

# Nav-to-Net™ Responsive Design

Mobile | Tablet | Laptop | Desktop

Nav-to-Net™ - Built Exclusively for Microsoft Dynamics™  
Business Central & NAV

Shoppers are increasingly mobile, technologically savvy, and have high expectations when it comes to e-commerce. They look for ease, convenience, and an enhanced online shopping experience. At Digital Vantage Point, we provide an integrated solution in Nav-to-Net™ and add Responsive Design, allowing your business to effectively serve your customers' needs across any platform.

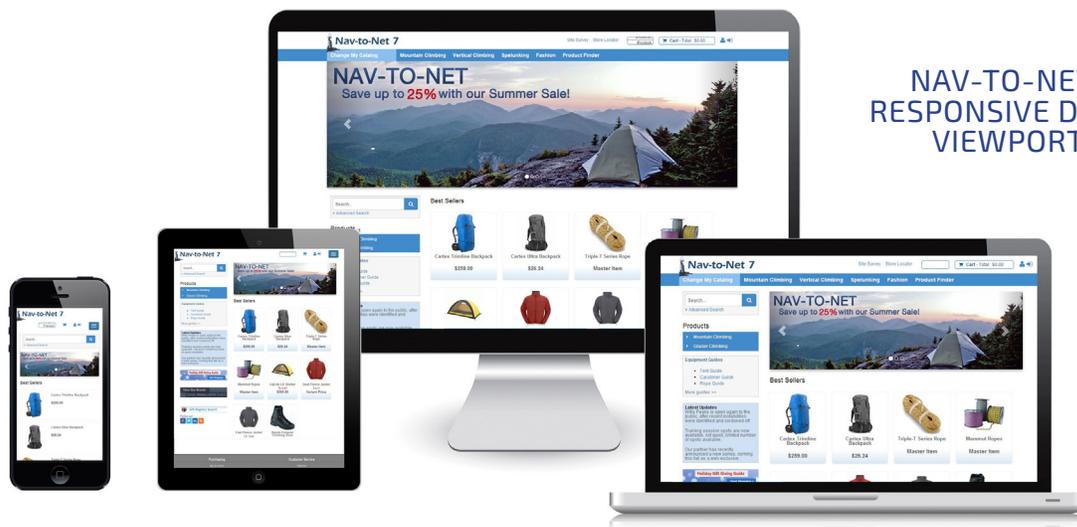
## ABOUT RESPONSIVE DESIGN

Responsive Design enables your e-commerce website to adapt to any device, providing optimal display and performance, whether accessed through a desktop, tablet, or smartphone. It will change size and layout depending on the device, If done well, the website will maintain the integrity of the design throughout; keeping it consistent, appealing, and usable.

The latest Nav-to-Net™ responsive e-commerce websites are fluid and dynamically adapt to each viewport's screen resolution. With a responsive web design, you will provide an ideal viewing experience for your customers that is easy to navigate and always legible.

## RESPONSIVE DESIGN FOR NAV-TO-NET™

Responsive Design is an important element of the future of web design. As a company specializing in e-commerce for Microsoft Dynamics™ Business Central and NAV, Digital Vantage Point wants to take advantage of this growing trend. Experience all the benefits of an integrated solution coupled with the added convenience of having one site to maintain. It is important to have the design translate properly between all viewports while keeping it highly functional. Digital Vantage Point created intelligent and intuitive browsing experiences that take into consideration your business needs and unique customers.



NAV-TO-NET™  
RESPONSIVE DESIGN  
VIEWPORTS

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



Gold Enterprise Resource Planning  
Microsoft Dynamics NAV



DIGITAL VANTAGE POINT  
www.dvp.net

# Nav-to-Net™ Responsive Design

## BENEFITS OF RESPONSIVE DESIGN

### CATER TO SAVVY SHOPPERS

- Provide a high quality experience, no matter which device customers choose to use
- Prevent site drop-off's that tend to happen when site is unusable and difficult to navigate
- Improve customer experience through all available shopping channels

### CONSISTENCY IN BRANDING

- Strengthen your brand by providing the same look, feel, and style properly configured to each screen resolution
- Responsive Design capitalizes on the inherent difference in how customers use each device
- Consistent does not mean identical

### SEARCH ENGINE FRIENDLY

- Prevent site drop-off's that tend to happen Only one website needs to be maintained; updates and changes are less error prone
- Eliminate the need for separate tablet and mobile sites
- Save time and money by loweing additional overhead required to manage redirects
- Easily manage all site components within Business Central/NAV because of the tight, seamless integration of Nav-to-Net™



### OPTIMIZED CONVERSION RATE

- Keep the shopping process flowing by retaining tried and true website features across all platforms
- Amplify the value of features such as real-time updates from BC/NAV, Always Take Orders™, parametric search, and one-step checkout
- Follow best practices for each device so you don't risk losing traffic, visitors, and business

### SUMMARY

You have made the right investment with Microsoft Dynamics™ Business Central or NAV, and you recognize the enormous potential of multi-channel retail to your e-commerce business.

Nav-to-Net™ with Responsive Design will take your business to the next level. Experience seamless integration from all touch points of your website with Microsoft Dynamics™ BC/NAV. Investment in the right technologies can empower your business to thrive and succeed.

Digital Vantage Point brings high-performing e-commerce to Microsoft Dynamics™ Business Central/NAV ERP. Now you can manage your online business from within your BC/NAV ERP for a comprehensive experience. Our e-commerce solution fully embraces ROI metrics by delivering a seamless connection to Dynamics Business Central/NAV data. Contact us today to see how.

Email: [sales@dvp.net](mailto:sales@dvp.net) Phone: +1 905 415 8455



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