



TM

FY14 Manufacturing Marketing Plan

*Specialized by industry.
Engineered for speed.*



FY13 Demand Gen Performance MFG

(excl. SCM & PLM)

\$172m
Actual
solution
license rev
(projected)

\$704.6m
Actual
pipeline
Coverage

\$256m
Actual
pipeline from
Demand
Gen
(36%)

FY13 target—\$186.2m

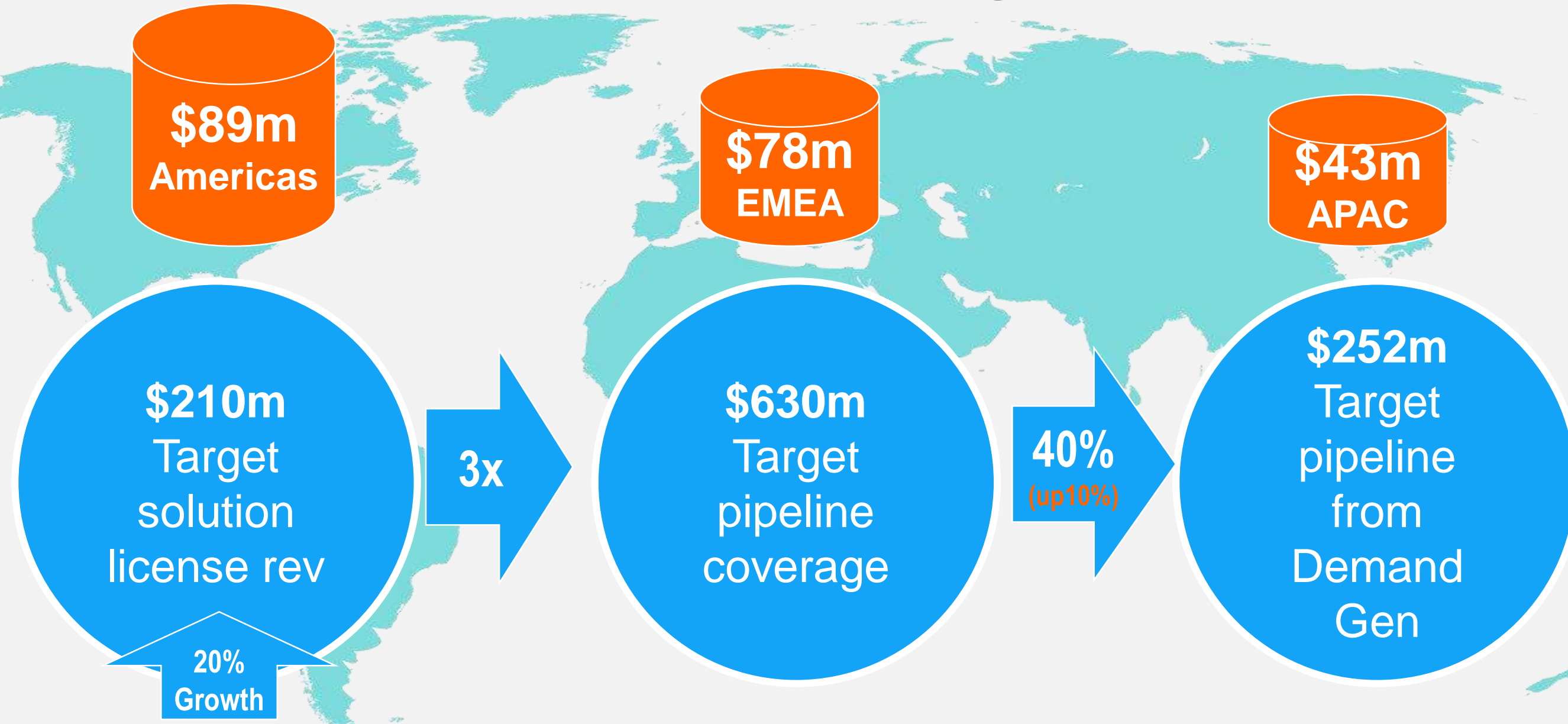
FY13 target pipeline
(3x coverage)—\$558.7m

FY13 demand gen target
(30% of 3x)—\$167.6m

**All values exclude LMO*



FY14 Demand Gen Targets



Key Facts

6000
24/d

transactions

\$26k

Avg deal size

\$35k

What-if
deal size?

8000
32/d

What-if
transactions

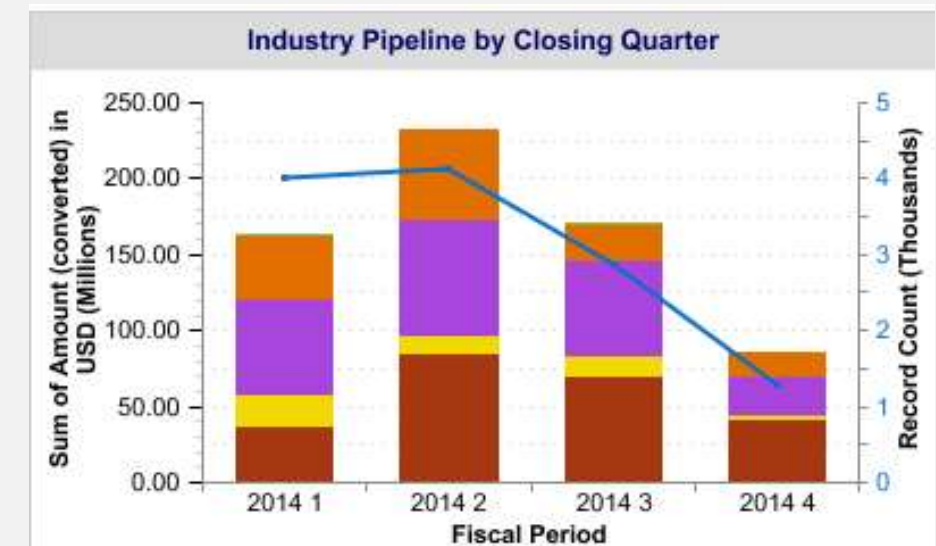
33%

% volume
increase
transactions



Headlines

- FY14 Pipeline Starting Point
 - \$650m (3x coverage)
 - How to get to 4x?
- 80% MFG Marketing budget = net new
- All H1 plans reviewed with regional Sales BU leads
- Strong adoption of global campaigns
 - 'general discrete' used in some regions



FY14 Pipeline, Global MFG



New Initiatives for FY14

- **Influencers** – program of influencer events in each region
- **Showcase accounts** – 5 showcase events scheduled in Q1
- **Key Accounts profiling** – 2000 companies, non-Infor, >\$100m
- **IBM Campaign** – 6,000 prospects in target verticals
- **Contact acquisition / enrichment** - net new and customer
- **Customer inactivity** - 50% no license purchases past 2 yrs



Demand Gen Focus by Industry / Geo

1H Marketing Campaigns				Americas		EMEA						APAC					
		Industry	Solutions	NA	LA	UKI	MEA	EE	South	Nordics /Benelux	DACH	GC	JP	IN	SEA	PAC	
INDUSTRIES	Discrete	General Discrete	LN, SyteLine, Visual														
		Automotive	LN, SyteLine					Russia	Spain								
		A&D	LN, SyteLine						France								
		Equipment	M3, LN														
		High Tech	LN, SyteLine						LN								
		Industrial Manufacturing	LN, SyteLine, Visual														
	Process	Food & Beverage	M3						Russia								
		Chemicals/Life Sciences	M3														
		Fashion	M3						Russia								
SOLUTIONS	BizApps		SCM				SCE										
			EAM														
			PLM														
	Other		Technology					Russia									



Demand Gen Team – Industrial Mfg

Sales Leader	John Flavin
Demand Gen Lead	Andrew Kinder, Christine Bavarian, Carol Winqwest, Karim Mohamed, Carole Winqwist, Thomas Fodermeyer, Samantha Carter
Marketing	Strategy lead: Mark Humphlett GCM: Pam Records FM: Christine Bavarian, Lisa Parry
BDR/Telesales	Patrick Kelly/Elliot Benedict /Jenna Jehowski (NA), Haren Samarasekera (APAC) Bram Timmermans/Mitzi Boerger (EMEA)
Analyst Relations	Sharon Sauk
Public Relations	Christina Talerico
References	Barbara Leavy
Product Management	Product managers for all hub ERPs and business apps
Sales Management	John Gregitis, Frederic Champlebert, Gerhard Knoch, Tim Moylan



