



TM

Technology Marketing Plan

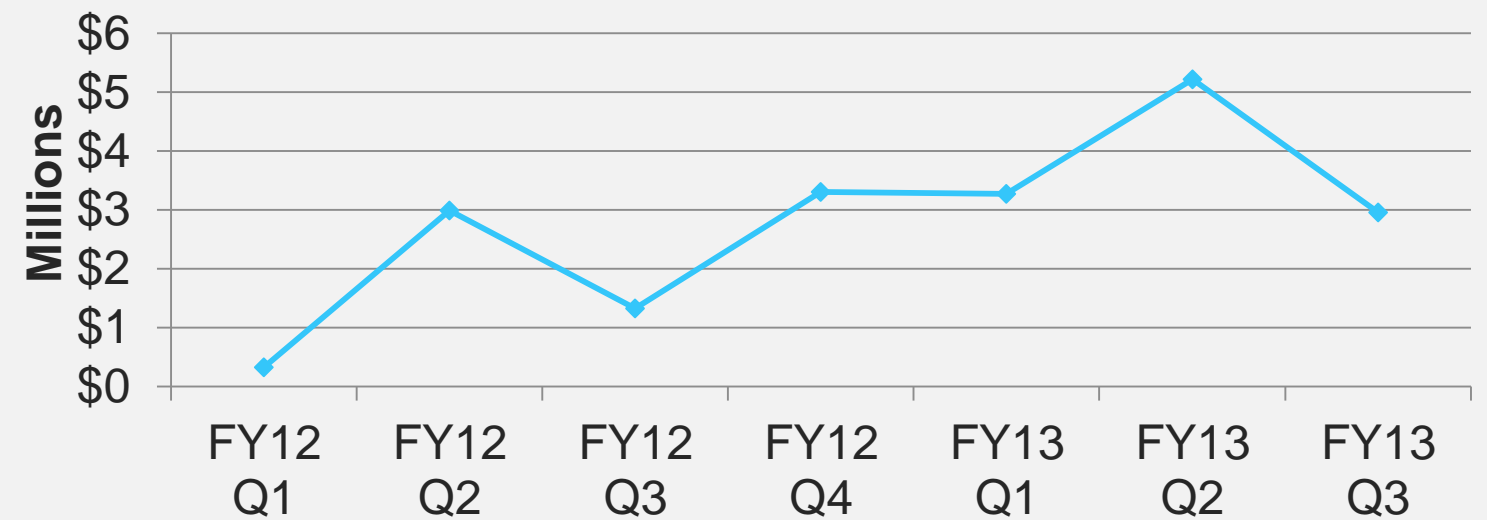
*Specialized by industry.
Engineered for speed.*



Sales

- FY13 Sales Target **\$27.4m (169% YoY)**
 - ION **\$25.9m**
 - Motion **\$100K**
 - Mongoose **\$1.2m**
 - Workspace **\$97K**
- Sales FY13 YTD **\$12.5m (45%)**
- Pipeline
 - Current Qtr - **\$5.7m**
 - Q1 FY14 – **\$18.2m**
 - Q2 FY14 - **\$13.7m**

ION License Revenue



\$48k
FY13 ASP

900+
Active

\$3.5m
Maint.



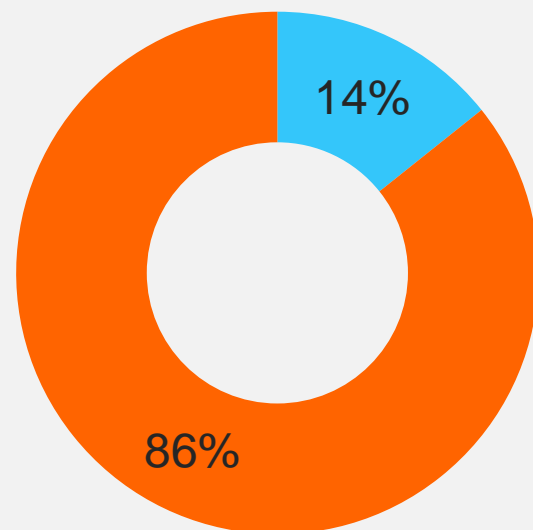
License Analysis

Top Hub Attach – M3, LN, SX.e
Top App Attach – EAM, WM, Sun

Direct - \$57K ASP (172)
Channel - \$17K ASP (66)

