

# NAV-TO-NET EXPRESS E-COMMERCE

## Elegant e-Commerce Experiences Exclusively for Microsoft Dynamics™ NAV

Nav-to-Net™ Express is the webshop solution for businesses who want to get up and running quickly in the most cost-effective way while leveraging their NAV investment. It has all the features required to create an engaging sales process from browsing to buying. Satisfy customer needs and showcase products effectively while managing all webshop components in NAV.

### DO MORE WITH WHAT YOU HAVE

Flexibility is key within the Express solution where features like multiple catalogs, content management, item variants and attributes, and virtually unlimited categories put you in control. Integration to NAV is at the core of the Nav-to-Net™ Express version, where real time synchronization saves time and money.

### ON THE GO E-COMMERCE

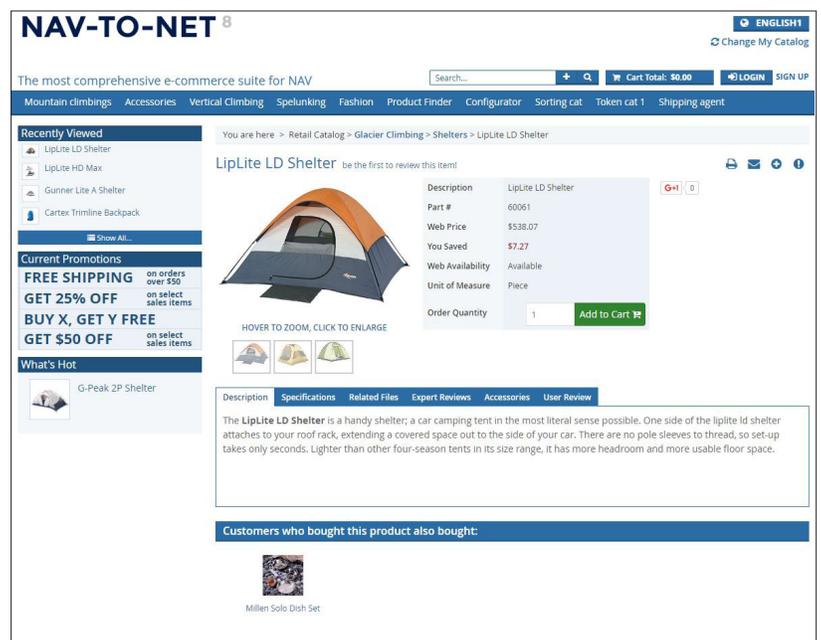
Built with Responsive Design, Nav-to-Net™ Express gives the advantage of supporting mobile without extra effort required in maintaining separate websites. The fluid layout adapts to multiple viewports, be it desktop, laptop, tablet, or smartphone.

### SEO AND ANALYTICS

Nav-to-Net™ Express also includes SEO optimization that helps your business get found. This includes URL rewriting, meta descriptions, keywords, titles, and more. The solution also features Google Analytics integration to better monitor the business, site activities, and customer behaviour. Gain insight and adjust sales and marketing strategies accordingly.

### OPTIMIZED WEBSITE MANAGEMENT

Showcase products in a way that will appeal to customers without overwhelming them. Nav-to-Net™ allows the creation of multiple catalogs and supports virtually unlimited categories and subcategories. Not only does this make it easy for shoppers to browse, but it can be used for customer targeting strategies. Product information pages can be set up in a variety of ways with item masters, variants, and multi-dimensional product variants for smart, clutter-free product presentation. Favourite lists, be they personal or for a company encourage purchases, adding to the bottom line.



Item Details Page in Nav-to-Net™



## SMOOTH SHOPPING PROCESS

From browsers to buyers, Nav-to-Net™ Express delivers a pleasant shopping experience. Search functions including parametric search help to guide customers to what they're looking for. Nav-to-Net™ provides customers with several options upon checkout, including upsells within the shopping cart, integrated methods of payment, and delivery options.

## NO MISSED ORDERS - EVER!

Features like Always Take Orders™ and SmartPush Technology™ are exclusive to Nav-to-Net™. They provide peace of mind by ensuring there will never be a lost order. Customers will always see accurate product and pricing information, even if there is a disconnect to the back end.

Once the connection to NAV is re-established, orders are automatically sent through while missing orders can be retrieved and re-submitted from the website to NAV.

The screenshot displays the Nav-to-Net Express e-commerce interface. At the top, there's a navigation bar with links for ABOUT US, FAQ, SITE SURVEY, STORE LOCATOR, and CONTACT US. A search bar is present, along with a cart total of 771,44 € and a 'MY ACCOUNT' link. Below the navigation, a 'Shopping Cart' section is visible, containing a table with columns for Name, Price, Discount, Availability, Qty, and Amount. The cart items are: 'Twist Locking Screwgate (Twist Locking)' (650,95 €) and 'Cartrex Trimline Backpack' (240,99 €). Below the cart, there are buttons for 'Clear Cart', 'Print Cart', 'Update Cart', 'Create a quote', and 'Check Out'. A 'You may also be interested in:' section follows, featuring product cards for Triple-T NG, Molex Headlamp, LipLite HD Max, Gunner Lite A Shelter, Mammut Ropes, Focum Unisex, Cartrex Backpack, and Fashion Men's Suit. On the left side of the page, there are sections for 'Products', 'Recently Viewed', 'Current Promotions' (including 'FREE SHIPPING on orders over \$50', 'GET 25% OFF on select sales items', 'BUY X, GET Y FREE', and 'GET \$50 OFF on select sales items'), and 'Follow us!' with social media icons for Facebook, Twitter, LinkedIn, and Google+.

Shopping Cart Upsells in Nav-to-Net™  
Increase selling opportunities throughout the website

## DELIVER EXCELLENCE TO CUSTOMERS

Order management tools and features in Nav-to-Net™ Express help bridge the gap between the website and NAV workflows and processes. Because of the seamless integration and real-time synchronizations, businesses can move efficiently and accurately on website orders. Incoming orders from the website are stored in a holding table in Nav-to-Net™ for easy review of orders before they affect financial data. Business users can also define how the orders can be processed, for example matching, automatic processing, or manual processing. Because of the communication between the website and Microsoft Dynamics NAV found in Nav-to-Net™ Express solution, it's easy to deliver great experiences from beginning to end to customers.

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. 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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