FY14 Business Objectives Ind Mfg

Objective	Metric	Tactics
Build brand reputation in Ind Mfg and drive Net New lead gen	<ul style="list-style-type: none"> # of press coverage in relevant trade journals # of analyst mentions in coverage # of appearances in trade shows & events 	<ul style="list-style-type: none"> 12 white papers/By-Lines authored / co-authored with Infor Quarterly updates with top 5 analysts covering Ind Mfg. Customer showcase events 1 new customer testimonial / month Attend APICS, Shoot Outs, MD&M and other trade shows Roadshows in EMEA and APAC
New Vertical Programs to drive net new leads	<ul style="list-style-type: none"> # of new vertical campaigns # of customer profiles by vertical 	<ul style="list-style-type: none"> Extend on Metal Fab and Printing/Packaging campaigns from FY13 Create Medical Device and Plastics Fab campaigns for FY14 Use generic Ind Mfg for all others
Penetrate competitor accounts	<ul style="list-style-type: none"> # of new customers from competitors 	<ul style="list-style-type: none"> Net new campaign for Infor ERP into JDE base Key account profiling
Keep customers current & Winbacks	<ul style="list-style-type: none"> Retention % YOY # customers on ION/10x based releases # of win backs 	<ul style="list-style-type: none"> Upgrade program (IA) with services offering for all ERPs Reconnect program for inactive accounts Showcase customer events by ERP/vertical Get more customer metrics from support tools/mobile apps
Cross-sell	<ul style="list-style-type: none"> License \$ of cross sell solutions into ERP customers 	<ul style="list-style-type: none"> Summit weeks Sales enablement through cross-sell toolkits Customer webinars featuring cross-sell products Channel Partner certification for cross sell solutions
Channel development	<ul style="list-style-type: none"> # of partners selling ERP 	<ul style="list-style-type: none"> Partner recruitment/training for SyteLine & VISUAL Globally, XA in NA, LN in NA & EMEA and M3 in EMEA



FY14 Goals Industrial Manufacturing

		FY14 Financial Target: \$63m (TBC)						FY14 Target Growth 20%
		FY13*		FY14*		Tot FY14*	Key Initiatives	
		Direct	Channel	Direct	Channel	Total		
Americas	Customer ERP**	\$ 8.5	\$ 4.4	\$ 10.2	\$ 5.3	\$ 15.5	Summit weeks, win back programs	
	New ERP**	\$ 0.5	\$ 2.5	\$ 0.6	\$ 3.0	\$ 3.7	Key Account, trade shows, PPC, banner ads, webinars	
	All Other***	\$ 13.9	\$ 1.7	\$ 16.6	\$ 2.1	\$ 18.7	Summit Weeks & NN webinars: ION, EAM, EPAK, SCM	
	Total Americas	\$ 22.9	\$ 8.7	\$ 27.5	\$ 10.4	\$ 37.9		
EMEA	Customer ERP**	\$ 5.7	\$ 1.6	\$ 6.9	\$ 1.9	\$ 8.8	In person events and road shows	
	New ERP**	\$ 0.4	\$ 0.1	\$ 0.5	\$ 0.2	\$ 0.6	Extend Key Account to EMEA, events, road shows	
	All Other***	\$ 8.7	\$ 0.9	\$ 10.4	\$ 1.1	\$ 11.5	COM, Complex, Varial, BI	
	Total EMEA	\$ 14.8	\$ 2.7	\$ 17.8	\$ 3.2	\$ 21.0		
APAC	Customer ERP**	\$ 1.2	\$ -	\$ 1.4	\$ -	\$ 1.4	In person events and road shows, webinars	
	New ERP**	\$ 1.2	\$ 0.1	\$ 1.4	\$ 0.1	\$ 1.5	Extend Key Account to APAC	
	All Other***	\$ 0.9	\$ 0.1	\$ 1.1	\$ 0.1	\$ 1.2	SUN, SCM, BI, EAM	
	Total APAC	\$ 3.3	\$ 0.1	\$ 4.0	\$ 0.2	\$ 4.2		
Totals		\$ 41.1	\$ 11.5	\$ 49.3	\$ 13.8	\$ 63.0		

* In \$m ** ERP = LN, LX, M3, System21, SyteLine, VISUAL & XA *** 77 Product Lines



Ind Manuf AR/PR, Influencers and Events

Americas	Key memberships	Association For Manufacturing Technology, National Association of Manufacturers, Material Handling Industry of America, Society for Manufacturing Engineers, Manufacturing Enterprise Solutions Association (MESA) International, The Association for Manufacturing Technology (AMT),
	Must attend events	Inforum; National Association of Manufacturers: Manufacturing Summit ; International Manufacturing Technology Summit ; MetalForming Magazine Conference: The Manufacturing ERP Experience; Manufacturing Innovation 2013 ; NG Manufacturing Summit US 2012; APICS ; TEC Vendor Shoot Outs
	AR/Influencers	Ray Wang & Frank Scavo, Constellation Research, Joe Barkai & Bob Parker, IDC Manufacturing Insights Scott Guinn, IDC, China Martens & Paul Hamerman – Forrester, Dick Slansky - ARC Advisory Group
	PR targets	Manufacturing Business Technology; Manufacturing.Net; Manufacturing Automation, IndustryWeek, Manufacturing Executive, Manufacturing & Technology News, The Manufacturer; Manufacturing Engineering; Modern Materials Handling ;SearchManufacturingERP.com; TechnologyEvaluation.com Ittoolbox.com
EMEA	Key memberships	EEF, Manufacturing Institute / Advisory service
	Must attend events	Infor Roadshows
	AR/Influencers	Pier Manenti - IDC Manufacturing Insights, Bo Lykkegaard - IDC, Nigel Montgomery, Christian Hestermann, Simon Jacobson & Alex Drobik – Gartner
	PR targets	The Manufacturer, Works Management, Logistics Business IT, Manufacturing & Logistics IT, Manufacturers Monthly (online), Manufacturing Journal, Werkstatt + Betrieb (Metal fab), ZWF
	Key memberships	Same as above



FY14 Global Campaign Summary -- Mfg

Campaign name	Key Messages	Target Market	What are we selling?	Overall Est. Marketing Pipe Contribution FY14 (3x40)
ERP Summit Weeks	<ol style="list-style-type: none"> 1. Find out how Infor 10x can help you address your toughest business challenges. 2. Hear product experts, partners and customers speak on industry challenges, product developments and the latest technology and tools – without ever leaving your office. 3. Each webinar provides specific details on what Infor’s recent product investments and innovations mean to your business. 	7 manufacturing ERPs: LX, XA, System 21 (and System21 Style), SyteLine, LN, VISUAL, M3, across all MFG SIC codes, live in NA and recorded for use in EMEA and APAC.	Infor hub ERPs (LX, XA, System21, System21 Style, LN, M3, SyteLine, VISUAL), key business applications (PLM, SCM, EAM, HCM, CRM, OCFO) and 10x/tech apps (ION, Motion).	\$12M
Future of Manufacturing	<ul style="list-style-type: none"> • Infor offers highly flexible and specialized by industry ERP solutions to propel manufacturers into the forefront of the manufacturing evolution---where high achievement is mandatory. • Infor offers BOLD ERP solutions to master fast-changing market pressures with agility, speed and innovation. • It’s a new era in manufacturing; with greater demands. Infor flexible, advanced ERP solutions give you a competitive edge as you head into the future of manufacturing—well-prepared and ready to seize opportunities. 	Discrete and process manufacturing (Aerospace and defense Automotive Food and Beverage Chemicals Equipment High tech Industrial manufacturing)	Infor hub ERPs (LX, XA, System21, System21 Style, LN, M3, SyteLine, VISUAL), key business applications (PLM, SCM, EAM, HCM, CRM, OCFO) and 10x/tech apps (ION, Motion).	TBD



Manufacturing Campaign: *Future of Manufacturing*

Campaign Theme	Target Attributes	Target Verticals	Key Messages	Competitive Differentiators	Value Statements	Reference Points	H1-Target Pipe Contribution	Marketing Investment
<p>The Future of Manufacturing</p> <p>(Powering Manufacturing Innovation through Modern ERP)</p>	<ul style="list-style-type: none"> • Net New • Direct and channel • \$70M+ size revenue • Discrete and process • Managers, Directors and C-level officers 	<ul style="list-style-type: none"> • Industrial Mfgr • F & B • High Tech • Equip • A&D • Auto • Chem 	<ul style="list-style-type: none"> • Infor offers highly flexible and specialized by industry ERP solutions to propel manufacturers into the forefront of the manufacturing evolution--- where high achievement is mandatory. • Infor offers BOLD ERP solutions to master fast-changing market pressures with agility, speed and innovation. • It's a new era in manufacturing; with greater demands. Survival hinges on looking forward and leveraging modern ERP best practices. 	<ul style="list-style-type: none"> • Highly flexible architecture allows greater agility • Built for vertical industry means lowers TCO, faster implementation and ROI • Infor knows manufacturing • New approaches (10X and Ming.le/Motion) for a new manufacturing resurgence.— • We're not just about data. We're about empowering the people with ideas. (UI) 	<p>Industry suite of solutions— means Infor offers the right functionality for your vertical, size and scope.</p> <p>Infor vertical expertise means robust functionality where it matters most—in the details.</p> <p>Our solutions grow and adapt as you expand and the mfg environment changes.</p>	<ul style="list-style-type: none"> • Dozens of case studies for each industry and hub ERP and business app could be listed. Can't pick one • Numerous industry reports and research papers state global trends and impartial findings. • Numerous Infor executive briefs. 	<ul style="list-style-type: none"> • NA \$28m 	