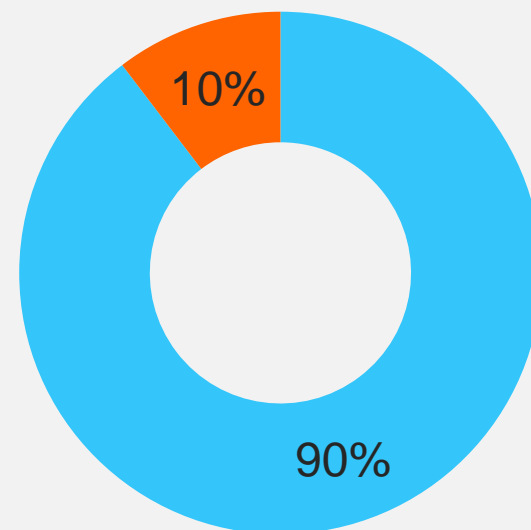
NA up from 40% in FY12
EMEA down from 48% in FY12

**Sale Type
FY13 YTD**



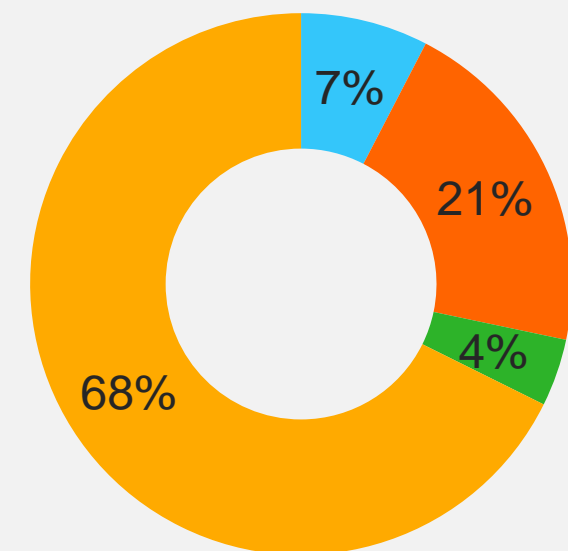
■ New ■ Existing

**Sales Channel
FY13 YTD**



■ Direct ■ Channel

**Geo Split
FY13 YTD**



■ APAC
■ EMEA
■ LA
■ NA

Overall Deal Value With Tech Components - \$50.1m



Demand Gen Performance Overview

FY14 Pipeline Requirements

\$32.9m
Projected
FY14 Target
(20% YoY)

\$98.7m
Required
Pipeline
(3x)

\$39.5m
Expected
Marketing
Contribution
(40%)



