

# NAV-TO-NET B2B E-COMMERCE

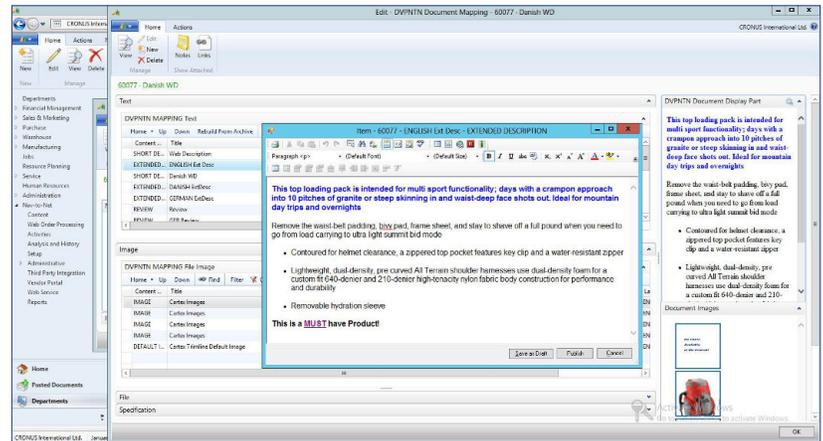
Elegant e-Commerce Experiences

Exclusively for Microsoft Dynamics™ NAV

Nav-to-Net™ B2B e-Commerce seamlessly integrates with business processes, such as accounting, order taking, fulfilment, contracts, dealer and vendor relationships, and massive inventories while providing an attractive, functional front-end to customers. From automated order processing and presenting accurate prices to the ability to customize to customer needs, Nav-to-Net™ B2B covers a variety of business needs.

## LEVERAGING THE NAV ENVIRONMENT

Take full control of business with a seamlessly integrated e-Commerce solution that acts as a natural extension to the existing Dynamics NAV environment. Designed to expand on the flexibility of NAV, Nav-to-Net™ has superior content, data, and item management for the most efficient processing and sets the foundation for optimized Business-to-Business (B2B) selling.



Multi-Line Text Box Tool for What You See Is What You Get (WYSIWYG) Editing

Nav-to-Net™ has built in webshop management tools allowing businesses to:

- Exercise precise control of all inventory and pricing; MLTB tool with WYSIWYG editing, item detail pages, and multi-dimensional variants are features that can showcase the product catalog
- Organize the customer journey with virtually unlimited categories and sub-categories
- Create special catalogs and categories for particular customers and websites
- Maintain items in real time based on data from NAV, including product images, detailed text descriptions, specifications, and supporting data files
- Provide registered customers with access to information from NAV database



Responsive Design for Nav-to-Net™:  
Desktop, Laptop, Tablet, Smartphone

## RESPONSIVE DESIGN FOR NAV-TO-NET™

Responsive Design allows businesses to be where customers are, empowers sales representatives in the field, and provides speed and convenience in e-Commerce, no matter which device is used.

The fluid layout allows websites to adapt to multiple viewports, be it desktop, laptop, tablet, or smartphone. Achieve a consistent and ideal viewing experience for customers with the added convenience of maintaining only one website.



DIGITAL VANTAGE POINT

## MANAGE BUSINESS RELATIONSHIPS

Nav-to-Net™ B2B e-Commerce solution provides reliable access to all resources, data, applications, and processes, leading to open communication for better business relationships, both outside and within the company. Some features that add value are:

- Sales Agent and Vendor Portals. Minimize duplication of effort and any errors or redundancies as everything is managed in one place. Create accounts and place orders on behalf of customers with Sales Agent Portal, or invite vendors to respond to RFP's and provide shipment notifications with Vendor Portal
- Approval Functionality. Set up roles and permissions to define specific order types before they are entered into the sales order tables

The screenshot shows the NTN Configurator interface. On the left is a tree view for 'CAR 1' with categories: Powertrain (350 HP V6, 400 HP V6), Differential (AWD, RWD), Transmission, Gearing (Automatic, Automatic DSG), and Exterior (Spoiler, Lip, Subaru Wing). The main area is for 'Option: RWD'. Fields include: Option No.: 000050000052, Sequence No.: 2, Web Enabled: . Name: RWD. Description: (empty). Help Description: (empty). CSS Class: option. Default Option: . Type: Item. A 'Single Item' section contains: Item No.: 60003, Clocker Screwgate, Variant No.: (empty), Sales UOM: BOX, Min. Qty: 1, Max. Qty: 1. There are 'Exclusions' and 'Save' buttons on the right.

Nav-to-Net™ Configurator Option Creation

## PRODUCT CONFIGURATOR FOR B2B

Using a product configurator integrated with NAV items, attributes, pricing, availability and more helps customers build their own ideal product purchase, streamlining the sales of customizable products. Guide them through the shopping process by providing context and relevant information. There are many industries that could take advantage of the unique selling experience of Nav-to-Net™ Configurator including manufacturing, engineering, travel, hospitality, and more.