Demand Gen Team – F&B/Chemical

Sales Leader	John Flavin
Demand Gen Lead	Christine Bavarian, Carole Winqvist
Marketing	Mike Edgett, Mike Stein, Stephanie Burns, Thomas Fodermeyer, Carole Winqvist, Quan Hu
BDR/Telesales	Elliot Benedict, Haren Sam, Carole Winqvist
Analyst Relations	Annette Dehler
Public Relations	Dan Baker, Richard Moore
References	Barbara Leavy
Product Management	John Gledhill (M3), David Rapacz (LX), Kevin Price (EAM), Ken Liesgang (PLM), Shaun Phillips (SCP), Vishal Minocha (SCE)
Sales Management	John Gregitis, Jim Dornes, Tim Moylan, Peter Stanley & Frederic Champalbert



FY14 Business Objectives F&B

Objective	Metric	Tactics
Build brand reputation in F&B	<ul style="list-style-type: none"> Increase momentum on press coverage in relevant trade journals Continue positive analyst coverage in F&B 	<ul style="list-style-type: none"> 12 contributing articles published authored / co-authored by Infor Quarterly updates with top 3 analysts covering F&B; semi-annual updates with 4 other firms 3 Showcase customer events in N. America 1 industry event speaking engagement/quarter 1 new customer testimonial / quarter
Build ERP customer base in F&B	<ul style="list-style-type: none"> Net new ERP business growth <ul style="list-style-type: none"> - 6 net new deals in Americas - 4 in APAC, 8 in EMEA 	<ul style="list-style-type: none"> Account based marketing for top 50 F&B companies in each region 1 Showcase customer event in APAC or EMEA Campaign & BOM into 1 F&B vertical/quarter Cross sell ERP into Infor app accounts
Penetrate competitor accounts	<ul style="list-style-type: none"> 10% license increase of SCM and Optiva into net new non-Infor accounts Focus campaign on installed bases of older process ERP's 	<ul style="list-style-type: none"> Net new campaign for SCM and Optiva Target plans for each Global Account Define role for S21 or other ERP vs. M3
Keep customers current	<ul style="list-style-type: none"> 75% of M3, LX and S21 customers on latest release by year end Convert 10 customers off of older ERP 	<ul style="list-style-type: none"> Upgrade program with services offering for M3, LX, S21 Customer webinars on products Expand M3/Adage sessions to other ERP customers
Cross-sell	<ul style="list-style-type: none"> Increase cross-sell revenue globally to \$3.5m 	<ul style="list-style-type: none"> Quality Campaign – GLT & Optiva bundle Sales enablement through cross-sell toolkits Customer webinars featuring cross-sell products
Channel development	<ul style="list-style-type: none"> Increase number partners selling M3 into F&B and Chem/LS 3 of these in NA 	<ul style="list-style-type: none"> Partner recruitment and / or conversion of partners selling other Infor ERP solutions



FY14 Goals F&B

		FY14 Financial Target: \$26m					FY14 Target Growth 20%	
Goals		FY13 (3Q)		Total FY 13 (est.)	FY14		Tot FY14	Key Initiatives
		Direct	Channel	Total	Direct	Channel	Total	
Americas	Net New ERP	\$88k	-	\$1,100k	\$2,000k	\$500k	\$2,500k	New sales org up & running; localization in LA; vertical approach
	Net New Apps	\$330k	\$34k	\$500k	\$750k	\$250k	\$1,000k	Quality Campaign
	Customer Base	\$5,451k	\$687k	\$8,400k	\$6,000k	\$1,500k	\$8,500k	Infor 10x
	Total Americas	\$5,868k	\$721k	\$10,000k	\$8,750k	\$2,250k	\$12,000k	
EMEA	Net New ERP	-	\$1k	\$150k	\$500k	\$500k	\$1,000k	Vertical approach
	Net New Apps	\$252k	\$13k	\$2,200k	\$1,500k	\$500k	\$2,000k	
	Customer Base	\$5,344k	\$388k	\$6,650k	\$6,500k	\$1,500k	\$8,000k	Infor 10x
	Total EMEA	\$5,596k	\$402k	\$9,000k	\$8,500k	\$2,500k	\$11,000k	
APAC	Net New ERP	\$26k	-	\$50k	\$500k	\$500k	\$1,000k	M3 localization
	Net New Apps	-	\$71k	\$100k	\$250k	\$250k	\$500k	
	Customer Base	\$634k	\$670k	\$1,850k	\$500k	\$1,000k	\$1,500k	Infor 10x
	Total APAC	\$660k	\$741k	\$2,000k	\$1,250k	\$1,750k	\$3,000k	
Totals		\$12,125k	\$1,864k	\$21,000k	\$18,500k	\$6,500k	\$26,000k	



FY14 Business Objectives Chemicals

Objective	Metric	Tactics
Build awareness in Chemicals	<ul style="list-style-type: none"> Increase press coverage in relevant trade journals Positive analyst coverage in Chemicals 	<ul style="list-style-type: none"> 4 contributed articles published authored / co-authored by Infor 1 Showcase customer event in N. America 1 new customer testimonial / quarter
Build ERP customer base in Chemicals	<ul style="list-style-type: none"> New ERP business growth <ul style="list-style-type: none"> - 2 net new deals in Americas - 1 net new in APAC - 2 net new in EMEA 	<ul style="list-style-type: none"> Account based marketing for select verticals across regions 1 Showcase customer event in APAC or EMEA Cross sell ERP into Infor app accounts (EAM focus)
Establish beach-head in select micro-verticals	<ul style="list-style-type: none"> >50% market penetration at 4 micro verticals 	<ul style="list-style-type: none"> Campaign and BOM for agreed upon verticals Target plans for each Global Account Define role for S21 or LX to fill gaps that M3 can't fill (focus on Life Sciences needs)
Keep customers current	<ul style="list-style-type: none"> 75% of M3, LX and S21 customers on latest release by year end Convert 10 customers off of older ERP 	<ul style="list-style-type: none"> Upgrade program with services offering for M3, LX, S21 Customer webinars on products Expand M3/Adage sessions to other ERP customers
Cross-sell	<ul style="list-style-type: none"> Increase cross-sell to 30% penetration at ERP customers in Chemical market (currently ~25%) 	<ul style="list-style-type: none"> Quality Campaign – GLT & Optiva bundle Sales enablement through cross-sell toolkits Customer webinars featuring cross-sell products
Channel development (in conjunction with F&B)	<ul style="list-style-type: none"> See F&B 	



FY14 Goals Chemicals

	FY14 Financial Target: \$25m							FY14 Target Growth 20%
	Goals	FY13 (3Q)		Total FY 13 (est.)	FY14		Tot FY14	Key Initiatives
		Direct	Channel	Total	Direct	Channel	Total	
Americas	Net New ERP	-	\$83k	\$100k	\$750k	\$250k	\$1,000k	Leverage success stories (e.g., G.P.)
	Net New Apps	\$36k	\$25k	\$100k	\$1,000k	\$500k	\$1,500k	Vertical messages for SCM & Optiva
	Customer Base	\$8,295k	\$820k	\$12,100k	\$10,000k	\$2,000k	\$12,000k	Cross sell campaigns, Global Accounts
	Total Americas	\$8,331k	\$928k	\$12,300k	\$12,750k	\$2,750k	\$14,500k	
EMEA	Net New ERP	\$317k	\$541k	\$1,000k	\$500k	\$500k	\$1,000k	Leverage success stories (e.g., G.P.)
	Net New Apps	\$256k	\$65k	\$400k	\$1,000k	\$500k	\$1,500k	Vertical messages for SCM & Optiva
	Customer Base	\$2,292k	\$774k	\$5,100k	\$4,000k	\$2,500k	\$6,000k	Cross sell campaigns, Global Accounts
	Total EMEA	\$2,865k	\$1,380k	\$6,500k	\$6,500k	\$3,500k	\$8,500k	
APAC	Net New ERP	\$86k	\$251k	\$400k	\$250k	\$250k	\$500k	Focus on key markets
	Net New Apps	\$32k	\$7k	\$50k	\$250k	\$250k	\$500k	Leverage success stories (e.g., Asian Paint.)
	Customer Base	\$231k	\$234k	\$750k	\$500k	\$500k	\$1,000k	Cross sell campaigns, Global Accounts
	Total APAC	\$349K	\$492k	\$1,200k	\$1,000k	\$1,000k	\$2,000k	
	Totals	\$11,545k	\$2,810k	\$20,000k	\$17,750k	\$7,250k	\$25,000k	

