

NAV-TO-NET™ B2B E-COMMERCE

Elegant E-Commerce Experiences

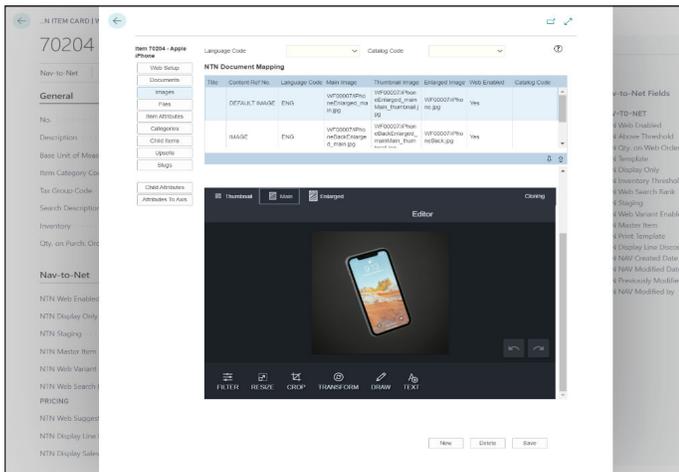
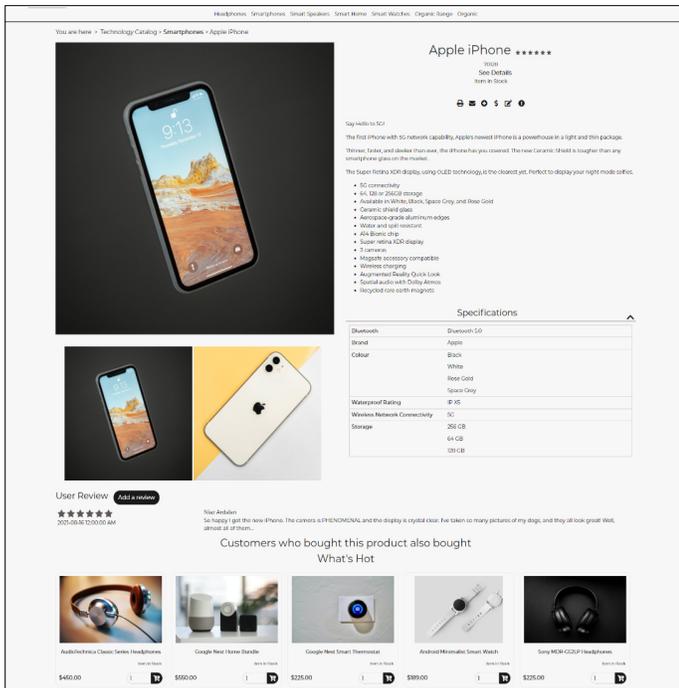
Exclusively for Microsoft Dynamics™ Business Central & NAV

Nav-to-Net™ B2B e-commerce seamlessly integrates with crucial business processes like pricing, order taking, fulfilment, contracts, dealer & vendor relationship, and massive inventories, all while providing an attractive and functional front end to customers. From automated order processing and the presentation of accurate prices to the ability to customize to customer needs and expectations, Nav-to-Net™ B2B e-commerce covers a variety of business requirements - all while bringing the unique business intellectual property that makes your company stand out from your competitors to the surface of your e-commerce site.

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. Fully integrated with the ERP, Nav-to-Net™ leverages the power of Business Central/NAV. Website management is easy when the solution is built into your existing ERP environment. The built-in Content Management System/Product Information Management System allows users to:

- Manage website content in an easy-to-use, marketing-friendly interface
- Create an unlimited number of categories and subcategories
- Include comprehensive product information, such as pictures, extended item descriptions, and related accessories
- Write extended product and category descriptions using the HTML Multi-Line Text Box tool with WYSIWYG editor
- Manipulate images with cropping, resizing, cloning, filtering, and more
- Assign items catalogs and categories for customers and websites
- Associate attributes with specific items to simplify customer experience
- Personalize custom content for specific customers
- Manage multi-lingual website content right in Business Central/NAV



Top - Item Description Page
Bottom - Image Management in the Integrated CMS/PIM

ADVANCED PROMOTION ENGINE

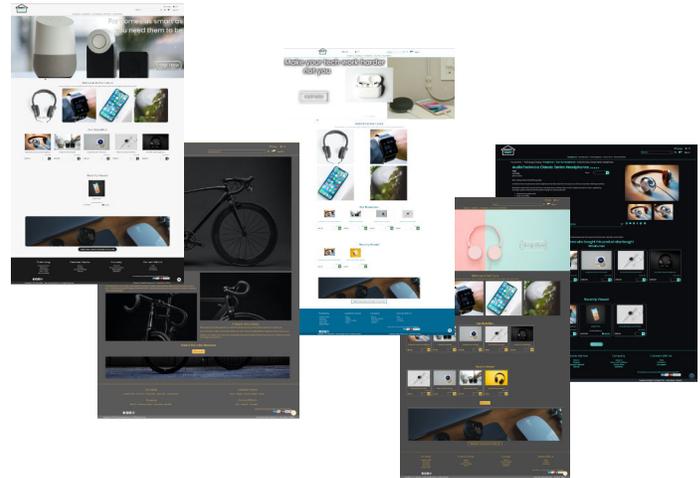
Nav-to-Net™ includes a robust, new promotion engine that allows marketers to create coupons and promotions triggered by multiple variables, right in Business Central/NAV. Beyond the traditional BOGO or % off, the promotion engine lets you better promote what you want to highlight. Efficiently create all of the triggers in Business Central/NAV, ensuring correct calculation and smooth application for targeted customers.



