

NAV-TO-NET EXPRESS E-COMMERCE

Elegant e-Commerce Experiences Exclusively for Microsoft Dynamics™ NAV

Nav-to-Net™ Express is the webshop solution for businesses who want to get up and running quickly in the most cost-effective way while leveraging their NAV investment. It has all the features required to create an engaging sales process from browsing to buying. Satisfy customer needs and showcase products effectively while managing all webshop components in NAV.

DO MORE WITH WHAT YOU HAVE

Flexibility is key within the Express solution where features like multiple catalogs, content management, item variants and attributes, and virtually unlimited categories put you in control. Integration to NAV is at the core of the Nav-to-Net™ Express version, where real time synchronization saves time and money.

ON THE GO E-COMMERCE

Built with Responsive Design, Nav-to-Net™ Express gives the advantage of supporting mobile without extra effort required in maintaining separate websites. The fluid layout adapts to multiple viewports, be it desktop, laptop, tablet, or smartphone.

SEO AND ANALYTICS

Nav-to-Net™ Express also includes SEO optimization that helps your business get found. This includes URL rewriting, meta descriptions, keywords, titles, and more. The solution also features Google Analytics integration to better monitor the business, site activities, and customer behaviour. Gain insight and adjust sales and marketing strategies accordingly.

OPTIMIZED WEBSITE MANAGEMENT

Showcase products in a way that will appeal to customers without overwhelming them. Nav-to-Net™ allows the creation of multiple catalogs and supports virtually unlimited categories and subcategories. Not only does this make it easy for shoppers to browse, but it can be used for customer targeting strategies. Product information pages can be set up in a variety of ways with item masters, variants, and multi-dimensional product variants for smart, clutter-free product presentation. Favourite lists, be they personal or for a company encourage purchases, adding to the bottom line.



Item Details Page in Nav-to-Net™

SMOOTH SHOPPING PROCESS

From browsers to buyers, Nav-to-Net™ Express delivers a pleasant shopping experience. Search functions including parametric search help to guide customers to what they're looking for. Nav-to-Net™ provides customers with several options upon checkout, including upsells within the shopping cart, integrated methods of payment, and delivery options.

NO MISSED ORDERS - EVER!

Features like Always Take Orders™ and SmartPush Technology™ are exclusive to Nav-to-Net™. They provide peace of mind by ensuring there will never be a lost order. Customers will always see accurate product and pricing information, even if there is a disconnect to the back end.

Once the connection to NAV is re-established, orders are automatically sent through while missing orders can be retrieved and re-submitted from the website to NAV.

The screenshot displays the Nav-to-Net Express website interface. At the top, there's a navigation bar with links like ABOUT US, FAQ, SITE SURVEY, STORE LOCATOR, and CONTACT US. Below this is a search bar and a shopping cart summary showing a total of 771.44 €. The main content area is divided into a left sidebar with navigation links (Products, Recently Viewed, Current Promotions, Follow us!) and a central shopping cart area. The shopping cart table lists items like 'Twist Locking Screwgate (Twist Locking)' and 'Cartex Trimline Backpack' with their respective prices, discounts, and quantities. Below the cart, there's a section for 'You may also be interested in:' featuring product tiles for Triple-T NG, Molex Headlamp, LiLife HD Max, Gunner Lite A Shelter, Mammut Ropes, Focus Unisex, Cartex Backpack, and Fashion Men's Suit.

Shopping Cart Upsells in Nav-to-Net™
Increase selling opportunities throughout the website

DELIVER EXCELLENCE TO CUSTOMERS

Order management tools and features in Nav-to-Net™ Express help bridge the gap between the website and NAV workflows and processes. Because of the seamless integration and real-time synchronizations, businesses can move efficiently and accurately on website orders. Incoming orders from the website are stored in a holding table in Nav-to-Net™ for easy review of orders before they affect financial data. Business users can also define how the orders can be processed, for example matching, automatic processing, or manual processing. Because of the communication between the website and Microsoft Dynamics NAV found in Nav-to-Net™ Express solution, it's easy to deliver great experiences from beginning to end to customers.

Digital Vantage Point Inc. is the global leader in delivering cost-effective, integrated e-Commerce products and services to Microsoft Dynamics™ NAV customers and partners for more than a decade. They provide a superior and comprehensive solution to B2C, B2B, and B2E organizations. Digital Vantage Point is certified for Microsoft Dynamics™ NAV and a proud Microsoft Gold Certified Partner in Enterprise Resource Planning.

