

# Specialized for Automotive and Aftermarket Campaign Overview



## Campaign Overview for Specialized for Automotive and Aftermarket

Expected pipe contribution for \$10M (under discussion)

Parent Campaign Code: WW-ALL-SAA-0613-FY14-AUT-Spc-Aut-Aft

### Assets for this campaign

Events	Webinars	Supporting Assets	eMarketing
AAPEX		Future of Automotive Manufacturing Exec Brief	Call scripts
AASA	<a href="#">OESA webinar, TBD</a>		Emails/Landing pages
ATC Council	<a href="#">AutoBeat, TBD</a>	Infor Automotive for Aftermarket, brochure, English	Other electronic elements: banner ads, PPC
Auto Parts Conf, China	<a href="#">AASA Webinar, TBD</a>		
AutoBeat		Infor Automotive for Specialty Vehicle brochure, English	
Auto User Conf, China			
HDMA		Infor Automotive Demo (existing demo initially, new version in q1/q2)	
Magna IT			
MEMA		Infor Automotive for Tier 1 Supplier (tbd)	
OESA			
ECM - XIV Congreso Hispano-Alemán del Automóvil		Infor Automotive for LN brochure (q1)	
CLEPA		Infor Automotive for Syteline brochure (q1)	

		<p>Automotive Industry video (in process)</p> <p>Microsite (may transition to standalone site)</p> <p>Executive briefs, TBD</p>	
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**What this campaign is about** *(objectives, audience (NN, Xsell) in your own words )*

This is a net new campaign designed to generate sales for Infor Automotive. For the ERP system, Infor Automotive can include LN or Syteline. It applies to multiple microverticals in Auto listed in the Industries section. Counts below are market data not # of contacts in SFDC.

NA=10,000 companies x 3 contacts = 30,000

EMEA=5500 x 3 contacts = 16,500

APAC= 7,500 x 3 contacts = 22,500

**What products are we selling?** *(list of products included)*

**Infor10 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.

**Infor10 Automotive suite - Midmarket:** ERP Business (SyteLine), Automotive Exchange (AutoConnect), Barcode, ION, Workspace, BI, PLM, EAM, Expense Management, CPM, Product Configurator and EPAK.

**Who will buy ? (Detailed list pull criteria)**

Primary: Line of Business Manager  
(Manufacturing, Production, Operations, Finance, Supply Chain)

Secondary: CIO, IT Manager, MIS Director,  
(decision makers in the IT department)

Infor Automotive appeals to:

1. Line of Business Managers who need better insight into data and ability to accurate forecast and plan demand in coordination with production to meet customer requirements.
2. The office of IT that needs to reduce risk and cost of operations.
3. Executive management who wants to better utilize resources and improve financial operations.

**Company profile –**

Automotive companies who are OEMs, tier suppliers, aftermarket parts suppliers, specialty vehicle and re-manufacturers

	Size	Target	Addressable Market
Prospects	>\$75m	Multi-national businesses, multi-site or single site	69,000 contacts (in market not SFDC)

**Industries - list industries and verticals as needed**

Infor Automotive plays well in the tier supplier, specialty vehicle and aftermarket. Pull by these SICs:

Automotive SIC	Description
<b>2396</b>	Automotive and apparel trimmings
<b>3465</b>	Automotive stampings
<b>3566</b>	Speed changers, drives, and gears
<b>3592</b>	Carburetors, pistons, piston rings and valves
<b>3647</b>	Vehicular lighting equipment
<b>3694</b>	Engine electrical equipment
<b>3714</b>	Motor vehicle parts and accessories
<b>3711</b>	Motor vehicles and car bodies
<b>3713</b>	Truck and bus bodies

<b>3715</b>	Truck trailers
<b>3716</b>	Motor homes
<b>3751</b>	Motorcycles, bicycles and parts
<b>3792</b>	Travel trailers and campers
<b>3799</b>	Transportation equipment, nec

**Geographies –**

Global

**Why will they buy?** (*compelling reason(s) and top three differentiators: what will drive them to take action? What is the one business pain solving, value statement, one thing to remember. What is the proof point? –example, statistics, testimony, analogy*)

Businesses who need to address:

- Ready to run EDI and built in trading partners
- New Product Introduction Program management (APQP)
- Sequenced vehicle assembly and configuration
- Real time manufacturing visibility
- Connecting applications affordably
- New technology offers collaboration and traceability across organization
- New and disruptive technologies such as 3D printing and want to take advantage of it
- Recruiting the best people / talent

**Business pain we solve:** need for automotive specific capabilities

**Proof point:** 80 out of 100 automotive suppliers use Infor automotive solutions

**Testimony:** WAI Global, Ferrari, Trucklite

**Modifiable email**

**Gear up for accelerating change**

The automotive industry has changed more in the last five years than in the previous fifty. So it's just common sense to evaluate what technologies you need to give you better insight into data, accurately forecast and plan demand to meet customer requirements.