F&B AR/PR, Influencers and Events



Americas	Key memberships	GMA & IFT
	Must attend events	Gartner Supply Chain Exec. Conf.
	AR/Influencers	Gartner, IDC, ARC - Aberdeen, Supply Chain Insights(SCM), TEC, CIMdata(PLM), Constellation
	PR targets	Food Technology, Food Manufacturing, Food Processing, Consumer Goods Technology
EMEA	Key memberships	Trade Assoc./ Councils
	Must attend events	FR: Logistiaa (1:1 meetings, 100% oriented F&B, Supply Chain Event (tradeshow in Paris), Production Temps Réel (1:1 meetings), SITL (March 2014, very expensive but TBC by Sales Team)
	AR/Influencers	FR: Le CXP
	PR targets	DE : www.lebensmittelzeitung.de / www.lz-magazin.ch / www.lebensmittelpraxis.de /Lebensmitteltechnologie, CH FR : LSA, L'usine nouvelle, Supply chain magazine UK : Just-food, just-drinks, Food Manufacturer The Grocer, Food & Drink International, Food & Drink Business Europe, Food News, MCS
APAC	Key memberships	Trade Assoc./ Councils, LAA, Supply Chain Council
	Must attend events	Smart Conference, CeBit, Supply Chain Event by Gartner
	AR/Influencers	Gartner, IDC, ARC & CIMdata (PLM)



Chemicals AR/PR, Influencers and Events

Americas	Key memberships	None planned
	Must attend events	Gartner Supply Chain Exec. Conf.
	AR/Influencers	Gartner, IDC, ARC - Aberdeen, Supply Chain Insights(SCM), TEC, CIMdata(PLM), Constellation
	PR targets	Currently researching
EMEA	Key memberships	None Panned
	Must attend events	Gartner Supply Chain Exec. Conf.
	AR/Influencers	Gartner, IDC & ARC
	PR targets	Currently reearching
APAC	Key memberships	None planned
	Must attend events	Gartner Supply Chain Exec. Conf.
	AR/Influencers	Gartner, IDC, ARC & CIMdata (PLM)
	PR targets	Currently researching



FY14 Global Campaign Summary – F&B/Chemical

Campaign name	Key Messages	Target Market	What are we selling?	Overall Est. Marketing Pipe Contribution FY14 (3x40)
Ingredients for Speed and Innovation	Meet regulatory requirements, drive down costs and more efficiently manage recipes. Infor's innovative Process Manufacturing solution provides unique, industry specific functionality and consumer friendly UI that enables greater visibility and collaboration throughout your organization	AMER/EMEA/APAC Net New \$50M+ size companies CXO, SVP, VP & Director of Operations, IT, Finance and R&D	M3 LX SCM PLM EAM Tech	31.2M
Chemical Agility	Meet regulatory requirements, drive down costs and more efficiently manage formulations. Infor's innovative Process Manufacturing solution provides unique, industry specific functionality and consumer friendly UI that enables greater visibility and collaboration throughout your organization.	AMER/EMEA/APAC Net New \$50M+ size companies CXO, SVP, VP & Director of Operations, IT, Finance and R&D	M3 LX SCM PLM EAM Tech	30M



Food & Beverage Campaign: *Ingredients for Speed and Innovation*

Campaign Theme	Target Attributes	Target Verticals	Key Messages	Competitive Differentiators	Value Statements	Reference Points	H1-Target Pipe Contribution	Marketing Investment
Ingredients for Speed and Innovation	<ul style="list-style-type: none"> • AMER/EMEA/APAC • Net New • \$50M+ size companies • CXO • SVP, VP & Director of Operations, IT, Finance and R&D 	<ul style="list-style-type: none"> • Beverage • Dairy • Meat, Poultry & Fish • Bakery • Confectionary 	<ul style="list-style-type: none"> • Meet regulatory requirements, drive down costs and more efficiently manage recipes. Infor's innovative Process Manufacturing solution provides unique, industry specific functionality and consumer friendly UI that enables greater visibility and collaboration throughout your organization 	<ul style="list-style-type: none"> • Micro vertical functionality • Consumer grade UI (10X) • Real time visibility • Tank scheduling optimization • Recall readiness & traceability • Disassembly planning • Recipe management • Regulatory compliance 	<ul style="list-style-type: none"> • Improve operational efficiencies by over 10% • Reduce maintenance costs 5% to 10% • Increase Sales by over 35% • Reduce IT Spending by 16% • Reduce monthly waste by 75% • Maintain service levels of 99.5% 	<ul style="list-style-type: none"> • Heineken eliminated one tank per week from production • Gold'n Plump saved \$15M over 7 years • Organic Valley saved \$2M a year • Pinnacle Foods improved asset utilization by 10% 	<ul style="list-style-type: none"> • \$4.6M 	



FY14 Business Objectives Fashion

Objective	Metric	Tactics
Strengthen brand reputation in Fashion	<ul style="list-style-type: none"> • Increase press coverage in relevant trade journals • Positive analyst coverage in Fashion • Increase online advertising 	<ul style="list-style-type: none"> • White papers authored / co-authored with Infor • Develop joint Analyst/Infor reports & webinars • Improve mind-share with Fashion influencers i.e. consultants etc... • Develop more online adverts to promote white papers/reports
Build customer base in EMEA, APAC, NA	<ul style="list-style-type: none"> • Net new ERP & PLM business growth <ul style="list-style-type: none"> - ASEAN (incl Sth Asia) 10 - GC not focusing on fashion - EMEA 8, AMER 8 	<ul style="list-style-type: none"> • Online advertising promoting white papers • BDR call campaigns – targeted at net new • Mini events (Keens events have been successful) replicate model London, Paris, Hong Kong, Jakarta, Shanghai, India etc...
Penetrate competitor accounts	<ul style="list-style-type: none"> • AE push into competitive target accounts • Focus campaign on installed bases of older process ERP's 	<ul style="list-style-type: none"> • AE approach key accounts we'd like to own • Continue BDR push into older or lost ERP accounts
Keep customers	<ul style="list-style-type: none"> • Upgrade M3 customers to latest version • Convert older ERP customers to M3 	<ul style="list-style-type: none"> • Build tools for easy conversion from non Fashion ERPs to M3 • eMail and call campaigns to promote The Tailored Suite
Cross-sell	<ul style="list-style-type: none"> • Increase cross-sell revenue globally by focusing on compatible products that form a tailored fashion suite 	<ul style="list-style-type: none"> • eMail and call campaigns to promote The Tailored Suite • Sales enablement through cross-sell toolkits & webinars • Customer webinars featuring cross-sell products
Channel development	<ul style="list-style-type: none"> • Increase channel partners selling M3 into Fashion in all regions • Develop LATAM channel for H2 pipeline growth (FY15 sales growth) 	<ul style="list-style-type: none"> • Run channel specific webinars promoting Infor Fashion • Develop PR and online campaign in channel specific publications • Develop relationships with interested channel in conjunction with channel management team & AEs



FY14 Goals Fashion

		FY14 Financial Target: \$20mil – 20% growth on FY12 actuals.					FY14 Target Growth 20%	
Goals		FY12	FY13		FY14		Key Initiatives	
		Total	Direct	Channel	Direct	Channel		
AMER	Net New ERP		\$2.7m	\$0.7m			<i>Direct: Top 100 key target accounts</i>	
	Cross-Sell		\$0.2m				<i>Focus on M3, PLM, SCM and ION</i>	
	Cust. Base		\$1.5m	\$0.5m			<i>Get traction from Channel, Alliances, & Influencers</i>	
	Total AMER	\$6.0m	\$4.4m	\$1.2m	\$5.8m	\$1.5		
EMEA	Net New ERP		\$0.3m	\$0.4m			<i>Direct: Top 100 key target accounts</i>	
	Cross-Sell		\$1.2m	\$0.4m			<i>Focus on M3, PLM, SCM and ION</i>	
	Cust. Base			\$0.3m			<i>Get traction from Channel, Alliances, & Influencers</i>	
	Total EMEA	\$6.0m	\$1.5m	\$1.1m	\$5.8m	\$1.5		
APAC	Net New ERP		\$0.5m	\$0.3m			<i>Direct: Top 100 key target accounts</i>	
	Cross-Sell						<i>Focus on M3, PLM, SCM and ION</i>	
	Cust. Base		\$0.1m	\$0.1m			<i>Get traction from Channel, Alliances, & Influencers</i>	
	Total APAC	\$4.0m	\$0.6m	\$0.4m	\$3.8m	\$1.0		
Totals		\$16.0m	\$6.5m	\$2.7m	\$16.5m	\$3.5		