## POWERFUL SEARCH FUNCTIONS

Help customers navigate the website by creating as many custom product lists and catalogs as needed. Target specific customer segments by showing appropriate pricing and availability. Advanced search functions help customers narrow down massive inventories. For example, parametric search gives customers the option to search by criteria. The flexible search capabilities of Nav-to-Net™ can satisfy customers without overwhelming them.

The screenshot shows the Nav-to-Net Parametric Search interface. The header includes 'NAV-TO-NET 8', navigation links (ABOUT US, FAQ, SITE SURVEY, STORE LOCATOR, CONTACT US), 'ENGLISH', 'Change My Catalog', a search bar, 'Cart Total: \$50.95 €', 'Welcome Lan...', and 'MY ACCOUNT'. The main content area is titled 'Carabiner Product Finder' and shows a list of 'Refine Results' with filters for Max Carrying Weight, Material, Usage, and Color. A central image shows several colorful carabiners. Text on the right explains the search process: 'Carabiner Product Finder - 61001. Welcome to our Carabiner Product Finder page, designed to make finding what you need as easy as 1-2-3. Below, you will find a series of options which can be used to filter your carabiners. For example, if you are looking for an aluminum screwgate carabiner in silver, you would select ALUMINUM from the Material option. Wait a moment while the first set of items are returned, then select SCREWGATE from the Latch Type option. Wait another moment while the results are further filtered and finally, select SILVER from the Color option. You will then be presented with all aluminum screwgate carabiners available in silver.'

Parametric Search in Nav-to-Net™

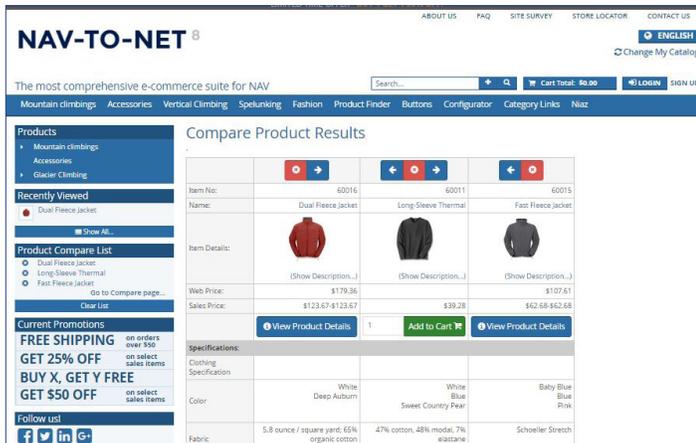
## IMPROVED BUSINESS AGILITY

Smooth and seamless integration to Microsoft Dynamics™ NAV is the cornerstone of the Nav-to-Net™ e-Commerce suite. Achieve business agility through the fast and reliable access to information, processes, applications, and all necessary data. In a B2B environment, it's important to see the big picture of the overall business and e-Commerce website while managing the small details; Nav-to-Net™ integration increases visibility and the ability to make the required changes quickly to maximize ROI.



## EFFECTIVE SELLING SOLUTIONS

In B2B e-Commerce, customers have different motivations and behaviours and tend to be less impulsive; many decision-makers and factors affect the final purchase. Nav-to-Net™ can be tailored to any B2B setting. It can be personalized based on customer preferences to shape the ongoing business relationship and show ongoing dedication to excellent customer service.



Product Compare in Nav-to-Net™

Some features that encourage sales include:

- Shopping Cart Upsells
- Sales Representative Upsells
- Automated Cross Selling
- Online Dealer Quotes
- Online Sales Quotes
- Advanced Coupon Management

Nav-to-Net™ offers several ways to approach customers to provide personalized recommendations, buying incentives, and opportunities to build loyalty while managing these activities simply in Microsoft Dynamics™ NAV.

## INTEGRATE WITH BUSINESS APPS

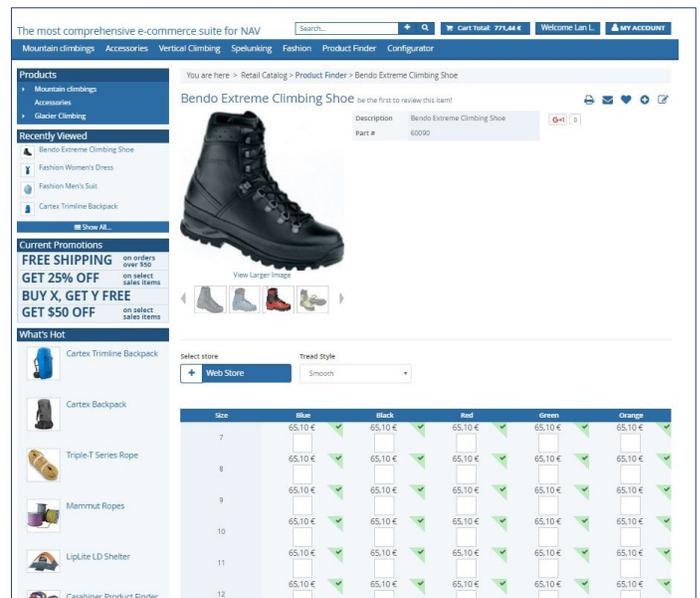
For any 3<sup>rd</sup> party business applications currently in use, Nav-to-Net™ Web Services helps systems “talk” to one another. Access NAV data and manage changes directly in NAV in real-time with Digital Vantage Point’s signature seamless integration.

