

Nav-to-Net™ B2C Feature Guide



SEAMLESSLY INTEGRATED E-COMMERCE
EXCLUSIVELY FOR MICROSOFT DYNAMICS BC/NAV

COMPLETE WEB STOREFRONT SOLUTION

- Built exclusively for Microsoft Dynamics™ Business Central and NAV, and is based on Microsoft server components, NAV, and .NET
- Effectively brings data and business logic online

ADVANCED SEARCH FUNCTIONALITY

- Set up ranking conditions within Business Central/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

ATTRIBUTE SEARCH

- Associate attributes like colour, material, size or style with different items in your catalog, right in Business Central/NAV
- Facilitates intuitive search and ensures that your customers find what they're looking for - quickly
- Accommodates specific search terms that are often used by customers
- Easily define the priority of search results by defining attribute weight

PRODUCT CATEGORY NAVIGATION

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

WHAT'S NEW IN NAV-TO-NET™ 10.0

- Compatibility with Microsoft Dynamics™ Business Central and NAV
- Advanced search functionality now includes attribute search
- Robust new Site Activity Analyzer
- Improved Content Management System
- Powerful new Promotions Engine
- Extensive new Style Library to kickstart website design
- Enhanced Submission Form Manager
- New Object Debugger on webpage for better troubleshooting
- Dramatically more robust architecture
- Streamlined filtering techniques for synchronization

PARAMETRIC SEARCH

- Guided search tool that allows customers to quickly locate what they're looking for through a set of parameters with search attributes managed in Business Central/NAV
- Elevate user experience by helping your customers narrow down their search by criteria and zoom in on the products that meet their exact needs

PRODUCT SEARCH RANKING

- Override certain search results in Business Central/NAV to provide better visibility for products such as overstock or older items; search ranking numbers can be automatically generated
- Increase brand engagement and loyalty by allowing customers to choose how they interact with your website and how they browse your catalog

ITEM DETAIL PAGES

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

ITEM VARIANTS AND PARENT ITEMS

- Variants are the individual styles of any item being sold. Offer items in different variations, such as colour or size
- Nav-to-Net™ supports the standard variants functionality from Microsoft Dynamics™ Business Central/NAV including the calculation of the item price and availability
- Parent Items allow administrators to replicate variant behaviour using collections of non-variant (child) items



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RESPONSIVE & FLEXIBLE DESIGN

- Fluid website layout adaptable to each viewport (desktop, tablet, mobile)
- Nav-to-Net™ is built on SCSS to enable extensive layout and design changes throughout the site
- Make changes using nothing but stylesheets and templates - no coding required
- Extensive style library now available to kick start the design process

SHOPPING CART

- Classic, user-friendly shopping cart maintains all products selected by the customer
- Customers can easily change 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
- Can be automated and managed entirely from Microsoft Dynamics™ Business Central/NAV

CHECKOUT PORTAL

- New customers can create new accounts and add new shipping information
- 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 Business Central/NAV
- Available in one-step and multi-step options

CUSTOMER ACCOUNT PORTAL

- Customers can create and edit their own profile information, including customer contact and notification options
- Customers can review their history of all previously placed orders rendered in real time from Business Central/NAV

PRODUCT COMPARISON

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

STORE LOCATOR

- Customers can find stores, dealers, and warehouses
- Locations managed in Business Central/NAV

SUBMISSION FORM MANAGER

- User-friendly interface to submit forms from the website
- Customizable forms, questions, and options, all managed in Business Central/NAV
- Data goes directly into Business Central/NAV and can be emailed to multiple recipients
- Facilitates communication with your customers for things other than sales, like feedback or support

PRODUCT REGISTRY

- Customers can create and manage their registry/wish list on the website

MULTIPLE FAVOURITE LISTS

- Personal or company-wide product lists for customers enable the site's users to create multiple product lists that suits their interests
- Sales representatives can create and maintain favourite lists for their customers to highlight specific products or pre-defined item groupings
- Motivate customers to place larger orders

REAL-TIME SYNCHRONIZATION

- Web categories, item categorization, images, and files are managed in Business Central/NAV and synchronized to the website dynamically

