NAV-TO-NET B2C E-COMMERCE

Elegant e-Commerce Experiences
Exclusively for Microsoft Dynamics™ NAV

Nav-to-Net™ B2C e-Commerce provides engaging online shopping experiences from beginning to end. Increase sales opportunities through great shopping experiences and keep customers informed with efficient product and content management. Seamless integration to Microsoft Dynamics™ NAV allows businesses to provide accurate pricing and availability in real-time and intuitive navigation. With Nav-to-Net™ B2C e-Commerce, business users can create personalized options for customers with ease.

BALANCE FORM AND FUNCTION - UNLIMITED DESIGN POSSIBILITIES

Nav-to-Net™ B2C is design friendly and customizable. Create a cohesive and branded e-Commerce site by customizing the look and feel. Nav-to-Net™ is designed using Microsoft stack technologies, including .NET and extensive use of CSS files. The architecture of Nav-to-Net™ has a customization code layer that readily allows for implementation of additional features.

RESPONSIVE DESIGN FOR B2C E-COMMERCE

With a distinct shift towards mobile browsing and commerce, Responsive Design is the simplest way to reach users across multiple devices. 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. Being mobile-friendly attracts more customers and increases opportunities for sales.

HELP CUSTOMERS FIND WHAT THEY WANT

Powerful search functions and filters work like a salesperson in a webshop, adding value to the shopping experience and accommodating different styles. Craft the customer journey and help customers find exactly what they're looking for with:

- Advanced category navigation. Unlimited categories and sub-categories allow businesses to organize and structure catalogs with ease and set customer expectations from the start
- Multidimensional variants, parametric search, and product compare. Allow customers to explore products in depth, refine search results, and make informed purchasing decisions

Multi-dimensional product variants matrix

DIGITAL VANTAGE POINT

LEVERAGE THE NAV ENVIRONMENT

Organize and manage massive amounts of details that result in a beautiful webshop for customers. Nav-to-Net™ leverages the existing Microsoft Dynamics NAV environment to create intuitive shopping processes. Built-in Document Management Tools are designed to expand on the flexibility of NAV, allowing businesses to:

- Easily edit content with the Multi-Line Text Box (MLTB) Tool and store extended product and category descriptions
- Create special catalogs and websites for particular customers
- Create an unlimited number of categories and sub-categories


Welcome! - Nav-to-Net™ Homepage

INTERNATIONAL E-COMMERCE MADE EASY

Nav-to-Net™ has multi-language and multi-currency capabilities. Multi-lingual content is managed from within Microsoft Dynamics™ NAV while the multiple currency pricing is supported based on the NAV currency set-up. Nav-to-Net™ also supports multiple websites for separate customers, all managed in the same place without toggling back and forth for the best user experience.

MARKETING AND ANALYTICS

Enhanced SEO capabilities built into Nav-to-Net™ can help businesses be found. This includes URL rewriting, meta descriptions, keywords, titles, and alt image tags. Stay competitive in search rankings. Nav-to-Net™ also comes with Google Analytics integration; monitor site activity and customer behaviour and adjust sales strategy and marketing promotions as necessary.
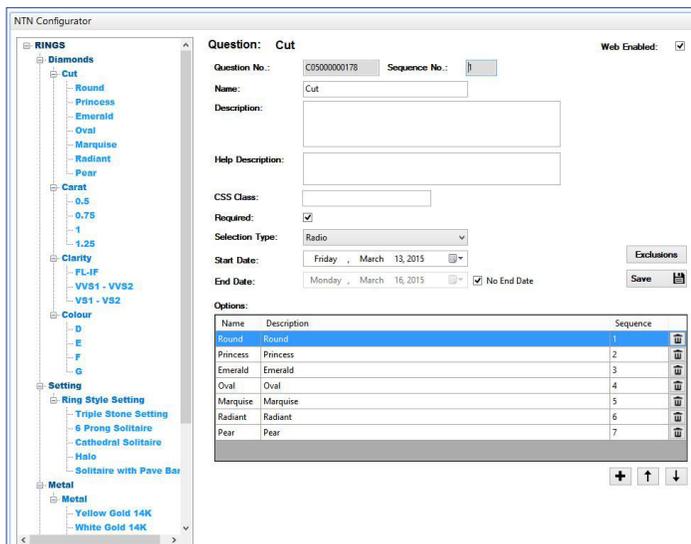
Nav-to-Net™ Configurator - Setting up questions

NAV-TO-NET™ CONFIGURATOR FOR B2C E-COMMERCE

A configurator connects what a business offers with what customers want through an elegant step-by-step process that streamlines the sale of customized products. Integrated with NAV items, attributes, pricing, and availability, Configurator is easy to set up and manage. Use Configurator for custom-design, made-to-order, and one-of-a-kind products.