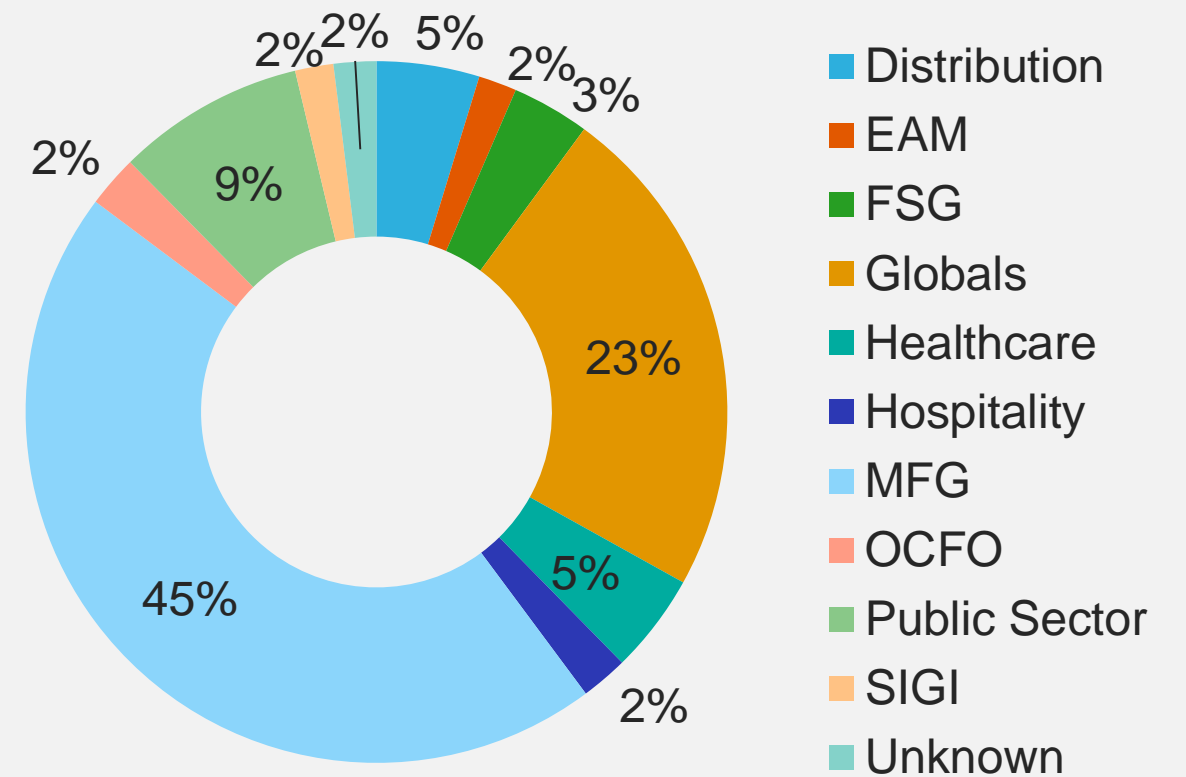
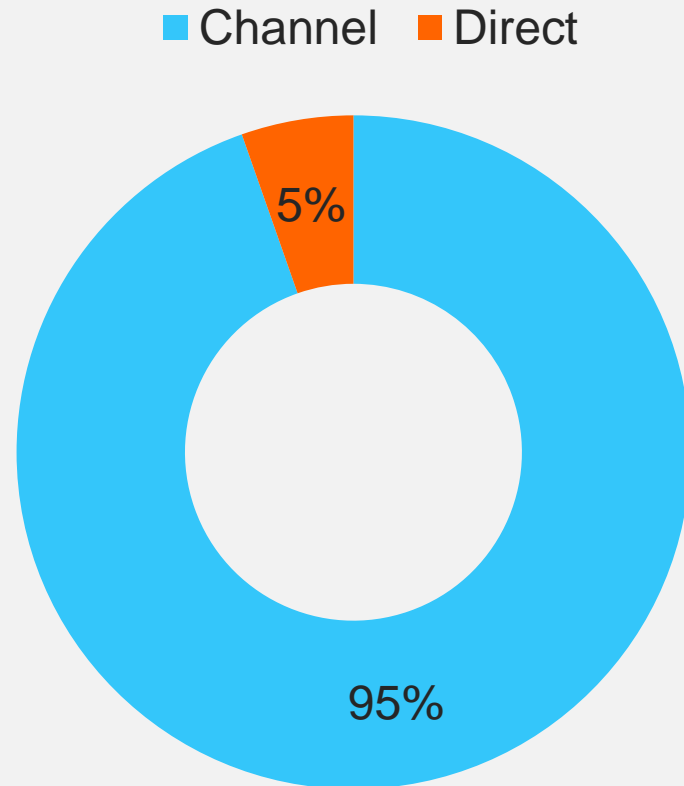
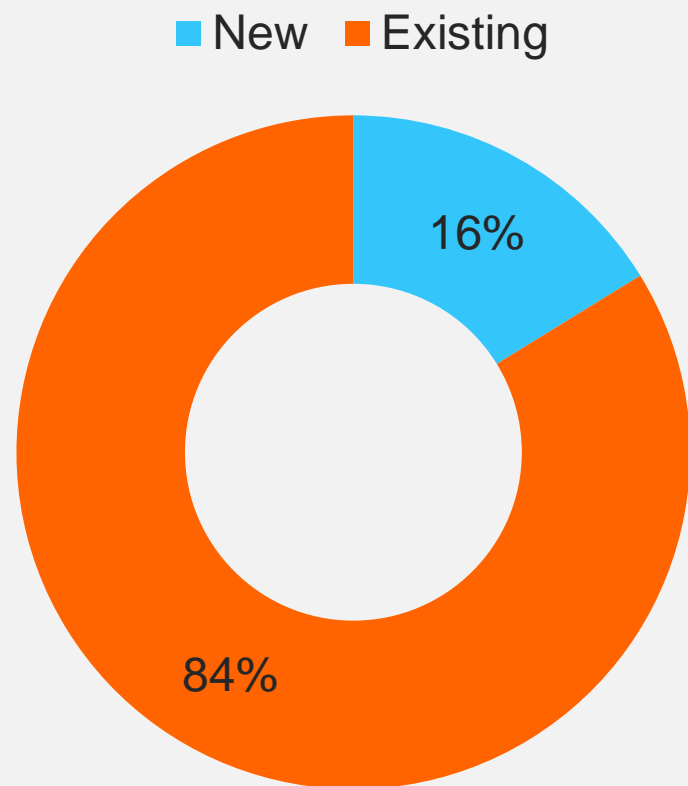
Demand Gen Performance Overview