## CUSTOM FORM SUBMISSION MANAGER

Growing a B2B business relies on building upon customer relationships. Adding submission forms to an e-Commerce website sparks interaction and that important initial contact. The user-friendly interface of Submission Manager makes it easy to build as many submission form pages as required with customizable forms, questions, and options. All the collected data goes directly into NAV and submissions can be emailed to multiple recipients.

Some examples of Submission Manager:

- Membership applications
- Enrollment to programs or training courses
- Product and pricing catalog requests
- Booking demos, webinars, and interviews
- Newsletter sign ups



Multi-dimensional variants in Nav-to-Net™

## CUSTOM PRODUCT LISTS

For regular customers with standing orders, custom product lists can be created and easily maintained in NAV. Create multiple product catalogs with customer-specific pricing. Customers can view a filtered list of products or a tailored welcome page with recommended products upon log-in.



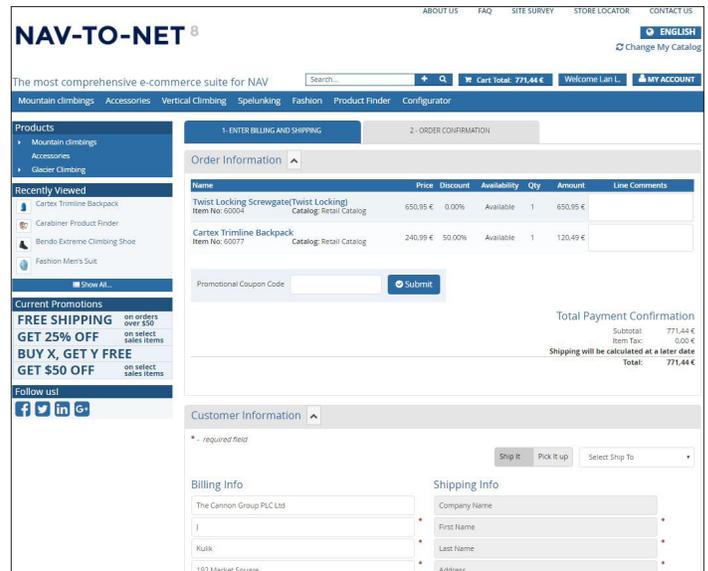
## ONLINE INVOICE PAYMENTS

Offer B2B customers the option to pay their invoices online while being seamlessly integrated with NAV. This feature gives businesses flexibility and convenience when managing payment processes.

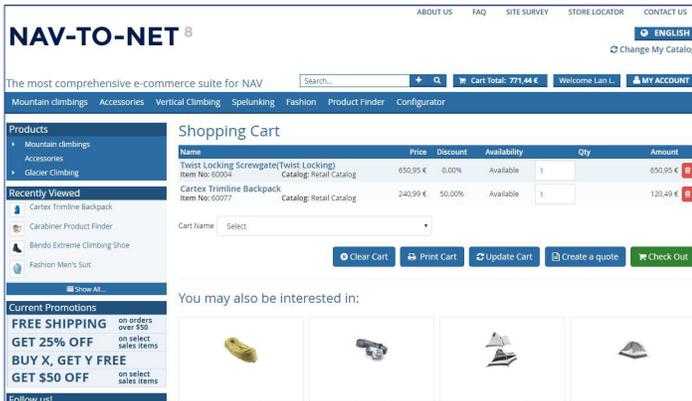
## MARKETING AND ANALYTICS

Analytical tools and reports deliver powerful feedback and data, allowing companies to take advantage of this added insight. Extensive Google Analytics integration with Nav-to-Net™ provides enhanced web tracking to closely monitor site activity. Understand customer behaviour and use that insight to optimize conversions, sales, and promotions.

Enhanced SEO capabilities in Nav-to-Net™ include URL rewriting for SEO, meta tag description, title, keyword, and ALT image tag management, all within NAV. This helps businesses stay competitive while managing search engine ranking.



OneStep Checkout for ultimate convenience



Cross sell and upsell from the shopping cart

## RMA - RETURN MERCHANDISE AUTHORIZATION

Protect both the business and customers after the order has been placed. Customers can request RMA for shipped items. RMA can help prevent fraudulent returns and chargebacks. Nav-to-Net™ allows businesses to easily track RMA's, account for returned items, and update the NAV database accordingly.

Digital Vantage Point Inc. is the global leader in delivering cost-effective, integrated e-Commerce products and services to Microsoft Dynamics™ NAV customers and partners for more than a decade. They provide a superior and comprehensive solution to B2C, B2B, and B2E organizations. Today, an extensive international customer base leverages Digital Vantage Point's accumulated experience and best practices, using Nav-to-Net™ to take their business online and enhance their ROI. Digital Vantage Point is certified for Microsoft Dynamics™ NAV and a proud Microsoft Gold Certified Partner in Enterprise Resource Planning.



Gold Enterprise Resource Planning  
Microsoft Dynamics NAV



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