NAV-TO-NET B2C E-COMMERCE

RATINGS AND REVIEWS

Social proof is a huge driver of sales and part of the process for engaging online shoppers. Fully automated processes are available for ratings and reviews with Nav-to-Net™.

Customers seek validation, endorsements, and outlets to contribute their voice and be heard. Benefit from the ease of an automated system or the control of a moderated rating and review section; Nav-to-Net™ provides options to suit any business' particular needs.

INCENTIVES TO BUY

Nav-to-Net™ B2C has features that create incentives to buy, helping businesses to stay top of mind for customers. Cross-selling and upselling is automated and managed all from within the NAV environment. Integrated with Microsoft Dynamics™ NAV, webshop data is automatically collected and transferred in real-time. Track, manage, and encourage sales all from one place. Other features include:

- Price and Availability Alerts; customers will be automatically notified of any changes
- Advanced Coupon Management; choose from Percentage Off, Dollar Amount Off, Buy X Get Y, and Free Shipping coupons, all tracked and managed within NAV
- Wishlists/Gift Registries; customers can create and extensively manage their lists online, making browsing and shopping easy

BE SOCIAL - CREATE BRAND AMBASSADORS

Give customers ability to be brand ambassadors, especially with mobile commerce expanding and social media networks available. Drive traffic to the site. Social media tools integrated with Nav-to-Net™ allow customers to share products across their social networks.

Nav-to-Net™ provides a variety of checkout options. Top: Quick Cart; Bottom: OneStep Checkout
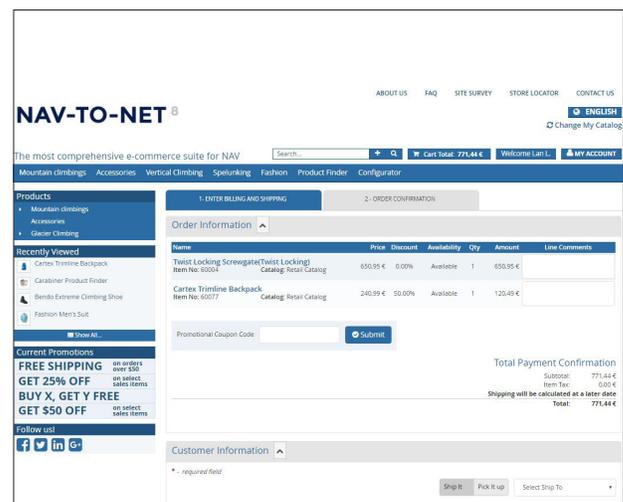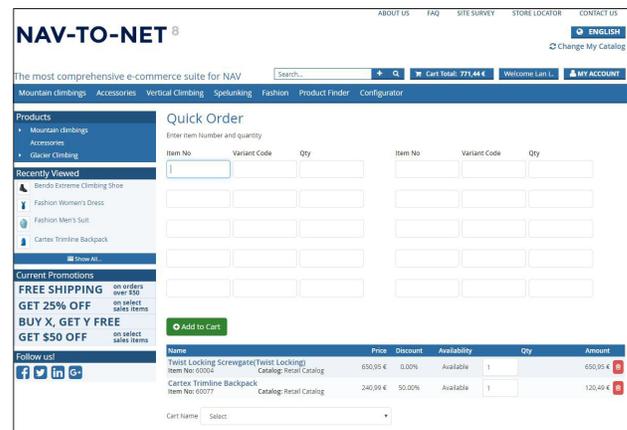
OPTIMIZE CHECKOUTS

Provide multiple options to checkout, pay, and manage delivery to increase conversions, expedite the ordering process, and decrease shopping cart abandonment. The Nav-to-Net™ order processing and handling allows users to review orders in the holding table and optimize business operations behind the scenes, all without ever leaving the NAV environment.

Checkout options include:
- Quickcart; this is an attractive option for customers who know exactly what they want
- OneStep Checkout; this is an available alternative to the traditional multi-step

SUBMISSION MANAGER FOR B2C

B2C e-Commerce benefits from adding submission forms to spark interaction and customer engagement. 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 Submission Manager examples are:

- Customer surveys to ask for feedback
- Sign ups for newsletters, promotions, events, contests, and more
- Membership applications for loyalty programs
- Customer requests for product catalogs, technical guides, and other materials

Product Compare in Nav-to-Net™

CONFIDENCE AND SECURITY

Always Take Orders™ and SmartPush Technology are features exclusive to Nav-to-Net™; they ensure no order is ever lost, even if there is a disconnect from the back-end. Once the connection is re-established, orders will be automatically sent through while missing orders can be immediately retrieved and re-submitted to the back-end.

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.

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