EXTENSIVE CONTENT/PRODUCT INFORMATION MANAGEMENT

- Nav-to-Net's robust CMS/PIM provides an easy-to-use interface to manage content in a marketing-friendly way right in Business Central
- What You See Is What You Get (WYSIWYG) editing
- Manipulate images with cropping, resizing, cloning, filtering, and more
- Manage text, images, files, and specifications for any object type, such as items, categories, and customers, all in Business Central/NAV
- Manage multi-lingual website content in Business Central/NAV



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ADVANCED PROMOTION ENGINE

- Robust new promotion engine allows admins to create coupons and promotions triggered by multiple variables, right in Business Central/NAV
- More powerful than the traditional BOGO or % off, the promotion engine lets you better promote what you want to highlight
- Efficiently set up all the promotion settings in Business Central/NAV, ensuring correct calculation and smooth application for the desired customers
- Hassle-free tracking of coupon usage in Business Central/NAV

TOKENIZATION

- Use tokens in the content management system, 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

MULTI-DIMENSIONAL PRODUCTS AND VARIANTS

- Supports attribute matrices and grids for presenting products with different dimensions (size, colour, style, etc.)
- Multiple presentation options are available to reduce clutter to present products in a way that customers will appreciate

INCOMING ORDERS HOLDING TABLE

- Orders arrive in to a web data holding table in Microsoft Dynamics™ Business Central/NAV
- Configure Nav-to-Net™ to automatically post orders to the Business Central/NAV sales order tables
- 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 archive table on the website

INTEGRATION WITH PAYMENT PROCESSORS

- Efficient, automated, and customizable credit card integration options
- PayPal integration for secure automated payment processing in Nav-to-Net™
- Credit card integration available through ChargeLogic, Authorize.NET, BeanStream, FirstData, and more

SHIPPING AGENT INTEGRATION

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

LANDING PAGES

- Create as many as needed straight from Business Central/NAV
- Define product-specific landing pages for quick access
- This can also be automated using slugs

SEO OPTIMIZATION

- URL rewriting for search engine optimization, meta tag description, title, keyword, and Alt image tag management are all managed within Microsoft Dynamics™ Business Central/NAV
- Automatically generated sitemap
- Improved search page ranking and visibility
- Easily set up slugs in Business Central/NAV to streamline page URL's for better search engine indexing

TELL A FRIEND AND SOCIAL MEDIA INTEGRATION

- Customers can endorse and recommend products
- Existing social media hooks to Instagram, Facebook, Twitter, LinkedIn, and Pinterest

SITE ACTIVITY ANALYSIS TOOL IN BC/NAV

- Robust, integrated activity analysis for your webshop to better understand customers and optimize for conversions
- Augments Nav-to-Net's existing integration with Google Analytics
- Analyze and understand specific customer behaviour, like searches, item views, and more in Business Central/NAV
- 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
- Modify pricing, create promotions, and adjust search rank based on these insights - right from BC/NAV
- Pull analytics reports from Business Central/NAV



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NAV-TO-NET™ CONFIGURATOR (OPTIONAL)

- Guided selling wizard helps customers make informed buying decisions
- Integrated with all Business Central/NAV items, attributes, pricing, and availability
- Stylesheets help you customize the look

MULTIPLE WEBSITE SUPPORT (OPTIONAL)

- Nav-to-Net™ allows for multiple websites to be set up and managed all within the same Nav-to-Net™ installation
- Configure websites for either B2B or B2C
- Multiple URL's can be assigned to a Nav-to-Net™ installation and set up for individual style sheets and languages
- Each website can have its own custom catalogs

NAV-TO-NET™ WEB SERVICES (OPTIONAL)

- Connect to Nav-to-Net™ objects remotely
- Build external interfaces including kiosks, mobile apps, third party sites, value added networks, etc.
- Nav-to-Net™ web services specifically engineered for mobile apps

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 Business Central/NAV as changes happen in real time, decrease the impact of website workload on the performance of BC/NAV database

MULTI-TIER DEVELOPMENT ARCHITECTURE

- Tiers include: front-end web server, middle dynamic content processing, and back-end database management system
- Developer-friendly and reduces code complexity; data will not be lost in translation and helps with scalability issues

MULTI-LANGUAGE / MULTI-CURRENCY

- Information can be available in different languages; multi-lingual content is managed from within Microsoft Dynamics™ Business Central/NAV
- Multiple currency pricing supported based on Microsoft Dynamics™ Business Central/NAV currency setup

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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