

Nav-to-Net™ Express Feature Guide



COMPLETE WEB STOREFRONT SOLUTION

- Built exclusively for Microsoft Dynamics™ NAV and based on Microsoft server components, NAV, and .NET, Nav-to-Net™ effectively and safely brings data and business logic online

RESPONSIVE DESIGN

- Fluid website layout adaptable to each viewport, i.e. desktop, tablet, mobile
- Maintain only one website and make less errors when updating while managing all site components from within NAV
- Save time and money by lowering additional overhead costs

EXTENSIVE DOCUMENT/CONTENT MANAGEMENT

- Manage text, images, files, and specifications for any object type, such as items, categories, and customers, all in Microsoft Dynamics™ NAV
- Manage multi-lingual website content (language tags) directly in NAV

MULTI-LINE TEXT BOX (MLTB) TOOL IN NAV

- The MLTB tool enables WYSIWYG (What You See Is What You Get) editing and extensive multi-language content throughout the site
- Save your content as a draft for preview and publish it whenever it is ready

TOKENIZATION

- Use tokens in MLTB, language tags, and other places on the website to include context-sensitive content for customers
- Properties that can be used through tokens to personalize content include: item, category, website, and customer information
- No complex coding required for website content management; extensive variety of properties are dynamically generated instead of being hard-coded into the site

CUSTOMER MANAGED STYLESHEETS

- Ideal for customers who prefer to keep the design process in-house
- Allows the customization of look and feel of the Nav-to-Net™ webshop
- Set up of stylesheets can be independent of core Nav-to-Net™ code base
- Digital Vantage Point provides access to the stylesheet code along with the necessary documentation and training
- Minimize time and effort spent in the design process

REAL-TIME AUTOMATIC SYNCHRONIZATION

- Items marked as “Web Enabled” will synchronize to the website in real time
- Web categories, item categorization, images, and files are managed in NAV and synchronized to the website dynamically

PARAMETRIC SEARCH

- Guided search tool allows customers to quickly locate what they are looking for through a set of parameters
- Item attributes managed easily in NAV

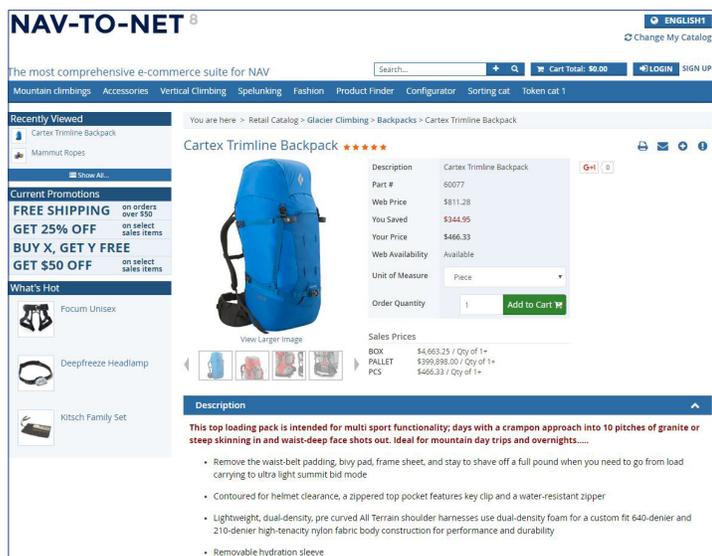


Parametric Search

PRODUCT SEARCH RANKING

- Override certain search results in NAV to provide better visibility for products such as overstock or older items
- Search ranking numbers can be automatically generated

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Item Details Page

ADVANCED SEARCH FUNCTIONALITY

- Set up ranking conditions within NAV and affect the search results presented to the user of the website
- Search results can be presented by popularity and category
- Deliver robust search results that include sort criteria and result ranking by weight
- Rules of search can be managed by an administrator without touching code

PRODUCT CATEGORY NAVIGATION

- Nav-to-Net™ supports a virtually unlimited number of product categories, managed in NAV
- Items can be displayed in multiple categories

