

# NAV-TO-NET™ ULTIMATE E-COMMERCE

## Elegant E-Commerce Experiences

### Exclusively for Microsoft Dynamics™ Business Central & NAV

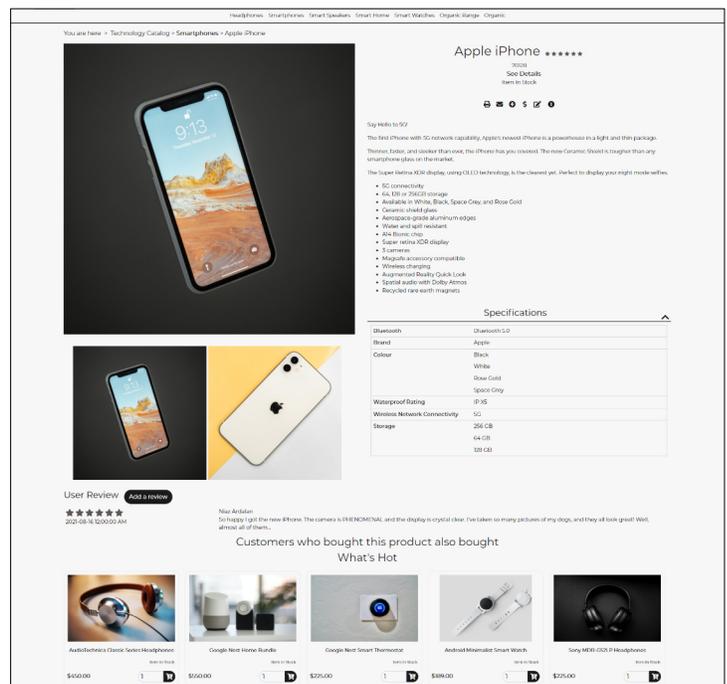
Choosing an e-commerce solution means considering many factors, such as cost, implementation, and functionality. The Nav-to-Net™ e-commerce suite is a proven set of integrated solutions designed exclusively for Microsoft Dynamics™ Business Central and NAV that empowers organizations with improved business agility.

With Nav-to-Net™, there are many add-ons and customizations that will cater to any business' exact specifications. Tailored to unique business processes, it saves time and effort as everything operates smoothly. With unparalleled integration to Microsoft Dynamics™ Business Central/NAV, Nav-to-Net™ offers rapid, reliable, e-commerce transactions, reduced costs, and a vastly improved customer online experience.

## LEVERAGING THE BUSINESS CENTRAL/NAV ENVIRONMENT

Seamless integration is at the core of all Digital Vantage Point's e-commerce technologies and solutions. Interconnected systems mean unified workflows, effective and efficient communication between users, customers, and systems, and better visibility and control over all options. Nav-to-Net™ is a fully integrated B2B/B2C e-commerce solution that leverages Microsoft Dynamics™ Business Central and NAV. Website management is easy when the solution is built into the existing Business Central/NAV environment. The built-in Content Management System allows users to:

- Create an unlimited number of categories and subcategories
- Include comprehensive product information, including pictures, extended item descriptions, and related accessories
- Store extended product and category descriptions using the HTML Multi-Line Text Box tool with WYSIWYG editor
- Create special catalogs and categories for particular customers and websites
- Provide registered customers with access to information from your Business Central/NAV database, including all orders they have placed
- Use tokenization to customize your logged-in customers' experience
- Associate attributes with specific items to better capture customer search behaviour



Nav-to-Net™ Item Description Page

## PROVIDE VALUABLE CUSTOMER EXPERIENCES

Create engaging and intuitive shopping experiences for B2B and B2C customers while managing it simply from within Dynamics Business Central/NAV. The logical hierarchy, based on customers' wants and needs, structures the customer experience so they can easily locate products, compare prices, choose payment methods, and more.



## FEATURE-RICH E-COMMERCE SOLUTIONS

Nav-to-Net™ has a wide range of features, giving businesses flexibility, agility, and enhanced performance. Supported by seamless integration with Business Central/NAV and a robust architecture, Nav-to-Net™ offers the option for multiple websites and catalogs, adapting to any business. The result is a flexible and powerful webshop that provides a pleasant experience for business users and end customers alike.

