

NAV-TO-NET™ CONFIGURATOR

Guiding Customers to Better Buying Decisions

Elegant E-commerce Solutions for Business Central & NAV

Nav-to-Net™ Configurator is a flexible and easy-to-use tool to help close the gap between what you offer and what your customers want. Effectively meet customer needs, create more sales opportunities, and increase your ROI. Nav-to-Net™ Configurator efficiently connects the right products and features with your target audience, while handling complicated modifications and specifications.

NAV-TO-NET™ CONFIGURATOR

Nav-to-Net's Configurator streamlines the sale of customizable products while managing all decision trees within your Business Central/NAV environment. It captures all aspects of products, such as available features, customization options, and pricing, and presents these elegantly on your e-commerce site in a step-by-step process.



Guided Selection of the Elements that Make Up the Perfect Product

GUIDING CUSTOMERS TO BETTER DECISIONS

In e-commerce, the website and content have to act as the salesperson. Nav-to-Net™ Configurator facilitates the sales conversation, defining and articulating customer motivations so they can make more informed buying decisions.

RIGHT FRAME OF MIND

Configurator helps buyers understand and select the right product by asking the right questions, prompting interaction and giving context to the shopping process.

STEP-BY-STEP PROCESS

Customers pick and choose options and variations to best suit their needs. Each option is determined by their previous choice, while adhering to rules set by you.

EDUCATE CUSTOMERS

Configurator is a simple and intuitive shopping process that follows a logical sequence. As they move through the process, your customers become better acquainted with the individual options and benefits of your product.

VISUALLY RICH EXPERIENCE

Corresponding images can be added to each step, helping customers visualize their final product. Marketing-friendly content management in Business Central/NAV makes it easy.



DESIGN A BETTER SHOPPING PROCESS

Configurator is an elegant and engaging solution managed entirely in Business Central/NAV that has been designed to make selling complex products and services simple. It's a powerful, rules-based tool that instantly processes constraints and calculations based on customer input. Intuitive back-end technology helps you dynamically adjust to customer needs while delivering significant business benefits.

- Integrate all BC/NAV items, attributes, pricing, and availability. Have control over everything that a customer can see and when they see it - all from a single environment
- Increase upselling opportunities. Customers are more likely to be receptive to upsells when using Configurator because they will be able to see how they fit into the big picture
- Stylesheets control the look of Configurator. Easily build your Product Configurator while maintaining a consistent look and feel with the rest of your webshop.

SO, WHY CONFIGURATOR?

A guided selling process that helps customers make informed decisions will add tremendous value to your e-commerce website. As customers pick and choose what they want, they can feel empowered and experience a sense of ownership. Building on these positive experiences can encourage customer and brand loyalty.

Continuously improve customer experience while decreasing the amount of work and maintenance required on the back end of your ERP system, Tightly integrated with Microsoft Dynamics™ Business Central/NAV with real-time synchronization, you can be confident in the information you present. Save time and effort as the customized sales orders are handled directly in your ERP.

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.

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CONFIGURATOR WITH RESPONSIVE DESIGN

Staying competitive in e-commerce means balancing robust technology with innovative trends. With Responsive Design, you can avoid complicated content management of multiple sites. Your webshop and Configurator will have a smooth and consistent user experience, no matter the device.

370Z Configurator
Build, customize, and configure your very own 370Z.

Exterior Color
 Race Blue
 Carbon Grey
 Red
 Lime Green
 Snow White
 Sunset Orange
 Titanium Silver
 Midnight Blue

Powertrain
 FWD
 AWD

Engine Type
 3.0L I4 V6
 3.5L V6

Choice Option No.	Sequence	Name	Default Option	Type	Web Enabled
0000000120	0	Plano Black	Yes	Information	Yes
0000000121	0	Gunmetal Grey	No	Information	Yes
0000000122	0	Red Fire	No	Information	Yes
0000000123	21	Lime Green	No	Information	Yes
0000000124	22	Sunset Orange	No	Information	Yes
0000000125	23	Midnight Blue	No	Information	Yes

Nav-to-Net's Product Configurator

