic audits to ensure that new content was published in a timely manner, and outdated content was either updated or deleted. The existing reporting options weren’t sufficient to support this business function effectively and required a lot of manual intervention.

Infor had a clear, high level vision of how the new portal should look and function, but needed a partner with portal and search expertise to make that vision a reality. They contracted with Aeternum, Inc., an award-winning Microsoft partner specializing in web, search and knowledge management solutions, to help envision, build and deploy the portal.

## Solution

The team decided to use Microsoft SharePoint 2010 Server and Microsoft FAST Search Server for SharePoint 2010 as the core technology foundation. This decision dramatically reduced the amount of development and customization needed, and some of the new features in SharePoint 2010 transformed the final solution. Specific capabilities and benefits include:

**Ease of use** – the new system is simple to use, reducing the need for formal training programs. The key user interface elements are the upload page, search results page, topic page and home page. Users don’t need to know where documents are located or where to upload documents to. All documents can be accessed via the search results interface, and uploaded documents are routed automatically based on metadata.

**Dynamic Topic Sites** – business users have the ability to create topic sites, which are mini sites with a combination of dynamic and static content. For example, the “Gold Channel Partner” topic site presents relevant information to Infor’s Gold Channel partners. A business user owns and updates each topic site, and they can decide to display a combination of text, images, links, dynamic search results, contact lists and contextual documents. This ensures that topic pages will always contain fresh, contextual data.

**REFINE RESULTS**

**Solutions** ▾

- 3rd Party (23)
- Consulting Services (47)
- Corporate (174)
- CRM (241)
- EAM (328)
- ERP (980)
- ERP - Discrete (273)
- ERP - Distribution (112)

**Product** ▾

- \_N/A (359)
- Advanced Mobile (third party) (2)
- CRM ACmanager (24)
- CRM AutoRelease (9)
- CRM Business (powered by Microsoft) (15)
- CRM Configuration (10)
- CRM eBill (1)
- CRM Ecolohanv Interaction

**Content Type** ▾

- Basic Business Materials
- Corporate Powerpoint

infor  [Advanced Search](#)

11-20 of 4,063 results [View Binder](#) [Save this search](#)

Results per page: 10

◀ 1 2 3 4 5 ▶

**Financing, FAQ, AMER** ( 32 KB )  ▾

... the NET amount received by Infor upon closing. You can assume ... commissions as the customer pays Infor  
 Can I tell my customer that ... this program available? Infor Financing is currently available ...  
**Updated** : 05/09/2011 **Total Views** : 0  
**Rating** : ☆☆☆☆☆ **Owner** : Darren Lee  
**Content Type** : Basic Business Materials:General Word/Report Templates [More...](#)

**Infor Price List** ( 179 KB )  ▾

... be used in conjunction with Infor applications. Such ... can only be purchased through Infor or the reseller  
 selling the ... and NOT directly from ... Infor is the single point of contact ...  
**Updated** : 05/09/2011 **Total Views** : 214  
**Rating** : ☆☆☆☆☆ **Owner** : Andrew Bevan  
**Content Type** : Pricing:Price List [More...](#)

**Infor ERP XA Configurator, brochure, English, US** ( 321 KB )  ▾

... distributor is a product expert. Infor™ ERP XA Configurator is the ... you can easily deploy across Infor ERP  
 XA and extended solutions ... AVOID SHORT CIRCUITS. At Infor, our manufacturing professionals ...  
**Updated** : 05/09/2011 **Total Views** : 1  
**Rating** : ☆☆☆☆☆ **Owner** : Infor Collateral Tools [More...](#)

**Infor WFM Workbrain Labor Scheduler, brochure, English, US** ( 266 KB )  ▾

... into a strategic asset with Infor WFM Workbrain Labor Scheduler ... competitive advantage with Infor™ WFM  
 Workbrain Labor Scheduler ... bargaining agreement outlines. **INFOR > PRODUCT BROCHURE > WFM LABOR ...**

*Actionable Search*

**Customizable home pages** – users can customize their own home pages, selecting which screens widgets they want displayed, their own bookmarks, saved searches and news feeds.

**Rules-based approval workflows** – content creators can create and upload content without having to worry about who needs to approve it. Content is automatically routed based on metadata rules, and the approvers receive reminders on their home page if the approval is delayed.

**Common metadata management** – SharePoint 2010's new term store feature was used to define and manage a consistent metadata dictionary, reducing the metadata tagging inconsistencies previously experienced.

**Actionable search results** – users can modify, publish, review, rate and otherwise interact with content directly from the results page, eliminating the need to navigate to the source of content to interact with it.

## Results

This technical approach and application provided Infor with significant advantages and business results:

### Fast Time to Benefit

The portal proceeded from requirements study to live deployment in the space of just four months. This included new features and functionality added midway through the project. As evidenced by end-user comments and feedback, the new portal has been a huge win for Infor.

### Cost Savings

Users of the portal estimate that the new capabilities on the portal save them between 3 to 10 hours a week depending on their job role. Compared to the previous portal, usage of the new portal has increased by over 100% in the three months since launch. On the infrastructure side, Infor envisions the portal will pay for itself in 6-8 months, resulting in an annualized return on investment of over 100%.

Less quantifiable but equally important is the fact that users are finding information in instances where they couldn't find anything before, whether it's documents, announcements or connecting with colleagues.

## About Aeturnum<sup>®</sup>, Inc.

Aeturnum, founded in 2001, is a leading provider of enterprise application development services and solutions with offices in Bedford, MA and an R & D center in Colombo, Sri Lanka. The company provides IT consulting, solutions and services, including systems integration, information systems outsourcing, software application development, maintenance and R & D services to Global 2000 and funded technology startup companies. Aeturnum partners with some of the leading companies in the IT industry including Microsoft, Netezza, Oracle, Pentaho, Sun and WaveMaker. The company has been recognized for its excellence in both product development and implementation. It was a Microsoft SharePoint 2009 Fast Innovative Solution Award winner, and recently received CMMi Level 3 accreditation, an internationally recognized and widely endorsed standard for quality software development practices. More information is available at [www.aeturnum.com](http://www.aeturnum.com).

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