FY14 Pipeline Analysis

Total FY14 Tech Pipe: \$37.4m (41% YoY)

Required Pipe: \$61.3m

791 (7%) multiple product deals (287 deals with ION)





FY14 Business Objectives Tech

Objective	Metric	Tactics
Establish market leadership	Analyst focus: get 3 biggest analysts – Gartner, Forrester and IDC – to write positively about Infor and the Technology stack.	<ul style="list-style-type: none"> Identify the right analysts to target Create a timeline of activities in partnership with Product Management to highlight the latest thread of the Technology story
Build installed base	Set growth target – of customers, growth rate, average deal size, reference target numbers	<ul style="list-style-type: none"> Demand gen campaigns into the installed base – Complete the Application, Discover ION Key account targeting – with each major BU team – for pipeline build and references. Promotional offers, campaigns
Evangelism – Internal and External	Generate buzz around the 10x release and the Technology messaging both internally (via Ming.le) and externally via a targeted social media strategy	<ul style="list-style-type: none"> 10x Internal launch or ad campaign – “Show me your BOD” / “You got a hot BOD”/ “BOD-ify your solution” series of funny interviews internally on private YouTube channel to generate buzz about 10x. Highlight use cases from internal launch of Ming.le to show how “we eat our own dog food” Internal – survey/ test Sales and other teams to show level of understanding of the Technology message. Follow up with a an information video from Steve and PM team.
Cross-sell	ION adoption rates: <ul style="list-style-type: none"> Across products Number of BODs published Number of products areas with ION transactions 	<ul style="list-style-type: none"> Track ION adoption by apps in visible way – scorecard Make app success stories around ION very public – demos
Sales enablement	Number of reps and channel partners who have successful transactions? Time to close? Average sales cycle time?	<ul style="list-style-type: none"> Review pricing approach. Flexible sales contracts. Promotional incentives Demos – GDE and video demos, self service sales approach via Infor.com
Channel development/ Marketplace Launch	<ul style="list-style-type: none"> Number of partners trained/ certified on ION tech – Mongoose & BI stack Number of apps targeted for these partners 	<ul style="list-style-type: none"> Training & certification road show – Inforum plus 3 cities, online training and certification Marketing campaigns into the partner community to build enthusiasm, interest, credibility

GTM Strategy & Plays



Revenue Breakdown – Net New Attach

Primary Solution	Net New Attach		Install Base Attach	
	Avg Tech Deal Size (\$)	Tech License (\$)	Deals (#)	Proj Tech License (\$)
LN	\$36K	\$4.5M	20	\$3.2M
M3	\$26K	\$310K		
SyteLine	\$15K	\$2.5M	119	\$1.1M
Visual	\$5K	\$703K		
SX.e	\$20K	\$663K		
XA	\$11K	\$135K		
LX	\$11K	\$56K	12	\$216K
System21	\$8K	\$33K		
SunSystems	\$8K	\$5M	224	\$4.4M
S3/Lawson	\$20K	\$60K		
Softbrands/ HMS	\$32K	\$2.4M		
Hansen/ Public Sect	\$1K	\$3K		
Supply Chain Execution (WM9)	\$10K	\$786K	49	\$1M
PLM Optiva	\$12K	\$62K		
Enterprise Asset Management (EAM)	\$9K	\$1.5M		
	Total:	Approx \$18M	424	Approx \$10M