PRODUCT COMPARE

- Customers can dynamically compare products and details side-by-side, helping their decision-making process

MULTIPLE FAVOURITE LISTS

- Personal and company-wide product lists for customers enable the site's users to create multiple favourite lists that suits their interests
- Easily modify and manage items on product lists and add checked items to the shopping cart
- Motivate customers to place larger orders

ITEM DETAIL PAGES

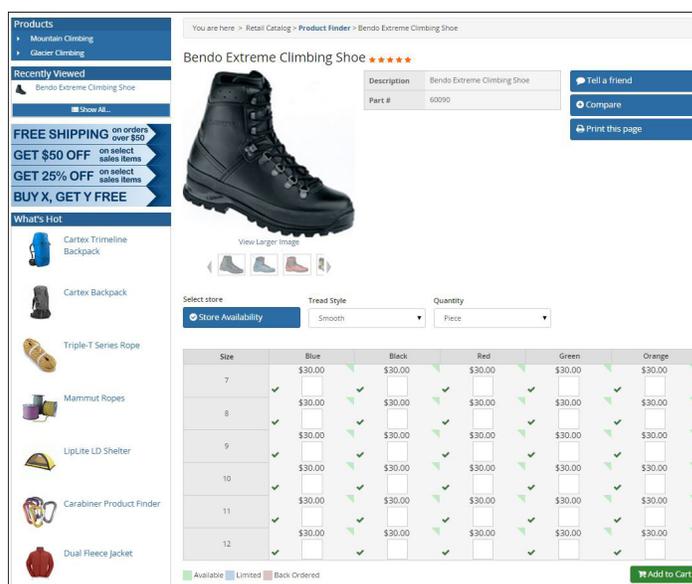
- Items are maintained in real time based on data from NAV including product images, detailed text descriptions, specifications, and supporting files
- Display individual customer pricing according to the data in NAV and offer items in multiple units of measure
- Show location-based inventory status level

ITEM VARIANTS AND ITEM MASTERS

- Variants are the individual styles of any item being sold. Offer items in different variations, such as colour or size
- Supports the standard variants functionality from Microsoft Dynamics™ NAV including the calculation of the item price and availability
- Master Items allow administrators to replicate variant behaviour using collections of non-variant items

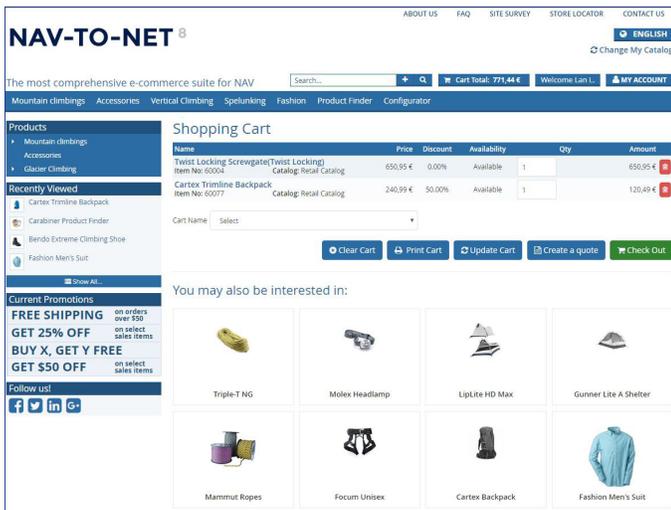
MULTI-DIMENSIONAL PRODUCTS AND VARIANTS

- Support attribute matrices and grids for presenting products with different dimensions such as size, colour, style, etc.
- Multiple presentation options are available to reduce clutter to showcase products in a way customers will appreciate



Multi-Dimensional Product Variants

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Shopping Cart Upsells

SHOPPING CART

- Classic, user-friendly shopping cart maintains all products selected by the customer
- Customers can easily modify or remove items directly from their shopping cart
- Customers can review, save, and retrieve the contents of their shopping cart at all times