### B2B Features Include:

- Approval Functionality
- Custom Product Lists
- Sales Representative Upsells
- Online Dealer Quotes
- Customer-Specific Pricing Based on BC/NAV
- Real-Time Order History
- Online Bill Payment
- RMA's

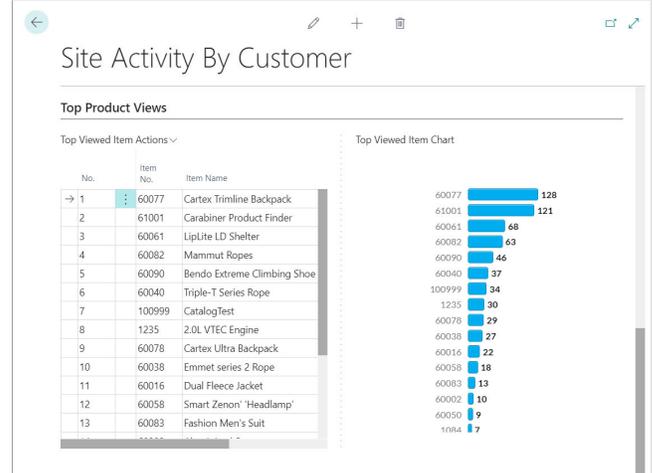
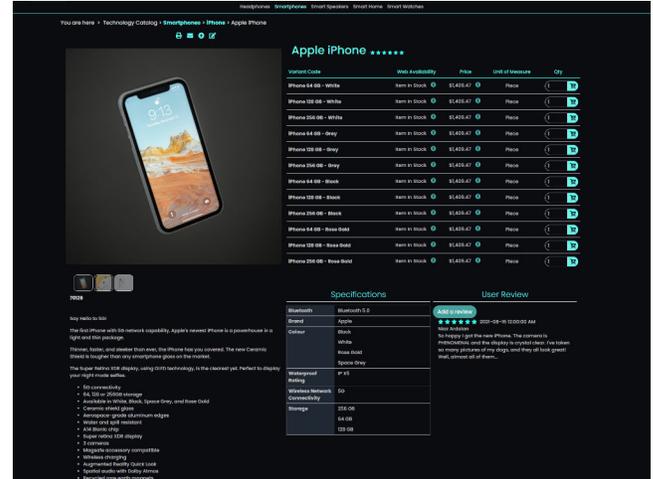
### B2C Features Include:

- Advanced Attribute Search Across All Items
- Parametric Product Pages
- Parent/Child Item Grouping
- Extensive Promotion Engine
- Social Media Hooks Throughout Webshop

## CONVERT SHOPPERS TO BUYERS

Nav-to-Net™ enables sales and marketing teams to promote products and manage customers with a variety of built-in features. Analytical tools provide powerful feedback and plentiful data, empowering marketing departments' efforts to further the business. Some of the features that can help include:

- Built-In Search Engine Optimization
- Integration with Google Analytics
- Advanced Site Activity Analysis Tool Integrated into BC/NAV for Insight into User Behaviour
- Support for Customer-Specific Log-In Pages
- Sales Representative Recommendations

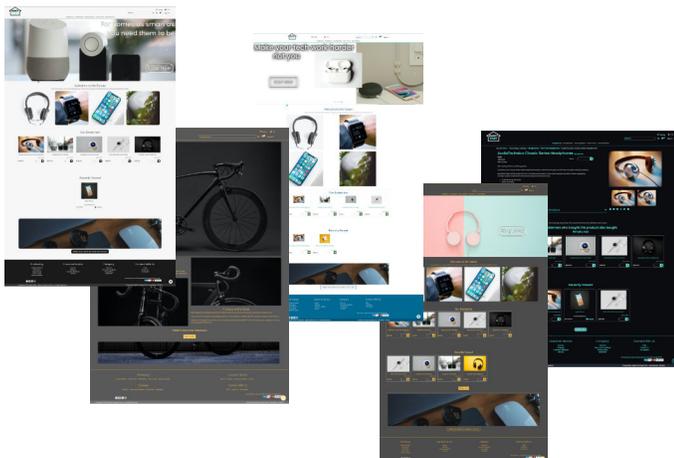


Top - Multi-Dimensional Product Variants  
Bottom - Site Activity Analysis by Customer

## RESPONSIVE & FLEXIBLE DESIGN IN E-COMMERCE

Nav-to-Net™ is built with Responsive Design, resulting in fluid layouts. They provide the ideal viewing experience for customers, whether they choose to use a desktop, laptop, tablet, or smartphone.