RESPONSIVE & FLEXIBLE DESIGN IN B2B 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 to enable 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.

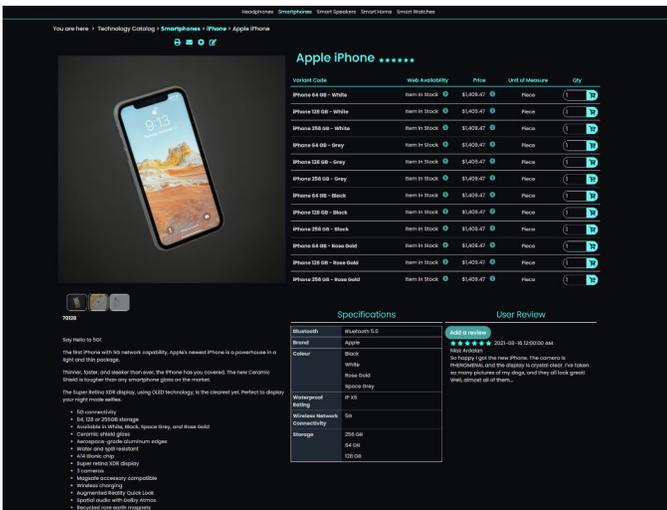


Nav-to-Net's New Style Library

HELP CUSTOMERS FIND WHAT THEY WANT

Create an engaging and intuitive shopping experience for B2B 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. Nav-to-Net™ has advanced search capabilities that now include:

- Advanced attribute search, like colour, material, size, style, and more, across all items
- Presentation of search results by popularity and category
- Delivery of robust search results that include sort criteria and result ranking by weight
- Simple adjustment of the priority of search results by defining attribute search rank in BC/NAV
- Easy definition of upsells to encourage further browsing and even more time spent in your webshop



Multi-Dimensional Product Variants

SUBMISSION FORM GENERATOR & MANAGER FOR B2B

Connecting with customers is crucial, and any webshop needs multiple avenues for customers to get in touch. Nav-to-Net's Submission Manager enables the building and managing of customizable web forms from within Business Central/NAV.

Whether for customer surveys, newsletter sign-ups, membership applications, or customer requests for catalogs or support, Submission Manager is well suited to collect and store this information right in your ERP.

IMPROVED BUSINESS AGILITY

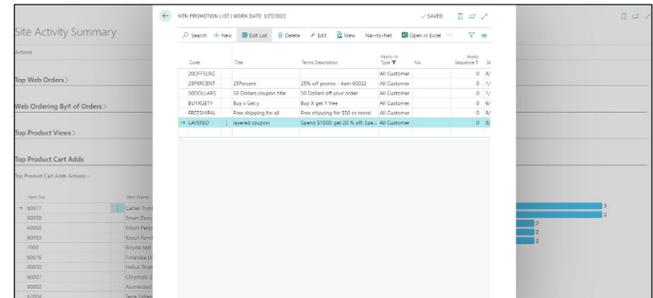
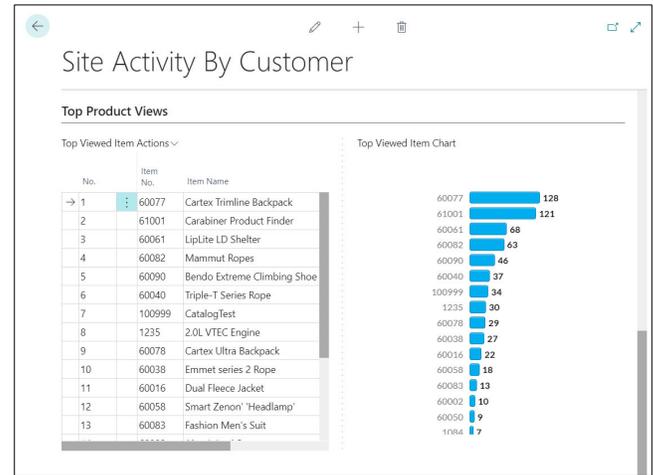
Adapting to channel changes quickly and effectively is key to maintaining your company's position in the market. Nav-to-Net™ B2B e-commerce facilitates business agility through its smooth and seamless integration with Microsoft™ Dynamics Business Central/NAV. With fast and reliable access to information, processes, applications, and all necessary data, Nav-to-Net™ allows you to identify required changes and execute them quickly, maximizing the ROI from your webshop.