Fashion AR/PR, Influencers and Events - AMER

Americas	Key memberships	American Apparel Producers Network, Apparel's Business & Technology Leadership
	Must attend events	Apparel Magazine – East Coast & West Coast Fashion Tech Shows NRS Conference
	AR/Influencers	Gartner: Customer Newsletters ; Custom Multi-Media Campaigns Aberdeen: Reports; eBooks, Webinars
	PR targets	Apparel Magazine; Luxury Daily,, <ul style="list-style-type: none">• Apparel Magazine• California Apparel News• Supply & Demand Chain Executive• Supply Chain Brain• Integrated Solutions for Retailers/Retail Solutions Online• RIS News• Stores• Women's Wear Daily Online only: <ul style="list-style-type: none">• Just-Style• Luxury Daily• WhichPLM• Retail Touch Points• Retail Customer Experience



Fashion AR/PR, Influencers and Events - APAC

APAC	Key memberships	<ul style="list-style-type: none"> INDIA <ul style="list-style-type: none"> Retail Association of India, Confederation of Indian Textiles Industry , The Clothing Manufacturers Association of India, Apparel Exporters & Manufacturers' Association ASEAN <ul style="list-style-type: none"> FEDERATION OF TEXTILES INDUSTRIES (AFTEX) Textile & Fashion Federation (Singapore) TaF.T Malaysian Textile Manufacturers Association
	Must attend events	The Prime Source Forum ; Asian Textile Conference (Atexcon), India Retail Forum,
	PR targets	<p>PACIFIC: Rag Trader; NZ Apparel Mag;</p> <p>INDIA: Fiber2Fashion ; Home Fashion – Texzone India, Retailer</p> <ul style="list-style-type: none"> GC: China Textile News中国纺织报 - Nationwide published per weekday with a circulation of 100,000, largest textile industry media in China. China Apparel 中国制衣 - http://www.chinaapparel.com.cn/ - Monthly published by China National Textile And Apparel Council with a circulation of 100,000 Fashion Times 服装时报 - http://www.ctn1986.com/fz/ - Weekly newspaper with a circulation over 180,000 co-published by Economic Daily & China National Garments Group Corp. Apparel 服装界 - http://www.cnga.org.cn/cnapparel/ - Association journal of China National Garment Association, monthly published and has the circulation of 60,000 World Footwear 世界鞋业 - Bi-monthly magazine with a circulation of 22,000 Apparel Resource 服饰资源 - http://www.apparelsos.com/ - B-to-B magazine published monthly with circulation of 100,000 China Garment 中国服装 - http://www.zgfzzz.com - Bi-weekly magazine by China National Garments Group Corp. with a circulation of 50,000 Textile Apparel Weekly 纺织服装周刊 - Association journal of China National Textile And Apparel Council with a circulation of 50,000



Fashion Campaign: *The Tailored Suite*

Campaign Theme	Target Attributes	Target Verticals	Key Messages	Competitive Differentiators	Value Statements	Reference Points	H1-Target Pipe Contribution	Marketing Investment
The Tailored Suite	APAC/EMEA /AMER <ul style="list-style-type: none"> • Net New • Design & Source; Manufacturing; Wholesale; Private Brand Retail; • CEO, CIO, COO, CFO ; • Head of Product Design, Merchandising. • >\$75M+ 	<ul style="list-style-type: none"> • Apparel • Footwear • Accessories • Luxury Goods • Home Textiles 	<ul style="list-style-type: none"> • Future proofing your business • Tailored by size • From the top to bottom everything works together • Chosen by fashion leaders around the world • 10x messages 	<ul style="list-style-type: none"> • SAP Fear of runaway projects is significant. • Microsoft /Porini offers an add-on textile and apparel layer, but not a preconfigured solution. • BlueCherry is a low-end solution that lacks integrated financials 	<ul style="list-style-type: none"> • Improve your value chain and speed to consumer. • Create a PLM system with 24x7 access. • Offer an improved customer experience. • Support multi-language, multisite, and multicurrency environments with a single solution. 	<ul style="list-style-type: none"> • Peacock shortened time to market & online access to 300 suppliers. • Red Wing experienced greater profitability and sales. • Pavilion reduced accounting workload by 50%. • Brooks 30% increase in amount of product going through DC with same staff levels. 	\$4.8 M	



Demand Gen Team – Equipment

Sales Leader	John Flavin
Demand Gen Lead	Andrew Kinder (Global), Christine Bavarian (NA), Eleonora Sertorio (LATAM), Carole Winqwist (West Europe), Thomas Fodermeyer (East Europe), Samantha Carter (Channel), Karim Mohamed (APAC),
Marketing	GCM: Suzanne Benn, Market Strategy: Warren Smith, Field Marketing: Veronique Lafontaine, Lisa Parry, Caroline King, Gaelle Seiller, Eva Richter, Margaret Giola, Barbara van Oosterhout
BDR/Telesales	Jenna Jehowski/Elliot Benedict (NA), Mitzi Boerger (EMEA), Haren Samarasekera (APAC)
Analyst Relations	Angela Barbato
Public Relations	Christina Talarico (NA), Richard Moore (EMEA)
References	Barbara Leavy
Product Management	Brian Dunks (M3), Angie Rowley (ISM). <i>Alex Renz / Sue Peyton (LN)</i> <i>Dinah Gradis (SyteLine), Danna Nelson (Visual)</i>
Sales Management	Matt Baginski (NA), Frederic Champalbert (EMEA) Gerhardt Knoch (EMEA), Tim Moylan (APAC)



FY14 Business Objectives Equipment

Objective	Metric	Tactics
Build voice in the Equipment Market	<ul style="list-style-type: none"> Increase press coverage in relevant trade journals Positive analyst coverage in Equipment 	<ul style="list-style-type: none"> 6 white papers authored / co-authored with Infor Re-activate Simply Equipment Blog Bi-Annual updates with top 5 analysts/associations covering Equipment Showcase customer events 1 new customer testimonial / month
Build customer base in NA, Europe	<ul style="list-style-type: none"> Net new ERP business growth <ul style="list-style-type: none"> 7 net new deals in Americas 8 in EMEA 5 in APAC 	<ul style="list-style-type: none"> NA Account based marketing for top 600 Equipment companies Showcase customer events Consolidate efforts in existing micro-verticals (Heavy Equipment, Industrial Equipment, Oilfield Services, MRO Aviation Providers)
Re-gain Position as viable vendor in Cat Dealer Arena	<ul style="list-style-type: none"> 1 New Dealer in North America 1 New Dealer in EMEA 	<ul style="list-style-type: none"> Continued campaign focused on Cat Dealers (1-to-1 meetings / Media) Support ICDAC activity Evidence creation
Penetrate competitor accounts	<ul style="list-style-type: none"> 5% license increase of M3 into SAP accounts as the After Market Solution 	<ul style="list-style-type: none"> Net new campaign for M3 After Market into SAP with SAP adapter
Keep customers current	<ul style="list-style-type: none"> Increase from 20%-40% number of customers on ION-enabled releases in customer base 	<ul style="list-style-type: none"> Upgrade program with services offering for M3, Showcase customer events
Cross-sell	<ul style="list-style-type: none"> Increase cross-sell revenue globally from \$2.5m-\$4m 	<ul style="list-style-type: none"> Summit week Sales enablement through cross-sell toolkits Customer webinars featuring cross-sell products
Channel development	<ul style="list-style-type: none"> Increase from the number of partners selling / servicing M3 into Equipment 3 of these in NA 	<ul style="list-style-type: none"> Support Alliances and Channel activity



FY14 Goals Equipment

		FY14 Financial Target: \$53.5m (TBC)					FY14 Target Growth Return to FY12!
		FY13		FY14		Tot FY14	Key Initiatives
		Direct	Channel	Direct	Channel	Total	
Americas	Net New ERP	2.3	2.2	12.0	2.6	14.6	AM is not an Afterthought / Equipped for Speed / MRO
	Cross-Sell	6.8	2.9	8.6	3.5	12.1	M3 13.1 Launch / Summit weeks
	Customer Base						Cat Dealer Activity
	Total Americas	9.1	5.1	20.6	6.1	26.7	
EMEA	Net New ERP	2.5	1.2	10	1.5	11.5	AM is not an Afterthought / Equipped for Speed / MRO
	Cross-Sell	6.1	2.2	7.3	2.7	10.0	M3 13.1 Launch / Summit weeks
	Customer Base						
	Total EMEA	8.6	3.4	17.3	4.2	21.5	
APAC	Net New ERP	0.6	0.1	0.8	0.2	1.0	AM is not an Afterthought / Equipped for Speed / MRO
	Cross-Sell	1.1	0.2	1.3	0.3	1.6	M3 13.1 Launch / Summit weeks
	Customer Base						
	Total APAC	1.7	0.3	2.1	0.5	2.6	
Totals		19.4	8.8	40.0	13.5	53.5	