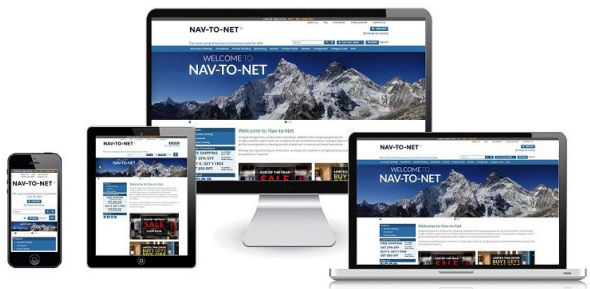


Gold Enterprise Resource Planning
Microsoft Dynamics NAV



NAV-TO-NET EXPRESS E-COMMERCE

NAV-TO-NET EXPRESS FEATURE GUIDE



COMPLETE WEB STOREFRONT SOLUTION

- Built exclusively for Microsoft Dynamics™ NAV and based on Microsoft server components, NAV, and .NET, Nav-to-Net™ effectively and safely brings data and business logic online

RESPONSIVE DESIGN

- Fluid website layout adaptable to each viewport, i.e. desktop, tablet, mobile
- Maintain only one website and make less errors when updating while managing all site components from within NAV
- Save time and money by lowering additional overhead costs

EXTENSIVE DOCUMENT/CONTENT MANAGEMENT

- Manage text, images, files, and specifications for any object type, such as items, categories, and customers, all in Microsoft Dynamics™ NAV
- Manage multi-lingual website content (language tags) directly in NAV

MULTI-LINE TEXT BOX (MLTB) TOOL IN NAV

- The MLTB tool enables WYSIWYG (What You See Is What You Get) editing and extensive multi-language content throughout the site
- Save your content as a draft for preview and publish it whenever it is ready

TOKENIZATION

- Use tokens in MLTB, 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

CUSTOMER MANAGED STYLESHEETS

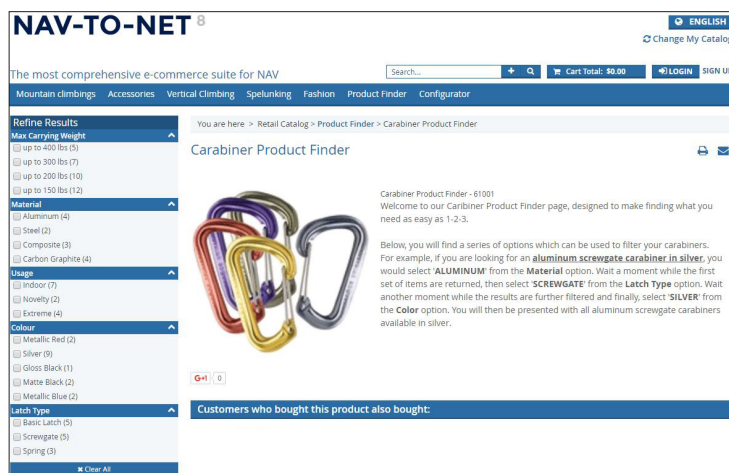
- Ideal for customers who prefer to keep the design process in-house
- Allows the customization of look and feel of the Nav-to-Net™ webshop
- Set up of stylesheets can be independent of core Nav-to-Net™ code base
- Digital Vantage Point provides access to the stylesheet code along with the necessary documentation and training
- Minimize time and effort spent in the design process

REAL-TIME AUTOMATIC SYNCHRONIZATION

- Items marked as “Web Enabled” will synchronize to the website in real time
- Web categories, item categorization, images, and files are managed in NAV and synchronized to the website dynamically

PARAMETRIC SEARCH

- Guided search tool allows customers to quickly locate what they are looking for through a set of parameters
- Item attributes managed easily in NAV



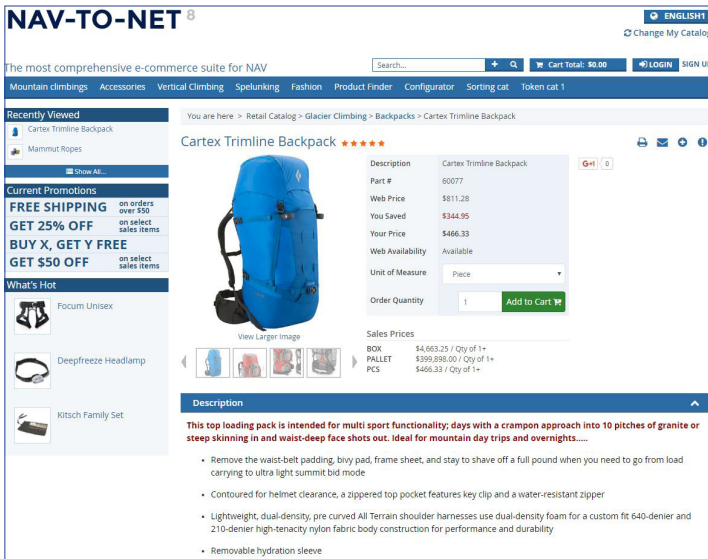
Parametric Search

PRODUCT SEARCH RANKING

- Override certain search results in NAV to provide better visibility for products such as overstock or older items
- Search ranking numbers can be automatically generated