SHOPPING CART UPSELLS

- Dynamically display upsell items based on items already in the shopping cart
- This can be automated and managed entirely from Microsoft Dynamics™ NAV

CHECKOUT PORTAL

- Summarized shopping cart information for customers
- New customers can create new accounts and add new shipping information
- Special web offers can be made through the coupon management tool
- Multiple payment, shipping, and delivery methods accommodate any customer
- TAX/VAT calculation is applied to the total and the complete order is presented before final submission
- Orders are automatically transferred to NAV
- One Step Checkout option allows customers to review their order, see all calculations, enter their shipping and billing information, and even add additional comments all in one page

LANDING PAGES

- Create as many landing pages as needed
- Define product-specific landing pages for quick access

STORE LOCATOR

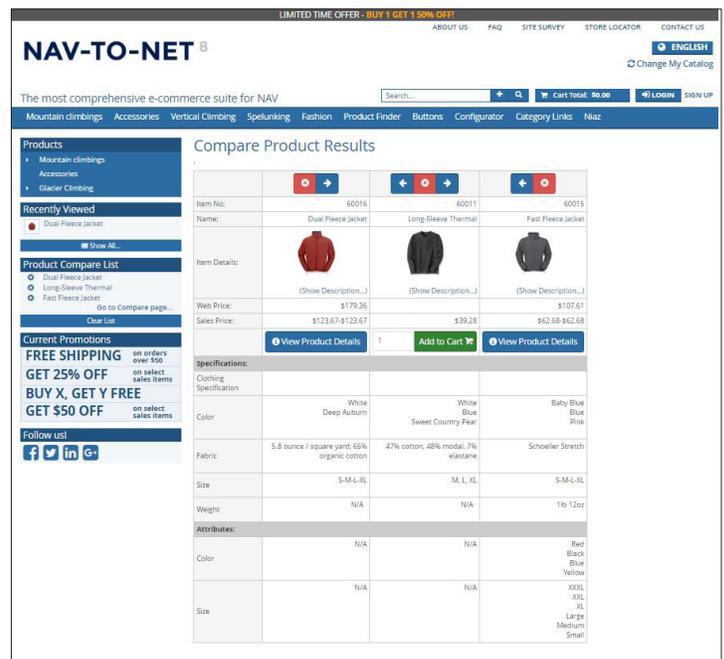
- Customers can find stores, dealers, and warehouses all from the website

TELL A FRIEND AND SOCIAL MEDIA INTEGRATION

- Customers can endorse and recommend products to their network, driving more traffic
- Integration to social media platforms so customers become brand ambassadors

INTEGRATION WITH PAYMENT PROCESSORS

- PayPal is fully integrated with Nav-to-Net™ for safe, secure, and automated payment processing
- Efficient, automated, and customizable credit card integration options



Product Compare

SHIPPING AGENT INTEGRATION

- Fully integrated and automated shipping calculations from FedEx, UPS, and more

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INCOMING ORDERS HOLDING TABLE

- Orders arrive into a web data holding table in Microsoft Dynamics™ NAV
- Review orders in the holding table before they affect financial data
- Unique order validations can be applied to web orders in the holding table

ORDER MANAGEMENT

- Administrators can define how orders are processed using matching, automatic processing, manual processing, etc.
- Resend any missing orders from an emergency table on the website

GOOGLE ANALYTICS INTEGRATION

- Integrated web analytics monitor site activity to better understand customers and optimize web store for conversions

SEO OPTIMIZATION

- URL rewriting for search engine optimization, meta tag description, title, keyword, and Alt image tag management are all managed within Microsoft Dynamics™ NAV
- Automatically generated sitemap
- Improved search page ranking and visibility

ALWAYS TAKE ORDERS™

- Ensure customers can place orders with accurate pricing information even if connection to back-end is lost
- After connection is re-established, orders are automatically sent through and missing orders are retrieved and re-submitted to the database

SMARTPUSH TECHNOLOGY™

- Synchronizes key website-specific data from NAV as changes happen in real time
- Decrease the impact of website workload on the performance of NAV database

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