

Chemical Agility – Campaign Brief



Campaign Overview for H1, FY14

Expected pipe contribution for H1 = \$15M

Parent Campaign Code: WW-ALL-CHA-0613-FY14-CLS-Chm-Agility

Assets for this campaign:

Events	Webinars	Supporting Assets	eMarketing
In Person Invite - Email Trade Show Invite – Email	Manufacturing @ the Speed of Change – On Demand Webinar Series	Infor Chemical Brochure, English White Papers Case Studies – Written Case Studies - Video Aberdeen Research Online Ads 3 rd Party Newsletter Signage	Paints & Inks – BDR Call Script Agricultural Chemicals – BDR Call Script

What this campaign is about
(objectives, audience (NN, Xsell) in your own words)

The objective of this campaign is to target Net New Chemicals and Life Sciences accounts in an effort to generate \$15M in marketing contributed pipeline.

We are selling the Chemicals & Life Sciences industry suite which includes ERP (primarily M3 and LX), SCM, PLM, EAM and Tech

	<p>stack.</p> <p>This campaign will specifically target C, SVP, VP and Director levels within Operations, IT, Finance and Research and Development and include numerous activities such as webinars, live events, direct mail, downloads and BDR support.</p>																										
<p>What products are we selling? (list of products included)</p>	<p>Chemicals & Life Sciences industry suite; M3. LX, SCM, PLM, EAM and Tech stack</p>																										
<p>Who will buy ?</p> <p>Primary: CIO, IT Manager, MIS Director, (decision makers in the IT department),</p> <p>Secondary: Line of Business Manager (Operations, Sales, Service, Marketing)</p>	<p>Chemicals & Life Sciences industry suite will appeal to:</p> <ol style="list-style-type: none"> 1. CXO 2. SVP, VP & Director of Operations, Finance, IT and Research and Development 																										
<p>Company profile –</p>	<p>Manufacturers and Distributors; Brand owners or OEM with revenue >US\$100M</p>																										
<p>Industries</p>	<p>The Infor Chemicals & Life Sciences industry suite is specialized for the following three micro verticals/SIC:</p> <p>Chemicals</p> <table data-bbox="685 1224 1339 1556"> <tr><td>Alkalies & Chlorine</td><td>2812</td></tr> <tr><td>Inorganic Pigments</td><td>2816</td></tr> <tr><td>Industrial Inorganic Chemicals</td><td>2819</td></tr> <tr><td>Plastic Materials</td><td>2820, 2821</td></tr> <tr><td>Paints, Varnishes</td><td>2851</td></tr> <tr><td>Industrial Organic Chemicals</td><td>2860, 2869</td></tr> <tr><td>Agricultural Chemicals</td><td>2870, 2873</td></tr> <tr><td>Adhesives & Sealants</td><td>2891</td></tr> <tr><td>Inks</td><td>2893</td></tr> <tr><td>Chemical Preps</td><td>2899</td></tr> </table> <p>Personal Care/Cosmetics</p> <p>Soaps, Detergents, Cleaning 2840, 2841, 2842, 2843, 2844</p> <p>Drugs</p> <table data-bbox="685 1791 1425 1892"> <tr><td>Medicinal Chemicals and Botanical Products</td><td>2833</td></tr> <tr><td>Pharmaceutical Preparations</td><td>2834</td></tr> <tr><td>In Vitro and In Vivo Diagnostic Substances</td><td>2835</td></tr> </table>	Alkalies & Chlorine	2812	Inorganic Pigments	2816	Industrial Inorganic Chemicals	2819	Plastic Materials	2820, 2821	Paints, Varnishes	2851	Industrial Organic Chemicals	2860, 2869	Agricultural Chemicals	2870, 2873	Adhesives & Sealants	2891	Inks	2893	Chemical Preps	2899	Medicinal Chemicals and Botanical Products	2833	Pharmaceutical Preparations	2834	In Vitro and In Vivo Diagnostic Substances	2835
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<p>Geographies –</p>	<p>Global</p>
<p>Why will they buy?</p>	<p>Infor Chemicals & Life Sciences – the software that helps you achieve chemical agility:</p> <p>Compelling Reasons</p> <ul style="list-style-type: none"> • Increase revenue by 50% • Reduce both finished goods and raw materials stock by 25% • Decrease inventories by 25% • Reduce packaging lead time by 40% • Improve manufacturing delivery performance by 30% <p>Differentiators</p> <ul style="list-style-type: none"> • Micro vertical functionality <ul style="list-style-type: none"> • Ingredient management • Real time cost visibility • Tank scheduling optimization • Superior user experience <ul style="list-style-type: none"> • Consumer grade UI (10X) • Quality & compliance readiness <ul style="list-style-type: none"> • Recall prevention & traceability • Regulatory & labeling compliance <p>Proof Points</p> <ul style="list-style-type: none"> • AstraZeneca reduced downtime by 1,500 hours • Organon reduced inventory 10-15% • Ashland Chemicals eliminated one months worth of inventory
<p>Modifiable email – Live Event or Webinar</p>	<p>Subject Line: Choose the Right Formula for Chemical Agility</p> <p>Headline: For Chemicals Companies, Reaction is Everything</p> <p>Sub Headline: That's why a software solution designed specifically for the unique challenges of the Chemicals industry is an absolute must.</p> <p>Body Text: <First> With over 800 Chemical and Life Sciences customers worldwide – including AstraZeneca, Yara International, Merck, Ashland Chemicals, Singapore Petroleum & Immucor – Infor understands the unique demands companies like yours face. That's why we provide a proven set of industry specific</p>

