

# Building Long-Lasting Customer Relationships

## E-Commerce Solutions Built Exclusively for Microsoft Dynamics™ Business Central & NAV

It can be a challenge to stay relevant and agile in the fast-paced e-commerce society. Managing changing customer demands, business landscapes, and technology can be difficult. Choosing “sticky” solutions with longevity will continue to drive business and deliver value for your customers. Traditionally, being sticky refers to how long a customer stays on a website. In this document, we will use the term to mean how long a customer is committed to a platform they’ve already bought.

### WHAT ARE THE BENEFITS OF A STICKY SOLUTION?

---

#### ENCOURAGE CUSTOMER RETENTION AND LOYALTY

One of the main reasons to offer a sticky solution to customers is to attract their attention and keep them coming back. A sticky solution makes it easier to meet changing demands while still delivering on their vision. Continue building on the relationship by providing customers with value and support while they reap the benefits of a stable and solid long-term solution.

#### MAXIMIZE YOUR INVESTMENT IN BUSINESS CENTRAL/NAV

You offer Microsoft Dynamics™ Business Central and NAV to your customers because it’s user-friendly, flexible, and efficient. You and your customers have the appropriate training and unique business processes already in place to meet your customer needs. You can leverage your investment in BC/NAV by choosing a fully integrated solution that can be implemented with minimal disruption and can reduce costs in training and maintenance.

#### DEVELOPER-FRIENDLY SOLUTION

If you prefer to maintain control and have autonomy over your solution offerings to customers, Nav-to-Net™ is the ideal solution. You can keep it within your company, providing a comprehensive e-commerce solution with enhanced features while implementing it independently. We provide the necessary training so you can customize and create tailored solutions for your customers.

#### Key Points

- ✓ BC/NAV-exclusive solutions keep your BC/NAV customers coming back.
  - ✓ Improve customer satisfaction with a highly specialized e-commerce product offering
  - ✓ Leverage your investment in BC/NAV and save on training costs
  - ✓ Flexible and scalable solutions accommodate a variety of businesses
  - ✓ Have the tools and training to take control in every customer project
- 



## SCALABLE SOLUTIONS ALLOW GROWTH

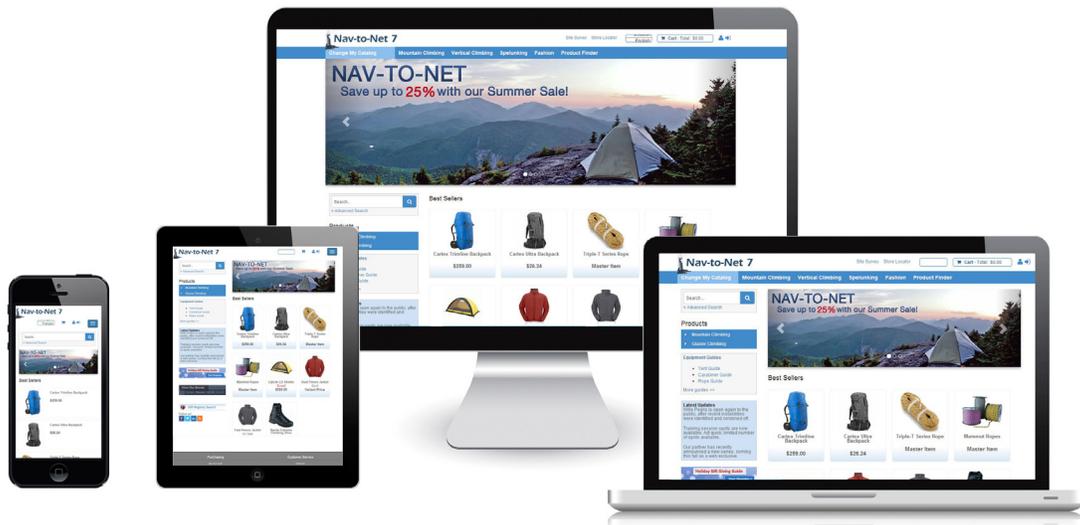
Your customers will not outgrow sticky solutions. Nav-to-Net™ is scalable so there are no costly hardware or network upgrades to keep up with the pace of business. Upgrades and changes to the solution are minor compared to complete overhauls and system changes when growth has exceeded the capacity of the solution. Help your customers avoid an expensive and complicated hassle.

## STICKY SOLUTIONS = STICKY CLIENTS

A sticky solution would be a profitable addition to your portfolio, making you more competitive. It's a flexible solution that works with your customers because technically sound but also user-friendly. Customers who are treated well will continue to seek value and are less likely to change. Attract new customers as well as keep the ones you have. A sticky solutions means a sustainable business model.

Nav-to-Net™ is a seamlessly integrated e-commerce solution made exclusively for Microsoft Dynamics™ Business Central and NAV. Responsive and 100% managed within Business Central or NAV, it's the most complete solution for any e-commerce business.

Find out more about Nav-to-Net™ and what it can do for your business. Contact us today and request a live demo!



Digital Vantage Point Inc. is the global leader in delivering cost-effective, integrated c-commerce products and services to Microsoft Dynamics™ Business Central and NAV customers and partners for two decades. They provide a superior and comprehensive solution to B2C, B2B, and B2E organizations. Today, an extensive international customer base leverages Digital Vantage Point's accumulated experience and best practices, using Nav-to-Net™ to take their business online and enhance their ROI. Digital Vantage Point is certified for Microsoft Dynamics™ Business Central and NAV, and a proud Microsoft Gold Certified Partner in Enterprise Resource Planning.

Digital Vantage Point Inc.

Americas | 7676 Woodbine Ave., Suite 202 | Markham, Ontario, Canada. L3R 2N2 | Tel: 1.905.415.8455 | sales@dvp.net

Europe | Tel: 44.2035143803 | sales@dvp.net



Gold Enterprise Resource Planning  
Microsoft Dynamics NAV



DIGITAL VANTAGE POINT  
www.dvp.net