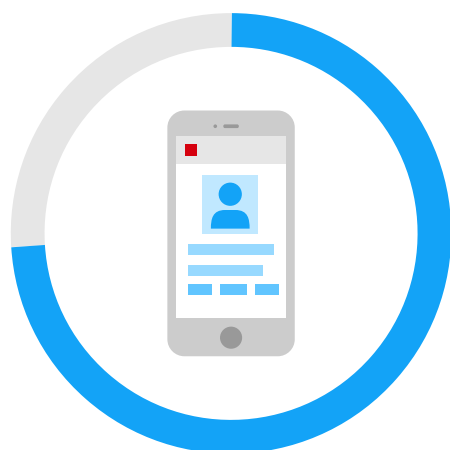


Infor CRM: Customer Relationship MOBILITY

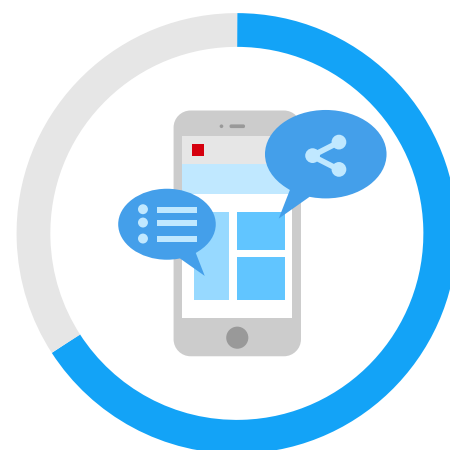
It's a mobile world—and your sales organization needs to deploy CRM on mobile devices or risk falling behind your competitors in sales productivity and effectiveness.

Reach your customers wherever you are—be productive and efficient via your mobile devices.



74%

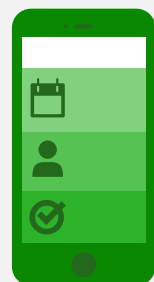
of sales organizations have already enabled mobile CRM access.¹



66%

of all Internet traffic will be viewed on mobile devices by 2016.²

Enable your sales team to be productive—anywhere and everywhere



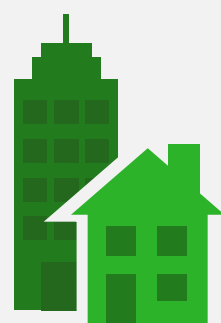
89%

of Best-in-Class organizations enable mobile synchronization of calendars, contacts, and tasks.⁷



74%

allow sales representatives to remotely view and modify accounts, contacts, opportunities, leads, and forecasts.⁸



37%

of inside sales representatives work both at the office and at home.⁵



17%

of inside sales representatives work fully at home.⁶

See how mobile CRM can impact your bottom line



76%

of Chief Sales Officers (CSOs) think mobile CRM improves overall sales team performance.³



14.6%

the increase in productivity when selling organizations add mobile access to CRM.⁴



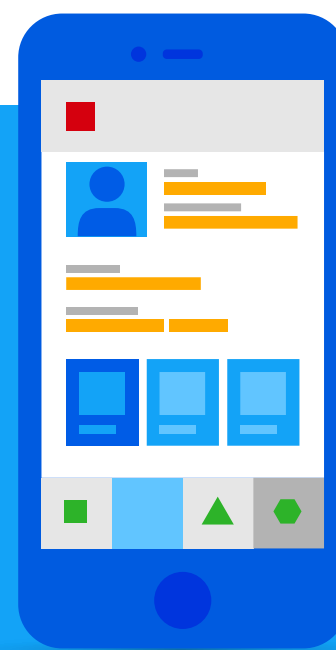
26.4%

the productivity increase resulting from using social-and mobile-enabled CRM.⁵

Get going with Infor CRM

Infor CRM takes you everywhere you need to be and anywhere you want your business to go. More than 20 years of purposeful innovation is built into our software.

Infor CRM: Sell smarter—everywhere.



For more information, contact your Infor CRM partner, Collier Pickard:
T: 01959 560410
E: sales@collierpickard.co.uk
W: www.collierpickard.co.uk

collier pickard
the CRM experts

¹ Nucleus Research

² Gartner

³ Accenture, "Top Five Improvements for Sales Effectiveness," 2013 CSO Insights Survey

⁴ Nucleus Research, "The Value of Mobile and Social for CRM, as discussed in an interview with founding partner Rebecca Wettemann, SearchCRM.com, 2012.

⁵ Nucleus Research

⁶ Jeff Green, "Sales Moves Beyond Face to Face Deals, Onto the Web," BusinessWeek, January 10, 2013.

⁷ Aberdeen Group, Sales Mobility: How Best-in-Class Remote Sellers Are Replacing "See" with "Do", 2012

⁸ Aberdeen Group