AR/PR, Influencers and Events

Americas	Key memberships	AED – Association Equipment Distributors – David Gordon & Kim Phelan; ARA – American Rental Association; AEM – Association Equipment Manufacturers; APICS; Material Handling Equipment Distributors Association (MHEDA)
	Must attend events	AED/Infor Exec Forum & summits; CONDEX ; The Rental Show; CONEXPO; NADITA; APICS, MRO America
	AR/Influencers	Greg Gorbach, ARC Advisory Group; Frank Scavo, Ray Wang, Constellation Research. Simon Ellis, IDC, Bo Lykkagaard, IDC Manufacturing Insights, Jim Shepherd, Gartner, Christian Hestermann, Gartner, Cindy Jutras, Mint Jutras, Will McNeil – Gartner, Michael Moaz, Gartner, Leif Eriksen, Gartner, Nigel Montgomery, Gartner, Frank Manfredi – Ind Consultant, Dave Gordon – AED, Ralph Rio – ARC, PJ Jakovijevic, Tec, China Martens, Forrester Research, George Lawrie, Forrester Research
	PR targets	Construction Equipment Distribution – www.cedmag.com , Rental Equipment Register Magazine – http://rermag.com Construction Pan – Americana, Mining Magazine, Mining Journal, Equipment Today & OEM Off Highway (Cygnus Business Media) http://www.forconstructionpros.com/magazine/et , MHEDA, Equipment World, Rental Management APICS magazine. Global targest ; Industry Week, Plant Engineering, International Rental News – www.khl.com , Construction World – www.khl.com
EMEA	Key memberships	European Rental Association (ERA), Achilles (Oilfield Services), Hire Association Europe (HAE)
	Must attend events	EAME Cat Dealer Conference, ERA Convention /International Rental show, MRO Europe, Service Management Expo, Bauma, The Hire Show, AfterMarket Europe
	AR/Influencers	Richard Wilding – Cranfield University, Murray Pollack – KHL Editor, Ron van es – equipment rental professionals , Pier Manenti, IDC Manufacturing Insights
	PR targets	Construction Europe – www.khl.com , Maskinentreprenoren, Service Management, Overhaul & Maintenance
APAC	Key memberships	CMEIG , Hire and Rental Association
	Must attend events	Cat dealer conference, The 3 Series Airline & Aerospace MRO IT Conferences, The Hire Show
	AR/Influencers	Mark Furlong – Industry Consultant, Kristian Steenstrup, Gartner
	PR targets	Forkliftaction.com, Overhaul & Maintenance Asia, Earthmoving, , Aust Construction,, Construction News

FY14 Global Campaign Summary -- Equipment



Campaign name	Key Messages	Target Market	What are we selling?	Overall Est. Marketing Pipe Contribution FY14 (3x40)
Aftermarket not Afterthought	<ul style="list-style-type: none"> Infor Equipment helps manufacturers capitalize on the aftermarket opportunity which is worth 50% more than the original sale Infor Equipment streamlines manufacturing operations and integrates service to provide a single source of truth Benefit from one integrated solution that can help you manage all aspects of your business – combat market uncertainty of new product sales, increase efficiency, reliability, customer & brand loyalty & profitability. 	NA / EMEA / PACIFIC – NN – Heavy equipment Manufacturers– construction, agriculture & mining & material handlers, Industrial Equipment & machinery manufacturers CEO, CFO, COO, Service Director, CIO \$35mill +	Infor Equipment - Industry focused solution consisting of multiple products (the core ERP could be M3, LN, Syteline, or Visual) Infor service management Tech	\$13.6m (estimate only)
Equipped for Speed	<ul style="list-style-type: none"> Infor Equipment is designed for & by dealers Infor Equipment supports the entire equipment lifecycle from cradle to grave and ensures every piece of equipment you sell or rent is profitable. Infor helps you fast track to first class service 	GLOBAL NN - Heavy Equipment dealers; construction, agriculture & mining & material handlers CEO/Owner/MD/principal, CIO, CFO, Service/Rental Director, \$75mill +	M3 13.1 (10x) for Equipment dealers – specific call outs EQM, CLM Equipment in the Cloud (July) Tech	\$10m (estimate only)
This is What Commitment Looks Like	Infor is committed to delivering the best dealer management solution for Caterpillar dealers; <ul style="list-style-type: none"> The Infor Solution is designed for and by CAT dealers: <ul style="list-style-type: none"> 5 years product development & commitment 11,000 man days (94%) development in M3 13.1 focused on equipment dealers with ICDAC input Infor has the strength and experience to make CAT dealers stronger whatever size or complexity The Infor solution for CAT dealers helps you manage your equipment throughout the full lifecycle so you can run your business better, faster and more profitably 	NA EC/NN – CAT dealers only CEO/Owner/MD/principal,, CIO, CFO, Service/Rental Director, Six Sigma	M3 13.1 (10x) for Equipment dealers including the Caterpillar interfaces (available from December 2013). Equipment in the Cloud (July) Tech	\$4m (estimate only)



Equipment Campaign: *The Aftermarket is not an Afterthought*

Campaign Theme	Target Attributes	Target Verticals	Key Messages	Competitive Differentiators	Value Statements	Reference Points	H1-Target Pipe Contribution	Marketing Investment
After Market Not After Thought	NA / EMEA - Equipment Manufacturers CEO, CFO, COO, Service Director, CIO \$35mill +	<ul style="list-style-type: none"> Heavy Equipment manufacturers— construction, agriculture & mining & material handlers Industrial Equipment & machinery 	<ul style="list-style-type: none"> Streamline and improve manufacturing operations while integrating aftermarket service with Infor Equipment. One integrated solution that can help you manage all aspects of your business – combat market uncertainty increase efficiency, reliability, brand loyalty & profitability. Aftermarket/service capabilities built in not bolted on. 	<ul style="list-style-type: none"> Multi-site, single instance Depth of collaboration between manufacturing & service helps to transition from product led to service orientated 	<ul style="list-style-type: none"> Reduce stock levels by 35%. Eliminate administrative duplication Service reports available daily instead of one or two weeks later Cash flow improved by 25%. Process equipment orders & warranty claims faster 	Migatronic Rolls Royce Marine Digga Kubota etc	<ul style="list-style-type: none"> \$6M 	



Equipment Campaign: *Equipped for Speed*

Campaign Theme	Target Attributes	Target Verticals	Key Messages	Competitive Differentiators	Value Statements	Reference Points	H1-Target Pipe Contribution	Marketing Investment
Equipped for Speed	GLOBAL - Equipment dealers CEO/Owner/MD, CIO, CFO, Service/Rental Director, \$75mill +	<ul style="list-style-type: none"> Heavy Equipment dealers- Construction, agriculture & mining & material handlers 	<ul style="list-style-type: none"> Designed for & by dealers - offers integrated information flow, throughout the entire equipment value chain, removing uncertainty and improving speed of operation. Keep delivering great customer service but do it faster & more profitably. Equipment in the cloud – reduce tco, improve speed etc. 	<ul style="list-style-type: none"> Depth of industry specific functionality e.g. – rental, cores and equipment quotation management, customer lifecycle management etc Single source of truth/Visibility of information 	<ul style="list-style-type: none"> Achieve 360% view of customers & their equipment Save €2.5 (?%) million with mobile solutions (eliminate manual work orders), resulting in more up-time for customers 	Toyota Material Handling Aggreko HKL etc	<ul style="list-style-type: none"> \$3.9M 	



Equipment Campaign: *This is what commitment looks like*

Campaign Theme	Target Attributes	Target Verticals	Key Messages	Competitive Differentiators	Value Statements	Reference Points	H1-Target Pipe Contribution	Marketing Investment
This is What Commitment Looks Like	NA CAT dealers yet to replace DBS CEO/Owner/MD, CIO, CFO, Service/Rental Director, Six Sigma	<ul style="list-style-type: none"> CAT dealers only - 	<ul style="list-style-type: none"> Designed for & by dealers – 5 years product development & commitment 11,000 man days (94%) development in M3 13.1 focused on equipment dealers with CAT dealer input Equipment in the cloud – reduce tco, improve speed etc. 	<ul style="list-style-type: none"> Infor CAT dealer advisory council Centre of Excellence CAT dealer interfaces Depth of industry specific functionality e.g. – rental, cores and equipment quotation management, customer lifecycle management etc 	<p>Examples:</p> <ul style="list-style-type: none"> 20% reduction in work in progress 50% reduction in parts only work orders through better parts planning 70% increase in External Service sales through a 2% improvement in technician productivity by automating work scheduling 	ICDAC Finning BanglaCAT Zahid Tractor PON Etc	<ul style="list-style-type: none"> TBC 	