MARKETING & ANALYTICS - CONVERT SHOPPERS TO BUYERS

Nav-to-Net™ enables sales and marketing teams to promote products and manage customers. Enhanced SEO capabilities built right into Nav-to-Net™ include URL rewriting, meta descriptions, keywords, titles, and alt image tags. Improved Business Central/NAV-integrated analytical tools provide powerful feedback and plentiful data, empowering marketing departments' efforts to further the business. Some of the features that help include:

- Analyze and understand specific customer behaviour, like searches, item views, and more, entirely in Business Central/NAV
- Jump directly from analysis and insights to action
- Modify pricing, create promotions, and adjust search rank - right from BC/NAV
- Leverages Nav-to-Net's existing integration with Google Analytics
- Track abandoned/dropped shopping carts
- Track requests for item availability and price alerts
- Correlates data with known customers and contacts to let you better understand your webshop's users
- Pull analytics reports from Business Central/NAV



Nav-to-Net's Integrated Site Activity Analysis

INTEGRATE WITH BUSINESS APPS

For any 3rd party business applications currently in use, Nav-to-Net™ Web Services help systems talk to one another. Access Business Central/NAV data and manage changes directly in the ERP, in real time, with Digital Vantage Point's signature seamless integration.

CUSTOM PRODUCT LISTS

Many B2B customers have standing orders, so Nav-to-Net™ has custom product lists that can be created right in Business Central/NAV. Create multiple product catalogs with customer-specific pricing. B2B customers can view a filtered list of products or a tailored welcome page with recommended products and resource upon login.

WORLDWIDE E-COMMERCE MADE EASY

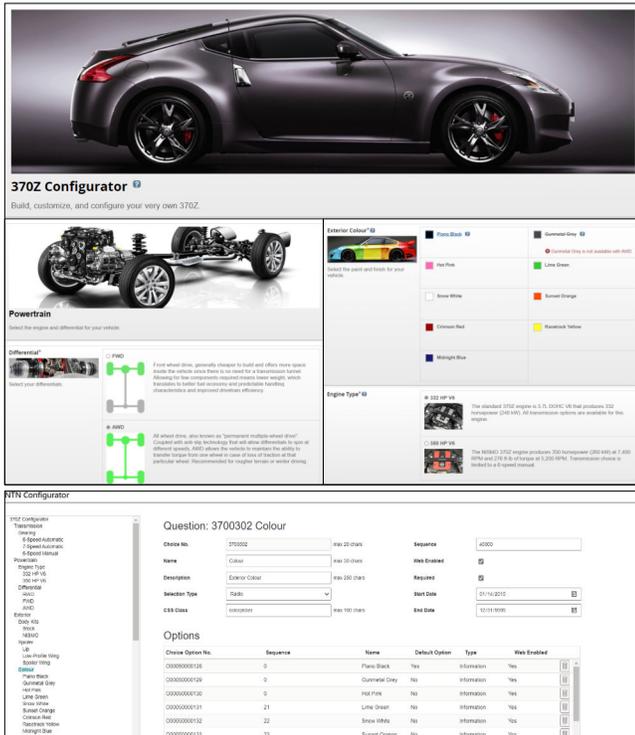
Nav-to-Net™ has multi-language and multi-currency capabilities. Multiple languages are managed from within Business Central/NAV, while the multiple currency pricing is implemented based on the Business Central/NAV currency setup. Nav-to-Net™ also supports multiple websites for separate customers.

EFFECTIVE SELLING SOLUTIONS

In B2B e-commerce, customers have different motivations and behaviours tend to be less impulsive. More decision makers than ever are involved, and a multitude of factors can affect the final purchase. Nav-to-Net™ can be tailored to any B2B setting. Personalization based on customer preferences is easy, shaping the ongoing business relationship and demonstrating continued dedication to excellent customer service. Some features that encourage sales include:

- Shopping Cart Upsells
- Sales Representative Upsells
- Automated Cross Selling
- Online Dealer Quotes
- Online Sales Quotes





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

MANAGE BUSINESS RELATIONSHIPS

Nav-to-Net™ B2B e-commerce provides reliable access to all resources, data, applications, and processes leading to open communication for better business relationships, both external and within the company. Some features that add value are:

- Sales Agent & Vendor Portals: Minimize duplication of effort and any errors or redundancies as everything is managed in BC/NAV. Create accounts and place orders on behalf of customers with Sales Agent Portal, or invite vendors to respond to RFP's and provide shipment notification with Vendor Portal
- Approval Functionality: Set up roles and permissions to set the hierarchy for Dealers to control who can place orders.

CONFIDENCE & SECURITY IN NAV-TO-NET™

If the link from the website to Microsoft Dynamics™ Business Central/NAV fails during 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 your Business Central/NAV database.

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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