With recent technological advancements, you also must be ready for explosive new trends such as:

- Big data
- 3D printing

- Increasingly complex OEM requirements
- Engineering skills shortages

Change will certainly accelerate in the auto industry. It'll soon be impossible to stay competitive without the latest advanced automotive software solutions. Now is the time to learn how Infor's new 10x automotive technologies can help move you toward advanced, future-oriented solutions that help you:

- Connect your specialized automotive systems and reduce silos of information
- Prepare your automotive applications and supporting systems so you're prepared for future automotive, manufacturing and technology and advancements
- Eliminate spreadsheets across your back-end business processes
- Reduce reliance on IT customization and enable IT to focus on the differentiating business processes
- Gain greater visibility across your automotive manufacturing operations
- Decrease the cost and time of application support from IT
- Manage increasingly complex customer requirements without additional headcount
- Get more output from existing production assets without investing more money

Now is the time to be proactive, prepare your business and automotive systems for upcoming changes.--**Join me on <date/time/location> to hear how Infor Automotive can help stay ahead of the breakneck speed of auto industry progress (modified depending upon intent of email)**

**Key Messages** *(are these differentiated in the market relative to competitors messages?)*

**Reduce your risk and take the lead in your industry**

You're in a tough spot:

- You can't quote new business because your systems no longer conform to OEM requirements
- You shouldn't quote new business because your systems can't predict whether you'll make or lose money on a new order
- Even if you could quote and win new business, your systems don't support a new product launch fast enough to fill the order

Don't lose time by delaying a change to your business systems, it may be a day that you fall behind competitors and lose business that you need

	<p>for future growth.</p> <p>Our new Infor Automotive solutions, powered by innovative Infor 10x technologies, can put you ahead of your competitors and position you for the business you need to win today and deliver in the future. With groundbreaking integration, analytics, and collaboration features, you'll be confident that you can stay competitive in your industry and make every order profitable</p>
	<p><b>React quickly to changes in demand and stay profitable</b></p> <p>Gain technology that's modern enough to proactively match demand with supply, align your resources, material and labor, and bring balance to your entire operation. It helps you create a lean, flexible supply chain so you can react faster to changes in market or customer demand while maintaining profitability.</p>
	<p><b>Recruit and retain talent</b></p> <p>Top engineering talent is getting harder to find and keep. New automotive engineers don't want to spend a career spinning their wheels—they prefer workplaces that provide up to date tools that help users complete their goals efficiently and generate a sense of accomplishment.</p> <p>Infor Automotive solutions feature a cutting edge user experience combined with the most sophisticated manufacturing functionality anywhere. By implementing Infor Automotive solutions, you're not only gaining world-class manufacturing capabilities—you're demonstrating a commitment to improving the way people in your organization get things done and to improving overall efficiency.</p>
<p><b>Conversation Points-</b> <i>(BDR and sales talking points.</i></p>	<p><b>Do you want to...</b></p> <ul style="list-style-type: none"> <li>• Manage new programs with better efficiency and lower cost.</li> <li>• Collaborate better with customers and suppliers to enable innovation.</li> <li>• Increase aftermarket order fill rates without additional inventory.</li> </ul> <p><b>What if you could...</b></p> <ul style="list-style-type: none"> <li>• Manage customer requirements without more staff.</li> </ul>

	<ul style="list-style-type: none"> <li>• Get more output from existing production assets.</li> <li>• Build and assemble custom vehicles in sequence with lower costs</li> <li>• Get the most out of your people with systems they can use efficiently</li> <li>• Reduce IT costs by moving to more efficient systems and consolidate software, reduce custom coding efforts</li> <li>• Meet industry standards without custom coding</li> </ul> <p><b>Did you know?</b></p> <ul style="list-style-type: none"> <li>• 80% of North American school children ride on buses built using Infor ERP</li> <li>• 84 of the top 100 suppliers run Infor Automotive solutions</li> </ul>
<p><b>Headlines for banners</b></p>	<ul style="list-style-type: none"> <li>• Specialized for Automotive and Aftermarket</li> <li>• Meet changes in Automotive with confidence</li> <li>• Connect your systems and reduce silos of information</li> <li>• Build custom vehicles efficiently at <u>any</u> volume</li> </ul> <p>**Other titles may vary by specific association event—standards being discussed, etc.</p>
<p><b>Signage</b></p>	<ul style="list-style-type: none"> <li>• Bring more new products to market faster</li> <li>• Meet EDI and trading partner requirements easily</li> <li>• Plan for changing demand accurately and efficiently</li> <li>• Create greater innovation faster than ever before</li> <li>• Connect applications affordably</li> <li>• Collaborate and track information across your organization</li> <li>• Faster decision making for engineering and operations</li> <li>• Improve decision quality with in context analytics</li> <li>• Add flexibility to your production and supply chain</li> </ul>

	<ul style="list-style-type: none"> <li>• Respond to customers more quickly and accurately</li> <li>• Improve your supplier performance and collaboration to drive innovation</li> </ul>
<b>Search tags/ SEO</b>	Automotive ERP, automotive enterprise resource planning, tier supplier software, tier supplier management, supplier ERP, aftermarket ERP, specialty vehicle ERP, OEM enterprise resource planning, automotive software
<b>Campaign Team</b>	Amy Spsychalla, Warren Smith
<b>Sign off Team/Date signed off</b>	Names of: Product manager, campaign manager, strategy lead, field marketing, sales leader (completed by DGL)