Total Target: \$28M

- Net New Attach: \$18M
- Install Base Attach: \$10M

Focus business areas:

- MFG ERP – LN, SyteLine, M3
- SYSi – LX, XA, Sys21
- Financials – Sun, Lawson, Hospitality
- Cross-sell Apps - SCM/PLM and EAM

GTM Strategy & Plays

Categories by Application

Category	Applications														
	LN	M3	SL	VIS	SX.e	XA	LX	Sys21	LAWS	SunS	HMS/ SoftB	Hans en/ Pub	EAM	SCM	PLM
Net New Bundle	X	X	X	X	X										
Upgrade/S (a la Power Flex offer)	X	X	X	X	X	X	X	X	X	X	X	X			
Social/ Collaboration (Ming.le)	X	X	X	X	X	X	X	X	X	X	X				
Motion	X	X	X	X	X					X					
Industry Suite (EAM, PLM, SCM powered by ION)	X	X													
Extend (Mongoose)			X		X						X				
SAP 3 rd Party Adaptors													X	X	X
Industry Analytic Packs???	X	X													



Demand Gen Plan

Top 'GTM Play' Campaigns

Campaign Name	What are we selling?	Target segment	Differentiated message	Pipe contribution
Connect. Collaborate. Go – 10X Launch	ION, Ming.le, Mongoose, Analytics, Cloud	Existing customers, top 1000 CIO's in data base to launch by rev, maint; follow on activities in region	Enable agility, growth and change Modernize work, optimize process Reinvent systems, product investments	\$10M
Upgrade HMS	ION, Ming.le, Mongoose	Existing hospitality customers – details TBD	New user interface that's clear, intuitive, beautiful and easy-to-use. Expanded ION integrations to power HMS and cross-application workflows and event management. Drill back from queries executed in-context of Ming.le collaboration feed and business process flow.	\$2M
Business in Motion	Infor Motion apps	All hub and edge applications with motion applications.	Don't wait to Act. Get back on the road. Work in context. Build your enterprise mobility strategy on Infor Mobile Platform as a Service.	TBD



Demand Gen Plan

Top 'GTM Play' Campaigns

Campaign Name	What are we selling?	Target segment	Differentiated message	Pipe contribution
Upgrade LN	ION, Analytics, Ming.le, Mongoose	Existing LN customers – details TBD	Reinvented user experience powered by collaboration and analytics. Industry configurations for Auto and A&D, Packaged integrations to extension apps – Financials, EAM, others.	\$3M
Upgrade Sunsystems	Mingle/ION/Motion	Existing Sunsystems customers – detail TBD	Faster user acceptance and lower training costs. Proactive and preemptive control and foresight across application process flows. Clear, supporting insight and links to additional information at the direct point of decision – differentiator in midmarket. From queries, drill directly back to source transaction and take immediate action – insight, action & results.	\$2M
Extend SyteLine	Mongoose	Existing SyteLine customers – detail TBD	Solution better equipped to support growing businesses. Expanded support for Automotive industry manufacturers.	\$1.5M



Tech AR/PR, Influencers and Events

Americas	Key memberships	Information Technology Industry Council, TAG- Technology Association of Georgia, and other cities/states;
	Must attend events	Align with industry and solution events for tech presence Constellation Research - Connected Enterprise 2013
	AR/Influencers	Slides follow
	PR targets	Mega list of bloggers, reporters, mainly US
EMEA	Key memberships	N/A
	Must attend events	Align with industry and solution events for tech presence
	AR/Influencers	Gartner, additional slides follow
	PR targets	Mega list of bloggers, reporters, mainly US

