

# E-Commerce Integration Is Not Built Equally

## Here's What to Expect From a Sophisticated Integration



Better integration leads to more e-commerce success on your website. However, because “integration” is a term that’s thrown around a lot with e-commerce solutions, you may wonder, “What does it mean for me and my solution?” It’s like purchasing a car and having to choose between the various trims, whether it be the base standard model or the premium top of the line model. It looks generally the same on the outside (save for a few exterior details), but there are so many trim choices and option packages and additional features that make it feel entirely different. The basic model is fine for many because it still gives the overall look they are after and gets you from point A to point B. It can be exactly right for some, checking off all the boxes that are their specific must-haves. For those who want more, or actually NEED more for whatever reason, and are looking for more sophistication, elegance, reliability - they should go for the top of the line.

But not all e-commerce solutions and their integration are built equally.



DIGITAL VANTAGE POINT  
[www.dvp.net](http://www.dvp.net)

When it comes to Microsoft Dynamics™ Business Central/NAV and your e-commerce website, this boils down to the level of integration, the depth, the technical expertise, and how well the technology and product and business needs are understood and addressed. Sophisticated integration should be efficient, smooth, and not cumbersome in any way.

## Depth of Integration

Integration in an e-commerce solution can be shallow on the surface and not extend to the more complex business requirements. Let's use pricing as an example. In any e-commerce solution, you'd expect pricing to be accurate and shown on your website as it is set up in your Business Central/NAV. This is a very basic requirement in online shopping. But what about when you have more complex pricing structures built into your business? This is especially true of B2B where it's normal to offer different prices to various customer groups (wholesalers and dealers for example) and display correct amounts when the customer logs in. This takes sophisticated level of integration to replicate the unique pricing structure set up in BC/NAV. Part of providing a good overall experience is supplying the correct information to customers no matter what. That's why the "depth" of your integration is something important to look for.

## Timing of Integration

Timing could refer to your inventory and pricing synchronization from the back end to the web. There is emphasis on accurate information so you and your customers can make the right decisions. The kind of integration you should be looking for is not one where information is synchronized at regular intervals but rather on an as-needed basis. This ensures that the system is not overloaded, information is always up to date, and any changes you make on the back end are immediately visible on your website. This aspect is extremely valuable and you will notice a difference instantly. Nav-to-Net™ has SmartPush Technology and Always Take Orders. This level of integration makes sure that even if there is a disconnect in the back end, you will never miss an order and customers will always have accurate information to act on.



## Integration with Others – Plays Nice

Another way to rate the integration of a solution is through integrations to other business software and applications including payment and shipping agents. The more options you are able to provide customers, the better their experience. Having your e-commerce solution's complex integration play nicely not only with Business Central/NAV, but with others, is a key factor to look for. It should be reliable, secure, and blend what happens on the website, BC/NAV, and other business processes seamlessly. Nav-to-Net™ not only supports a variety of payment and shipping options, but also allows for B2B customers to check their account balances at any time.

## Content Management Throughout

How is content for all parts of your website created and managed? Is it managed in Business Central/NAV? How easy is it for users to update content? This is important to consider when your content is a significant part of selling and presenting things right to customers. Basic integration will see your content updated, but how customizable is it? For Nav-to-Net, it's simple to control what information is accessed and make it look exactly as you want with WYSIWYG editing (without complex coding). This comprehensive content management also extends to images and files, all in BC/NAV!

There are even more ways to personalize content throughout the site as well with Nav-to-Net™. Tight integration and flexible features can allow business to create personalized welcome pages and dashboards to aid in sales and better customer relationship management.

## Build on Success with Built-In Features

Another factor that takes you from basic to sophisticated is the amount of built-in features that already come with the solution. This elevates your business and results in a lot less work, customization, and resources being spent to get what you want. For example, in Nav-to-Net, submission forms can be created and managed and modified to great detail, all in Business Central/NAV. They are also used throughout website, like price and availability alerts, but can be effectively used in a variety of ways to increase customer engagement and to further your customer service efforts.



## All-in-Business Central/NAV Yields Better Results

Seamless integration with Microsoft Dynamics™ Business Central/NAV throughout the solution does not mean forcing functionality with existing features that aren't built for your exact needs. It also doesn't mean further complicating your solution and technology and management by mashing another software with your solution. Smooth customer experience comes when the features you want are included and not separate of or forced to fit within your Business Central/NAV environment. This is the basis of an elegant e-commerce experience.

To learn more about how you can make the most of your existing NAV or Business Central visit:

[www.dvp.net/requestdemo](http://www.dvp.net/requestdemo)

NAV-to-NET™ is a popular webshop solution created by Digital Vantage Point. We're here to make you fall in love with technology again by offering powerful webshops that are fully managed from within Microsoft Dynamics™ Business Central/NAV ERP. Contact us today to see how we do it.

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



Gold Enterprise Resource Planning  
Microsoft Dynamics NAV



DIGITAL VANTAGE POINT  
[www.dvp.net](http://www.dvp.net)