The latest version of Nav-to-Net™ is built on SCSS with the purpose of enabling extensive layout and design changes throughout the site, changing nothing but stylesheets and templates. An extensive style library is now available to kickstart the Nav-to-Net™ design process.

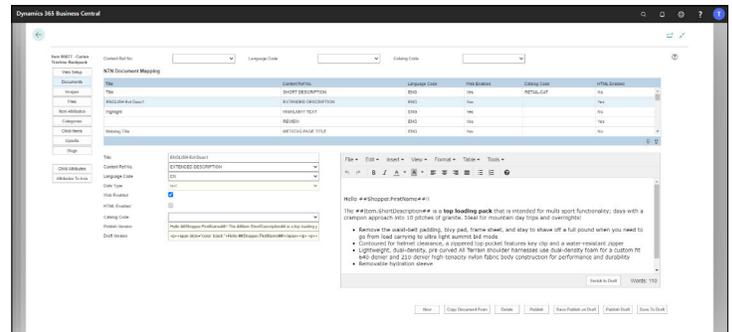
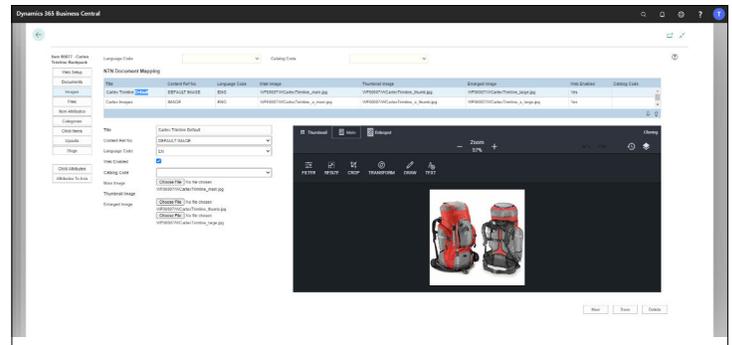


## CONTENT MANAGEMENT MADE EASY

Nav-to-Net's Content Management System/Product Information Management (CMS/PIM) resides entirely within Microsoft Dynamics™ Business Central/NAV. This makes it easier than ever to manage the content of your webshop, right in the ERP.

Going far beyond standard BC/NAV item management, Nav-to-Net's CMS/PIM is a user-friendly interface that allows marketers to manage extended descriptions, attributes, categories, and even manipulate images, directly in BC/NAV.

- Use Quick Attributes to apply attributes to items efficiently
- What You See Is What You Get (WYSIWYG) editing
- Multi-language support
- Manage documents like manuals and data sheets
- Manipulate images with cropping, resizing, cloning, filtering, and more
- Manage product upsells and categories



Nav-to-Net's Integrated Content Management and Product Information Management

## CONFIDENCE & SECURITY IN NAV-TO-NET™

If the link from the website to Microsoft Dynamics™ Business Central/NAV failed during the order processing for any reason, Always Take Orders™ (ATO) gives peace of mind. ATO is a unique feature exclusive to Nav-to-Net™ that ensures customers get vital item and pricing information, even if the connection to the back-end system is lost. Once the connection to Microsoft Dynamics™ Business Central/NAV is re-established, orders will be automatically sent through while missing orders can be retrieved and re-submitted to the database.

SmartPush Technology™ synchronizes key website-specific data from Business Central/NAV as it changes in real time while ATO decreases the impact of the website workload on the performance of the Microsoft Dynamics™ Business Central/NAV database.