Demand Gen Team – Automotive

Sales Leader	John Flavin
Demand Gen Lead	Andrew Kinder/Warren Smith/Amy Spychalla
Marketing	GCM: Amy Spychalla, FM: Stephanie Burns, Andrea Neumeyer/Thomas Fodormeyer, Anna Maria D'ell Acqua, Rei Hasegawa, Joyce Zhu, Golda Gulde
BDR/Telesales	Patrick Kelly/Jenna Jehowski (NA), Haren Samarasekera (APAC) Bram Timmermans/Mitzi Boerger (EMEA)
Analyst Relations	Melissa Carpenter
Public Relations	Dan Baker
References	Bonnie Dziadkowiec
Product Management	Jeff Rheingans
Sales Management	Mike Betz, Bernd Hau/Gerhard Knoch, Tim Moylan



FY14 Business Objectives for Auto

Objective	Metric	Tactics
Build brand reputation in auto	<ul style="list-style-type: none"> # of press coverage in relevant trade journals # of Active activities at OESA, HWDA, MERA and AASA Exhibit and participate at 6 supplier / aftermarket shows OESA, AASA, Automechanica # of education sessions at AAPEX show #Leads from Sponsorship at AAPEX, large booth 	<ul style="list-style-type: none"> 6 published Byline's in auto supplier / aftermarket related journals 12 sponsored OESA, AASA, events Quarterly updates with top 5 analysts covering F&B Showcase customer events 1 new customer testimonial / month Provide content for OESA webex's Education and leadership at AASA, OESA Participate at AIAG work groups (development staff) Complete the LN and SL auto suite – complete AutoConnect
Build customer base in NA, SMB-DACH, APAC	<ul style="list-style-type: none"> Net new ERP business growth <ul style="list-style-type: none"> - 15 net new deals in Americas - 10 in APAC, 5 in EMEA 	<ul style="list-style-type: none"> Account based marketing for top 500 auto companies in each region Showcase customer events Launch into SMB Tier 1 EMEA with SyteLine
Penetrate competitor accounts	<ul style="list-style-type: none"> # of leads - campaign on installed bases with that are in trouble # leads -Attack aftermarket that are using small systems 	<ul style="list-style-type: none"> Target installed base of QAD, Old Epicor, Sage Go after poor implementations of EPICOR in auto, spec vehicle Aftermarket parts makers that use quickbooks Go after Solarsoft customers that are disenfranchised with Epicor
Keep customers current	<ul style="list-style-type: none"> # of migrations from legacy Measure win-backs on maintenance 	<ul style="list-style-type: none"> Upgrade path for Trans4m to SyteLine - T4M2SL Plan for Baan AGS2 to LN + AutoConnect AutoRelease to AutoConnect / Radley Complete AutoConnect – salable into Baan converts to LN
Cross-sell	<ul style="list-style-type: none"> Increase cross-sell revenue globally by \$3mm 	<ul style="list-style-type: none"> Sales enablement through cross-sell toolkits Customer webinars featuring cross-sell products
Gain References	<ul style="list-style-type: none"> 15 new reference accounts 	<ul style="list-style-type: none"> Work with ICS to successfully implement – Implementation Accelerator project
Channel development	<ul style="list-style-type: none"> Define Channel engagement in auto for smaller deals. # of new channel partners in EMEA, SA, APAC 	<ul style="list-style-type: none"> Work with Wolfgang Institute automotive expert training with channel partners – create certified automotive solution provider



FY14 Goals – North America - Auto

		FY14 Financial Target: \$18m (TBC)					FY14 Target Growth 20%
Goals		FY13		FY14		Tot FY14	Key Initiatives
		Direct	Channel	Direct	Channel	Total	
Americas	Auto Team -Net New ERP	.4	NA	\$2.5	NA	\$6.0	<ul style="list-style-type: none"> Direct: top 100 key target accounts Compete the Suite – SyteLine and LN Complete end to end DEMO ICS Accelerator – reduce cost of ICS
	Non-auto Team – Net New ERP	.2	.5	.2	.6		<ul style="list-style-type: none"> Clarify what is definition of auto so as to unify sales effort
	Auto Team Cross-Sell	0	NA	0	NA		
	Non-auto Team Cross Sell	5.4	1	6.5	1.2		<ul style="list-style-type: none"> ICS Accelerator – Cross sell
	Auto Team ERP Customer Base	\$4.3	NA	\$5.2	NA		<ul style="list-style-type: none"> T4m to SyteLine and Baan to LN, XA Finish the auto suites Complete AutoConnect – need Honda certs
	Non- auto Team Customer Base	1.4	1	1.4	1.2		<ul style="list-style-type: none"> Clarify what is definition of auto so as to unify sales effort
	Total Americas	11.7	2.4	15.8	3.0		



Auto AR/PR, Influencers and Events

Americas	Key memberships	AIAG, MEMA (4 sub-groups) , SEMA (specialty equipment), APICS, ANFAC
	Must attend events	AAPEX, SAE Greenbrier, AutoBeat, MEMA (OESA, AASA, HDMA, MERA), Traverse City Meeting
	AR/Influencers	Thilo Koslowsky, Gartner; Dick Slansky, ARC; Pierfrancesco Manenti, IDC; Joe Barkai, IDC; Bob Parker, IDC; Predag Jakovljevic, TEC; Kevin Prouty, Aberdeen Research; Mickey North Rizza, Gartner; Simon Jacobson, Gartner
	PR targets	AIAG, Automotive News, Automotive Week, Automotive Industries, Automotive Design & Production, Automotive Technology
EMEA	Key memberships	DBUG, ITA/VDA, Odette, AKJ, CLEPA
	Must attend events	Odette Conference & Exhibition, VDA, AKJ Automotive
	AR/Influencers	Same as above
	PR targets	AutomotiveIT, Automotive News, Automotive Industries, Automobilindustrie , Automobilwoche,
APAC	Key memberships	Japia, Jama, China Association of Automobile Manufacturers, Malaysian Automotive Association, Thai AutoParts, Indonesian Parts and Components Industries Association (add'l list by country)
	Must attend events	China Logistics & Purchasing, China Automotive Logistic Forum, Indo Automotive, INAPA, Timer China, E-works, Gasgoo, Auto China 2013, Thai Auto Parts & Accessories
	AR/Influencers	Same as above
	PR targets	



FY14 Global Campaign Summary -- Automotive

Campaign name	Key Messages	Target Market	What are we selling?	Overall Est. Marketing Pipe Contribution FY14 (3x40)
Specialized for Automotive and Aftermarket (includes high tech PPC, BDR, Telesales, online, etc.)	<ol style="list-style-type: none"> 1. Reduce your risk and take the lead in your industry 2. Recruit and retain talent 3. React quickly to changes in demand and stay profitable 	<ul style="list-style-type: none"> • Automotive verticals: Specialty vehicle, OEM, tier supplier, remanufacturers, aftermarket • NA, EMEA, APAC • Net New • \$75M+ (APAC may be lower) 	<p>Infor Automotive suite - Enterprise: ERP Enterprise (LN), Automotive Exchange (AutoConnect), Supplier Exchange (SupplyWEB), Barcode, ION, Workspace, BI, PLM, EAM and Advanced Planning/Scheduling, CPM, Product Configurator and EPAK.</p> <p>Infor Automotive suite - Midmarket: ERP Business (SyteLine), Automotive Exchange (AutoConnect), Barcode, ION, Workspace, BI, PLM, EAM, Expense Management, CPM, Product Configurator and EPAK.</p>	\$10.0M
Modernize and Simplify	<ol style="list-style-type: none"> 1. Reduce your risk and take the lead in your industry 2. Modernize and simplify your systems 3. Recruit and retain talent 	<p>Existing Automotive customers using:</p> <ul style="list-style-type: none"> • XPPS • Trans4m • Baan IV 	<p>Infor Automotive suite - Enterprise.</p> <p>Infor Automotive suite - Midmarket</p>	\$8.0
Future of Manufacturing (part of discrete campaign includes high tech PPC, BDR, Telesales, online, etc.))	See Discrete campaign	Automotive SICs	<p>Infor Automotive suite - Enterprise.</p> <p>Infor Automotive suite - Midmarket</p>	\$20M
ERP Summit Weeks	See ERP campaign	Existing Automotive ERP Customers	10x, cross-sell	\$2M



Automotive Campaign: *Modernize and Simplify*

Campaign Theme	Target Attributes	Target Verticals	Key Messages	Competitive Differentiators	Value Statements	Reference Points	H1-Target Pipe Contribution	Marketing Investment
Modernize & Simplify	<ul style="list-style-type: none"> • Customer base • Audience: C-level, VP, Dir of - Ops, Mfg, Production, Finance, IT • Revenue: varies 	Automotive <ul style="list-style-type: none"> • Baan → Ln • T4m → SL • Autorelease → AutoConnect • XPPS → LN /SL 	<ul style="list-style-type: none"> • Modernize your systems for competitive advantage • Simple and low cost way to migrate. • Reduce costs of non integrated legacy systems • Control of information in one system of record 	<ul style="list-style-type: none"> • Easiest and safest route to a modern enterprise platform • Complete suite to reduce legacy custom solutions of the past • Connecting applications affordably (ION) • Ease of use, collaboration and efficiency • Flexibility and agility of the software 	<ul style="list-style-type: none"> • Create real ROI through collaboration across manufacturing and engineering • Get the most out of your people with systems they can use efficiently • Reduce IT costs by moving to more efficient systems and consolidate software, reduce custom coding efforts • Reduce risk – increase reliability • Meet industry standards without custom coding 	<ul style="list-style-type: none"> • WAI Global – Baan to LN • Ferrari – Baan to LN • Brentwood Industries - SyteLine 	<ul style="list-style-type: none"> • \$1.5M 	



