NAV-TO-NET™ B2C E-COMMERCE

Elegant E-Commerce Experiences
Exclusively for Microsoft Dynamics™ Business Central & NAV

Nav-to-Net™ B2C e-commerce provides engaging online shopping experiences from beginning to end. Increase sales opportunities through great shopping experiences and keep customers informed with efficient product and content management. Seamless integration with Microsoft Dynamics™ Business Central and NAV that empowers organizations with improved business agility. This integration also allows businesses to provide accurate pricing and availability in real time, as well as intuitive navigation. With Nav-to-Net™ B2C e-commerce, business administrators and marketers can create personalized options for customers with ease.

BALANCE FORM AND FUNCTION – UNLIMITED DESIGN POSSIBILITIES

Nav-to-Net™ B2C is design-friendly and customizable. Create a cohesive, engaging, and branded e-commerce site by customizing the look and feel. Nav-to-Net™ is designed using Microsoft stack technology, including .NET and extensive use of SCSS files. The architecture of Nav-to-Net™ has a customization code layer that readily allows for the implementation of additional, customer-specific features.
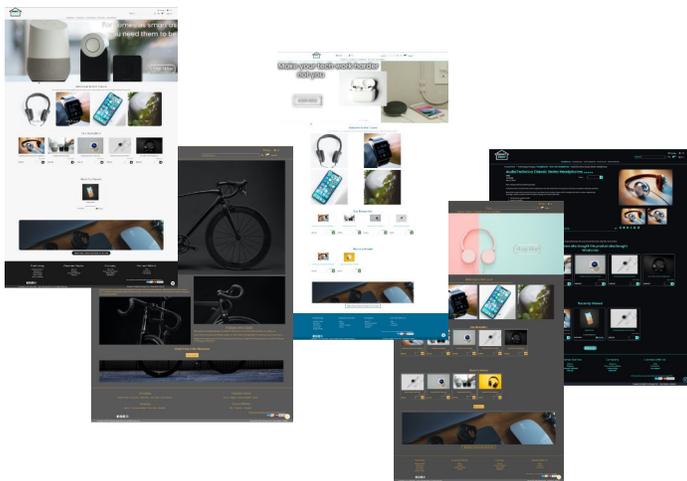
Nav-to-Net's New Style Library

## RESPONSIVE & FLEXIBLE DESIGN IN B2C 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, manipulating nothing but stylesheets and templates. An extensive style library is now available to kickstart the Nav-to-Net™ design process.