On VPN, hyperlink clickable in Slide Show mode



Tech AR/PR, Influencers and Events

APAC	Key memberships	Singapore High Tech Association: http://www.shta.org.sg/membership Malaysia: MIA;; Vietnam: http://vccinews.com/news_detail.asp?news_id=28018
	Must attend events	Vietnam: http://www.asiango.org/events/content/vietnam-manufacturing-expo-2013 India: Gartner Business Intelligence & Information Management Summit: 10-11 June 2013 India: CIO Summit : Next year dates to be announced India: Business Technology Summit :
	AR/Influencers	Thailand : http://www.thinkasiainvestthailand.com/boicontent/bisopp/pdf_5.pdf Food &Process MFG: http://www.pemanet.org/main/join.aspx Industry week : www.industryweek.com VN : http://www.techinasia.com/vietnams-microchip-industry-bigger/ MY: http://enterpriseinnovation.net/ TH: http://www.thaiautoparts.or.th/ http://www.tlaps.or.th/ JP: ITR, Yano Research Institute, Mic Research Institute
	PR targets	Mega list of bloggers, reporters, mainly US



Tech Mobile Analysts

Mobile analysts	Analyst firm
Andrew Borg	Aberdeen Group
Kevin E. Prouty	Aberdeen Group
Greg Gorbach	ARC Advisory Group
Ralph Rio	ARC Advisory Group
Charles Brett	Constellation Research, LLC
R "Ray" Wang	Constellation Research, LLC
Michael Facemire	Forrester Research, Inc.
Paul D. Hamerman	Forrester Research, Inc.
Jeffrey S. Hammond	Forrester Research, Inc.
Christian Kane	Forrester Research, Inc.
John C. McCarthy	Forrester Research, Inc.
Michele Pelino	Forrester Research, Inc.
David W. Cearley	Gartner Inc.
Stacy K. Crook	IDC
Stephen D. Drake	IDC
Michael Fauscette	IDC
Mary Wardley	IDC
Cindy Lavgna Jutras	Mint Jutras, LLC
Predrag Jakovljevic	Technology Evaluation Centers Inc. (TEC)



All Tech Analysts

Nick Castellina, Aberdeen
Mollie Lombardi, Aberdeen
Albert Pang, Apps Run the World
Ralph Rio, ARC Advisory Group
Ken Amann, CIMdata
Frank Scavo, Constellation Research
Ray Wang, Constellation Research
Yvette Cameron, Constellation Research
Josh Greenbaum, Enterprise Application Consulting
Paul Hamerman, Forrester
Alex Drobik, Gartner
Chris Iervolino, Gartner
Christian Hestermann, Gartner
Dan Sholler, Gartner
John Van Decker, Gartner

Kristian Steenstrup, Gartner
Nigel Montgomery, Gartner
Thomas Otter, Gartner
Ron Hanscome, Gartner
Mike Fauscette, IDC
Lisa Rowan, IDC
Joe Barkai, IDC
Pierfrancesco Manenti, IDC
Simon Ellis, IDC
Christine Dover, IDC
Ruthbea Clarke, IDC
Joe Van De Graaff, KLAS
Cindy Jutras, Mint Jutras
Rebecca Wettemann, Nucleus Research
Gabriel Gheorghiu, Nucleus Research
Lora Cecere, Supply Chain Insights
PJ Jakovljevic, TEC
Paul Greenberg, The 56Group
Rob Kugel, Ventana Research



GTM Strategy & Plays

Open Issues & Risks

- **Analytics as a platform:** This should be packaged and sold distinctly from EPM and Financials team as part of broader 10x Technology Platforms, but current structure, ROE doesn't enable it. We should lead with analytics on every deal, but aren't set up to achieve that easily with content packs, demos, sales enablement.
- **Cross-sell Solution Pricing/ Packaging:** Particularly related to services costs, we need more clarity and compelling offering around costs and time of deploying upgrade and extension solution offerings. Current approach/ TCO viewed as too expensive and most cross-sell app functionality viewed as "overkill" and too expensive vs. core Infor ERP for legacy Infor customers.
- **Upgrade/S Offer Definition:** Programs need to be better defined related to what the offer actually is and how we will accomplish it for the customer - # of resources, how long, high/low cost, before and after.