



Welcome There

We have all been guilty of WFH fever and not venturing out as we are “too busy.” However, communicating with your fellow business associates is an essential part of a productive and healthy working environment. So, I have ventured out. Firstly, I attended the UK leg of Infor’s World Velocity Tour held at the Tottenham Hotspur Stadium. This was a real eye-opener for me, as I am not normally a football fan but was inspired, staggered, and awestruck. The event was very high-level, without particular focus on specific products. The event opened with Kevin Samuelson, CEO and Soma Sumasunduran, CTO who talked about Infor’s Discrete, Process Manufacturing & Service multi-tenant ERP systems. Multi-tenant cloud allows for seamless upgrades for continuous optimisation. To date Infor has 15,00 cloud customers which are supported by 2,000+ verticals.

AI is already being widely used by a number of customers, but Infor has spent \$4.5 billion on R&D and by October this year Gen AI will be built into Infor’s CloudSuite products. I was impressed by all the speakers who were all motivational and inspirational in equal measures. Susie Wolff ticked so many boxes for me - not only for what she has achieved in the very male oriented world of F1 but how her core-

values of honesty, integrity and determination means she is just as focused and hard-working off the track in her role as Managing Director of the F1 Academy. I want to be more like Susie Wolff.

The big surprise for me was how everything related to the venue in terms of technology. The stadium re-build was phenomenal, and it kept reminding me of how it was like an ERP implementation project - installing and upgrading to make big improvements - but also maintaining and re-using the bits that were good (like concrete from the old stadium being remixed to make the walkways). It certainly had plenty of symmetry and the venue was used to great effect.

More information on the Velocity Tour [HERE](#)



Keeping Open Minded

The second conference I attended highlighted to me how important it is to step out of your comfort zone and embrace new things. My visit to the Channel Meet Up [Home | Channel Meet Up](#) at the iconic Twickenham Stadium was to meet a colleague, but it proved to offer so much more. Once you are in a room full of business professionals you are bound to learn. It doesn't matter if you are a technology specialist, in sales, marketing or channel, it is all about the people, relationships and overcoming challenges.

The Channel Meet Up format includes roundtable discussions, and it was interesting to see how people approach different challenges, where for me, the learning was in the approach and enthusiasm with which they embraced things.

I particularly liked @Dinara ([\(17\) Dinara B. | LinkedIn](#)) whom I found inspiring on the panel and her energy was infectious. The key learning for me was that

communication is at the heart of all business challenges and since I am a people person, listening to different approaches to this challenge was valuable.



Keeping the Comms Alive

I mixed and mingled at both events and have received good follow up from those who thought I was an “opportunity.” However, it is worth noting that not everyone may present immediately as an opportunity, but they may still be worth connecting with on LinkedIn, and after-all it costs nothing.

One particularly useful connection was to Russ at SharperB2B, an innovative and creative marketing agency, ([\(21\) Russ Powell | LinkedIn](#)) who are using AI in a number of interesting ways. A recent campaign was to help a customer identify who was a legitimate contact and who was a hacker or a bot. What I found totally cool about the use of this particular AI technology was not only its adaptability but the fact that it was originally developed by a research facility in France and deployed by the banking industry as a training and intelligence tool. It was an innovative way of using AI because it involved a human element of how questions were answered. No two people ever gave the exact same reply, but the AI technology was smart enough to understand the reasoning and emotions for how users responded.



The Morphing from Business Process Management to AI

When we used to talk about BPM, we are increasingly giving an example of applied AI. Where BPM systems were previously generating code from steps and processes, it is now the bots that are plotting and defining the workflow actions using AI.

This fascinates me as innovation becomes reality and a practical use of AI. This is cutting costs and increasing efficiency since no two companies are the same and they don't share the same process flow. Therefore, using AI can make significant savings to the bottom line.



Educational Pieces on ERP

We regularly update and continuously expand our range of educational articles and hope you find them, not only useful for those just starting out on their ERP journey, but also as good reference points for those already in the know:

- [How can your ERP help with Regulatory Compliance?](#)
- [What is Application Management Services](#)
- [ERP Systems Training](#)
- [Everything you need to know about ERP Migration](#)
- [ERP Support](#)
- [What is an ERP Implementation](#)
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