HELP CUSTOMERS FIND WHAT THEY WANT

Create an engaging and intuitive shopping experience for 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. Nav-to-Net™ has extensive 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
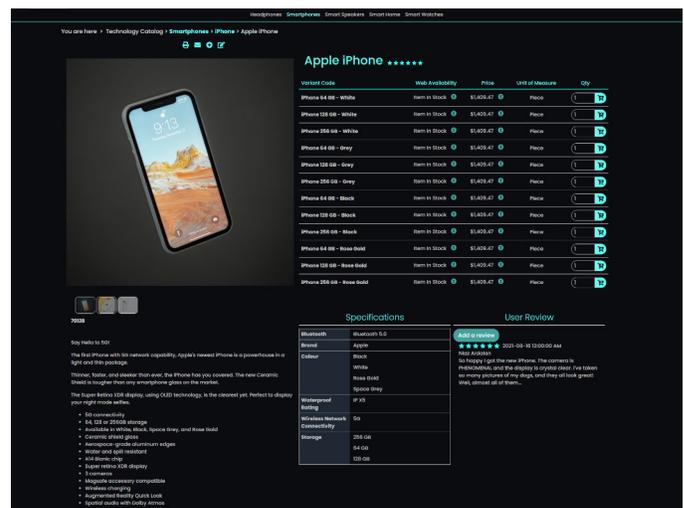
Multi-Dimensional Product Variants
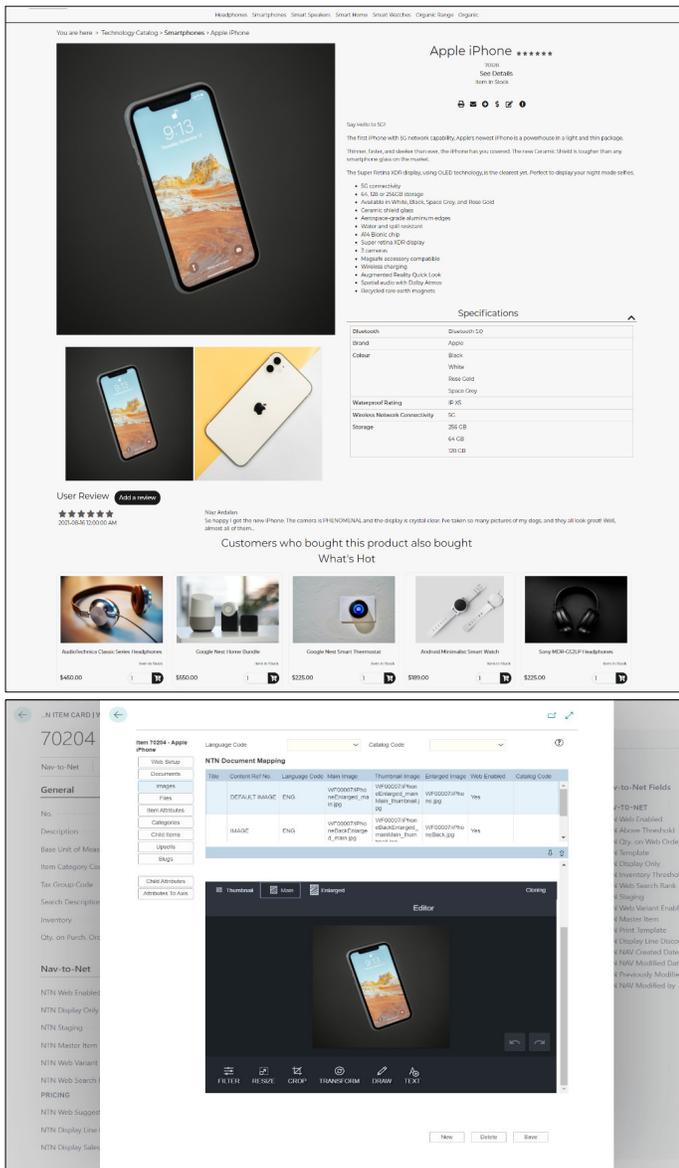
Top - Item Description Page
Bottom - Image Management in the Integrated CMS/PIM

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

WORLDWIDE E-COMMERCE MADY 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.

RATINGS & REVIEWS

Social proof is a huge driver of sales, and is part of the process for engaging online shoppers. Fully automated processes are available for ratings and reviews with Nav-to-Net™. These days, consumers want to share their experiences and ensure their voices are heard. Benefit from the ease of an automated system or the control provided by moderation of ratings and reviews.

INCENTIVES TO BUY

Nav-to-Net™ B2C has features to help businesses stay top of mind for customers. Cross-selling and upselling is automated and managed from within the BC/NAV environment, where all data Is automatically collected and transferred in real-time. Wishlists/gift registries, price/availability alerts, and a powerful new promotion engine are all available for B2C - all right in your ERP.