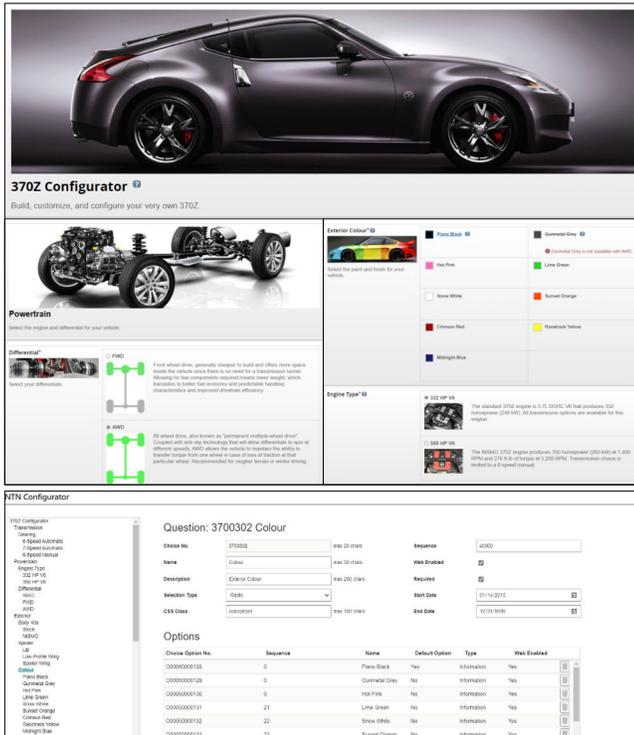
## IMPROVE BUSINESS WORKFLOWS

With Nav-to-Net™, there is little need for extra web development resources. Changes to the e-commerce website can be made at any time to keep up with new sales prices and strategies, product description revisions, and category changes. Any changes made in Microsoft Dynamics™ Business Central/NAV will be dynamically published by Nav-to-Net™ without any need for manual synchronization. With very few bottlenecks and disruptions, this is a cost-effective solution.

## LOWER WEB MAINTENANCE COSTS

Nav-to-Net™, written in .NET, is e-commerce seamlessly integrated with Microsoft stack technology. Businesses will run smoothly with simplified web management and reduced costs related to maintenance, training, and web development consulting. Embedded completely within Microsoft Dynamics™ Business Central/NAV, there are no offline synchronizations and there is no need to flip back and forth between interfaces.





Nav-to-Net's Product Configurator

## GUIDING CUSTOMERS TO BETTER BUYING DECISIONS

Nav-to-Net's optional Configurator is an engaging user guidance tool managed entirely in Business Central/NAV. Configurator is designed to make choosing the right products easy. It's a powerful, rules-based engine that processes user choices and guides the user toward their ideal product mix. A webshop with Configurator adds value to the users' experience and helps ensure they order what they need.

- Integrated with BC/NAV items, attributes, pricing, and availability
- Step-by-step process is easily managed in BC/NAV to craft the ideal shopping experience
- Visually rich experience with stylesheets and content management in BC/NAV
- Decision tree logic based on exclusions
- Carries all user choices into BC/NAV as part of the web order

Nav-to-Net™ benefits your entire organization:

### AS A STAKEHOLDER:

- Provide value-added customer experience
- Maximize e-commerce ROI by energizing your online business
- Shorten time to market, giving you a competitive advantage
- Leverage and optimize current technology

### AS A CHIEF INFORMATION OFFICER:

- Empower Microsoft Dynamics™ Business Central/NAV, giving users the power to do more
- Control web management and maintenance costs
- Offer reliability to customers with Always Take Orders™ (ATO)
- Lengthen reach with multi-website, multi-lingual, and multi-currency capabilities

### AS AN IT ADMINISTRATOR:

- Scale to address performance issues
- Simplify website maintenance
- Reduce bottlenecks and improve workflows
- Eliminate data redundancy

### AS A PRODUCT MARKETING MANAGER:

- Manage web products, categories, and catalogs with ease; user-friendly screens mean little to no imposition on the IT department
- Combine marketing and sales strategies and execute with confidence; upselling, cross-selling, and promotional campaigns can happen simultaneously
- Capitalize on more business opportunities

### AS A SALES PROFESSIONAL:

- Strengthen customer relationships while being the single point of contact
- Enlist in resources to be responsive to customer needs and requests
- Apply valuable insight gleaned from data to improve sales strategy
- Better serve the customer and guide them through the sales funnel

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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