Demand Gen Team – High Tech

Sales Leader	John Flavin
Demand Gen Lead	Christine Bavarian
Marketing	GCM: Amy Spychalla, FM: Christine Bavarian, Rei Hasegawa, Joyce Zhu, Golda Gulde, Gaelle Seiller/Carole Winqwist
BDR/Telesales	Jenna Jehowski (NA), Haren Samarasekera (APAC) Mitzi Boerger (EMEA)
Analyst Relations	Sharon Sulc
Public Relations	Tina Talarico
References	Bonnie Dziadkowiec
Product Management	Alex Renz (LN), Dinah Gradis (Syteline), Danna Nelson (Visual)
Sales Management	John Gregitis, Tim Moylan, Gerhard Knoch



FY14 Global Campaign Summary – High Tech

Campaign name	Key Messages	Target Market	What are we selling?	Overall Est. Marketing Pipe Contribution FY14 (3x40)
Future of Manufacturing (part of discrete campaign includes high tech PPC, BDR, Telesales, online, etc.)	See Cross Manufacturing	High Tech SICs	Infor High Tech suite - Enterprise. Infor High Tech suite - Midmarket	\$48M
ERP Summit Weeks	See Cross Manufacturing	High Tech SICs	Infor High Tech suite - Enterprise. Infor High Tech suite - Midmarket	\$2M



FY14 Business Objectives HT&E

Objective	Metric	Tactics
Build brand reputation in HT&E	<ul style="list-style-type: none"> Increase press coverage in relevant trade journals Positive analyst coverage in HT&E 	<ul style="list-style-type: none"> 4 white papers authored / co-authored with Infor Quarterly updates with top analysts covering HT&E Showcase customer events 1 new customer testimonial / month Magazine & on line site articles Social Business
Expand customer base Globally	<ul style="list-style-type: none"> Net new ERP business growth -15 net new deals in Americas - 20 in APAC, 15 in EMEA 	<ul style="list-style-type: none"> Account based marketing for top 500 HT&E companies in each region Showcase customer events
Keep customers current	<ul style="list-style-type: none"> Increase from 20%-40% number of customers on ION-enabled releases in customer base 	<ul style="list-style-type: none"> Upgrade program with services offering for BAAN, older SL, M3, XA LN/BAAN side by side program Showcase customer events
Cross-sell	<ul style="list-style-type: none"> Increase cross-sell revenue globally 	<ul style="list-style-type: none"> Summit weeks Sales enablement through cross-sell toolkits Customer webinars & on Demand videos featuring cross-sell products
Channel development	<ul style="list-style-type: none"> Increase Partner networks in China and India for SyteLine & LN based HT&E Suite Grow Partners in EMEA 	<ul style="list-style-type: none"> Partner recruitment and / or development of existing partners selling with either ERP or Industry domain capabilities
Sales Enablement	<ul style="list-style-type: none"> Adoption of Materials in the Field Increased win rates 	<ul style="list-style-type: none"> Work with product management to build HT&E Tool Kits Build tailored VM models and train the field to use Video Demos Business Outcome focused scenarios

FY14 Goals HT&E



FY13 Financial Target: \$80M

Target Growth 20%

Goals

FY13
(YTD)

FY14 Goal

Enabler

Americas

1. Net New	16 \$8.4M	20 \$10.0M	<ul style="list-style-type: none"> Focus on Infor focus on achieving business outcomes Competitive displacements Target Key Target Accounts in Infor HT&E Sweet Spots Build Sales & Marketing Tool Kits to focus on the core
2. Customer Base Migrate from older versions	\$8.9M	\$10.0M	<ul style="list-style-type: none"> Value based and self-service marketing programs – close whitespace Upgrade programs Competitive displacements Customer early adoption programs for new products
3. Upsell & Cross Sell			
4. Extended solutions to non Infor ERP Base			
5. Infor XA Base			

Total Americas HT&E	\$17.3M	\$20M	Increase Penetration, Expand Use
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EMEA

1. Net New	7 0.35M	10 \$1.0M	<ul style="list-style-type: none"> See above
2. Customer Base	\$4.65M	\$5.0M	§ See Above

Total EMEA HT&E	\$5.0M	\$6.0M	
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APAC

1. Net new	3 \$0.15M	15 2.5M	<ul style="list-style-type: none"> § Key Target account focus § Value Management Engagements
2. Customer Base	\$0.75M	\$3.0M	<ul style="list-style-type: none"> § See Above § Channel Expansion in India and China § Strategic Account Focus

Total APAC HT&E	\$0.9M	\$5.5M	
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Total HT&E	\$23.2	\$31.5M	
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Demand Gen Team – A&D

Sales Leader	John Flavin
Demand Gen Lead	Andrew Kinder, Christine Bavarian, Carol Winqest, Karim Mohamed, Carole Winqwist, Thomas Fodermeyer, Samantha Carter
Marketing	Strategy lead: Edward Talerico GCM: Pam Records
BDR/Telesales	Patrick Kelly/Elliot Benedict /Jenna Jehowski (NA), Haren Samarasekera (APAC) Bram Timmermans/Mitzi Boerger (EMEA)
Analyst Relations	Sharon Sauk
Public Relations	Dan Barnhart
References	Barbara Leavy
Product Management	Product managers for all hub ERPs and business apps
Sales Management	John Gregitis, Frederic Champlebert, Gerhard Knoch, Tim Moylan



FY14 Goals for A&D

						FY14 Target Growth > 40%
	Goals	FY13			FY14	Key Initiatives
		Target	Actual	Trans	Target	
Americas	Net New ERP	\$10.0m				• Key target accounts pgm
	Cross-Sell	\$5.0m				• Initiate Cross-Sell pgm
	Customer Base	\$8.0m				• Global Accounts and IA pgm
	Total Americas	\$23.0m	\$4.72m	76	\$9.0m	
EMEA	Net New ERP	\$5.0m				• Replicate key target accounts pgm in EMEA
	Cross-Sell	\$5.0m				• Replicate Cross-Sell pgm in EMEA
	Customer Base	\$5.0m				• Global Accounts and IA pgm
	Total EMEA	\$15.0m	\$4.94m	30	\$9.0M	
APAC	Net New ERP	\$2.0m				• Create presence in APAC
	Cross-Sell	\$.5m				• Cross-Sell with each new A&D account
	Customer Base	\$2.0m				• Explore existing A&D accounts for more seats
	Total APAC	\$4.5m	\$0.8m	14	\$2.0m	Explore ideas with CVH and Andrew
	Totals	\$42.5m	\$10M	120	\$20.0m	Fy13 will come in at \$14m with Q4 at 40%



A&D AR/PR, Influencers and Events

Americas	Key memberships	Aerospace Industries Association (AIA) Federal Buyers Guide
	Must attend events	Aviation Week MRO show, April 16-17, Atlanta Space Missile and Defense Show, August, Huntsville
	PR targets	<i>Aerospace Manufacturing and Design</i> <i>Manufacturing Business Technology</i> <i>Aviation Week & Space Technology I</i> <i>Military & Aerospace Electronics</i> <i>Space News</i>
EMEA	Must attend events	Paris Air Show, June 17-23
APAC	Influencers	Identify key accounts and direct sales opportunities for cross sell/upsell



FY14 Global Campaign Summary – A&D

Campaign name	Key Messages	Target Market	What are we selling?	Overall Est. Marketing Pipe Contribution FY14 (3x40)
Controlling Costs and Complexity	<ul style="list-style-type: none"> Infor offers highly specialized solutions developed especially for the unique demands of A&D, including program management and regulation compliance. Infor offers comprehensive solutions that integrate next generation functionality--like collaboration, deep analytics and mobility-- to increase speed, innovation and responsiveness. It's a new era in A&D manufacturing and MRO with greater demands to control costs and complexity in order to grow. Survival hinges on the ability to streamline activities and manage program costs efficiently. Infor A&D solutions make that possible 	<ul style="list-style-type: none"> A&D manufacturers and suppliers and MRO contractors 	Hub ERP solutions and business applications	2M
Extend your Enterprise (ERP Summit Weeks and cross sell)	See ERP campaign slides	Installed base	10x, cross-sell	TBD