MARKETING & ANALYTICS – 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. 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
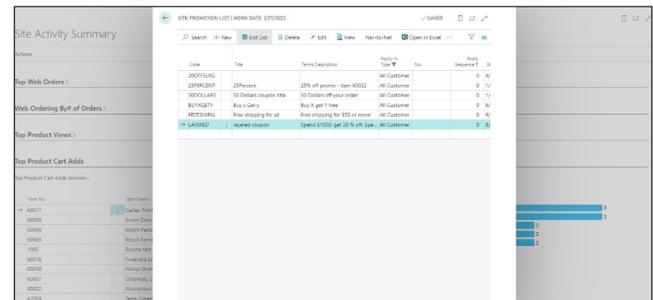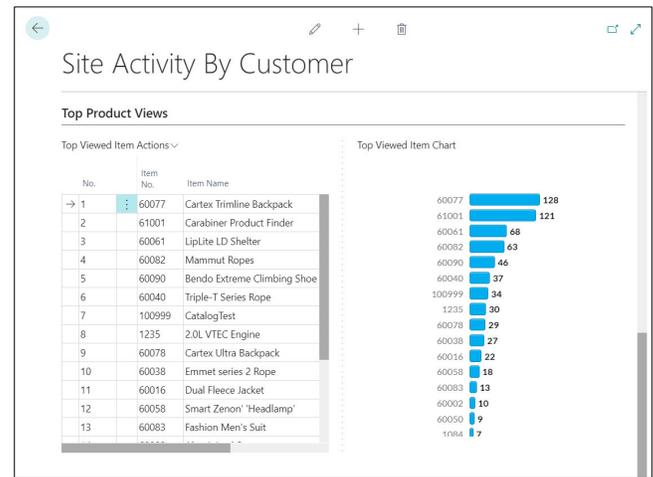
Nav-to-Net's Integrated Site Activity Analysis

ADVANCED PROMOTION ENGINE

Nav-to-Net™ has 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 the triggers in Business Central/NAV, ensuring correct calculation and smooth application for targeted customers. All promotion/coupon usage is tracked directly in Business Central/NAV.

IMPROVE BUSINESS WORKFLOWS

With Nav-to-Net™, there is little need for extra web development resources. Changes can be made at any time to keep up with new sales prices and strategies, product description revisions, and category updates. Any changes made in Business Central/NAV will be dynamically published by Nav-to-Net™ without any need for manual synchronization. Seamless integration with BC/NAV minimizes disruptions and reduces redundancy.

LOWER WEB MAINTENANCE COSTS

Nav-to-Net™, written in .NET, uses 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 application interfaces.

BE SOCIAL & CREATE BRAND AMBASSADORS

Give customers the ability to become brand ambassadors - with the explosion of mobile commerce and the increasing influence of social networks, this is more important than ever. Nav-to-Net™ has social media integrations available to allow customers to share products and purchases across their networks, increasing brand exposure and driving traffic to your site.
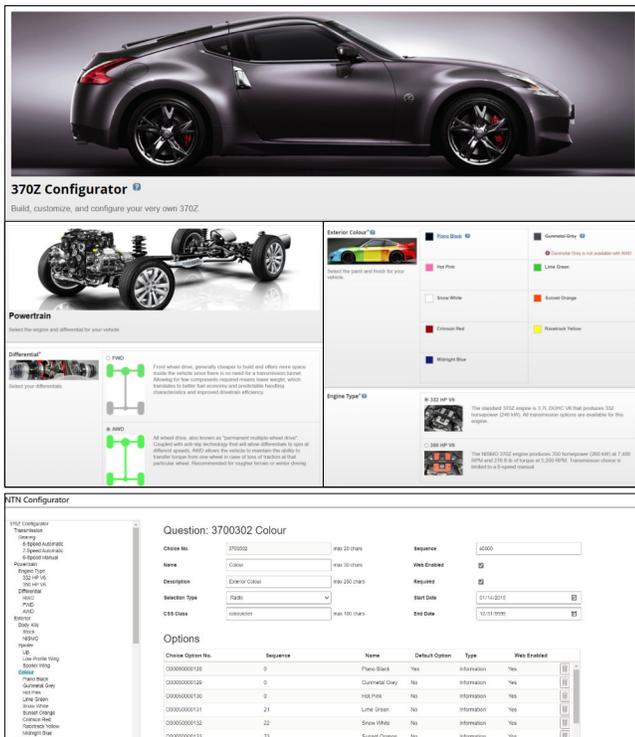
Nav-to-Net's Product Configurator

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

SUBMISSION FORM GENERATOR & MANAGER FOR B2C

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 the ERP.

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.

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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