	<p>functionality within our comprehensive suite of applications.</p> <p>Please join us as we will be discussing new and innovative ways in which you can gain faster visibility into data to adjust to new business opportunities, the flexibility to adapt your operations to market changes, and the right tools to quickly and accurately predict cost, profit, margin, and capacity.</p> <p>By attending this <webinar, event, trade show>, you'll learn how Infor Chemicals & Life Sciences can help you:</p> <ul style="list-style-type: none"> • Increase revenue by 50% • Reduce both finished goods and raw materials stock by 25% • Decrease inventories by 25% • Reduce packaging lead time by 40% • Improve manufacturing delivery performance by 30% <p>So please join us for a special event/webinar designed specifically for the Chemicals & Life Sciences industry</p>
<p>Key Messages</p>	<p>Industry Specific Specialization.</p> <p>Infor Chemicals & Life Sciences is the market-leading solution for chemicals & life sciences manufacturers. Due to our deep understanding of the needs of chemicals & life sciences manufacturers like you, we are able to give you the necessary tools for exceptional efficiency and responsiveness. We do this by addressing unique variables and industry requirements, including regulatory compliance, complex cost allocations, tank scheduling, lot tracking and globalization.</p>
	<p>Consumer Grade UI.</p> <p>Today's enterprise applications have one characteristic in common... they aren't designed for ease of use. All but Infor Chemicals & Life Sciences. Our next generation, industry leading UI delivers innovative new capabilities in the areas of social business, mobility, analytics, and integration. Combine this with unprecedented industry specific functionality and you'll see how Infor is changing the way you work.</p>
	<p>Customization and Compliance</p> <p>You have stringent industry and/or customer defined standards that you must meet, whether you are a bulk manufacturer of a propylene glycol or packaged-goods manufacturer of motor oil. The ability to easily and quickly customize new products or modify existing ones is critically important to you, but variables in raw materials make meeting these standards an ongoing challenge. With Infor10 Chemicals & Life Sciences, you can continuously adjust formulas and processes to ensure that all your finished products meet precise</p>

	specifications.
Conversation Point	<p>Did you know that Infor Chemicals & Life Sciences is the industry's only suite of applications built specifically for the chemicals & life sciences industry?</p> <p>What if you could accelerate the delivery of new and revised products - from design to production to delivery.</p> <p>Our unique and innovative solution will help you improve efficiency and responsiveness by addressing specific variables and industry requirements, , including regulatory compliance, complex cost allocations, tank scheduling, lot tracking and globalization. With Infor Chemicals & Life Sciences you can quickly develop new and revised products by leveraging our industry specific suite of applications that includes core ERP and a host of best in class applications such as Infor Supply Chain Management (SCM), Infor Product Lifecycle Management (PLM) and Infor Enterprise Asset Management (EAM).</p>
Headlines for banners	<ol style="list-style-type: none"> 1. Chemical Agility Purpose built suite of software applications designed specifically for the Chemicals & Life Sciences industry. 2. For Chemicals Companies, Reaction is Everything That's why a software solution designed specifically for the unique challenges of the Chemicals industry is an absolute must.
Signage	<p>Infor Chemicals & Life Sciences Purpose built suite of software applications designed specifically for the Chemicals & Life Sciences industry</p> <ul style="list-style-type: none"> • Increase revenue by 50% • Reduce both finished goods and raw materials stock by 25% • Decrease inventories by 25% • Reduce packaging lead time by 40% • Improve manufacturing delivery performance by 30%
Search tags/ SEO	<p>erp for process manufacturing erp software for process manufacturers erp system for process manufacturing businesses chemical erp chemical manufacturing software chemical supply chain software integrated software for process manufacturers integrated solution for process manufacturers process manufacturing business software process manufacturing erp process manufacturing erp software process manufacturing inventory management process manufacturing scm process manufacturing supply chain software</p>

	<p>process manufacturing software process manufacturing software companies process manufacturing software solution process manufacturing supply chain software for process manufacturers solutions for process manufacturers</p>
Campaign Team	<p>Mike Stein – Global Campaign Manager</p> <p>Mike Edgett - Director Industry Marketing, Process Manufacturing</p>
Sign off Team/Date signed off	<p>Names of: Product manager, campaign manager, strategy lead, field marketing, sales leader (completed by DGL)</p>