DIGITAL VANTAGE POINT



Item Details Page

ADVANCED SEARCH FUNCTIONALITY

- Set up ranking conditions within 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

PRODUCT CATEGORY NAVIGATION

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

PRODUCT COMPARE

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

MULTIPLE FAVOURITE LISTS

- Personal and company-wide product lists for customers enable the site's users to create multiple favourite lists that suits their interests
- Easily modify and manage items on product lists and add checked items to the shopping cart
- Motivate customers to place larger orders

ITEM DETAIL PAGES

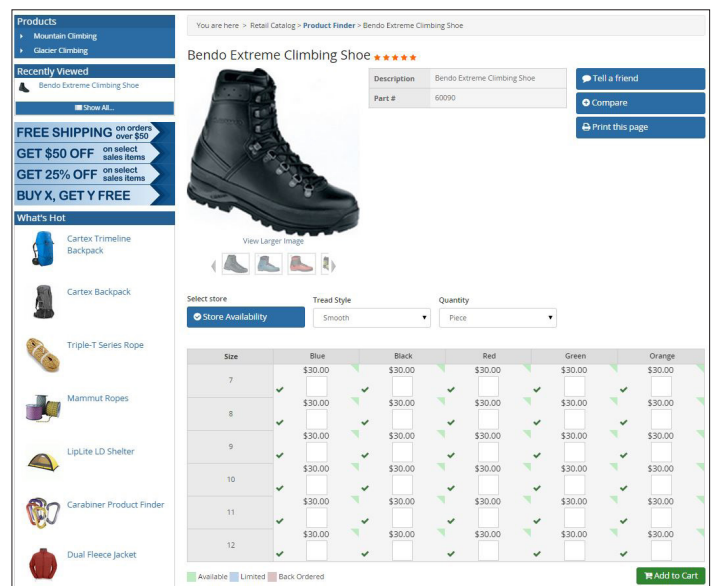
- Items are maintained in real time based on data from NAV including product images, detailed text descriptions, specifications, and supporting files
- Display individual customer pricing according to the data in NAV and offer items in multiple units of measure
- Show location-based inventory status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

ITEM VARIANTS AND ITEM MASTERS

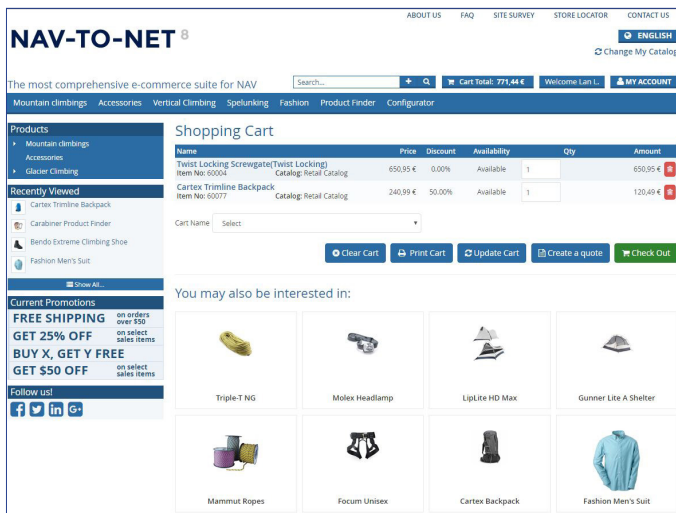
- Variants are the individual styles of any item being sold. Offer items in different variations, such as colour or size
- Supports the standard variants functionality from Microsoft Dynamics™ NAV including the calculation of the item price and availability
- Master Items allow administrators to replicate variant behaviour using collections of non-variant items

MULTI-DIMENSIONAL PRODUCTS AND VARIANTS

- Support attribute matrices and grids for presenting products with different dimensions such as size, colour, style, etc.
- Multiple presentation options are available to reduce clutter to showcase products in a way customers will appreciate



Multi-Dimensional Product Variants



Shopping Cart Upsells

SHOPPING CART

- Classic, user-friendly shopping cart maintains all products selected by the customer
- Customers can easily modify 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
- This can be automated and managed entirely from Microsoft Dynamics™ NAV

CHECKOUT PORTAL

- Summarized shopping cart information for customers
- New customers can create new accounts and add new shipping information
- Special web offers can be made through the coupon management tool
- 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 NAV
- One Step Checkout option allows customers to review their order, see all calculations, enter their shipping and billing information, and even add additional comments all in one page

LANDING PAGES

- Create as many landing pages as needed
- Define product-specific landing pages for quick access

STORE LOCATOR

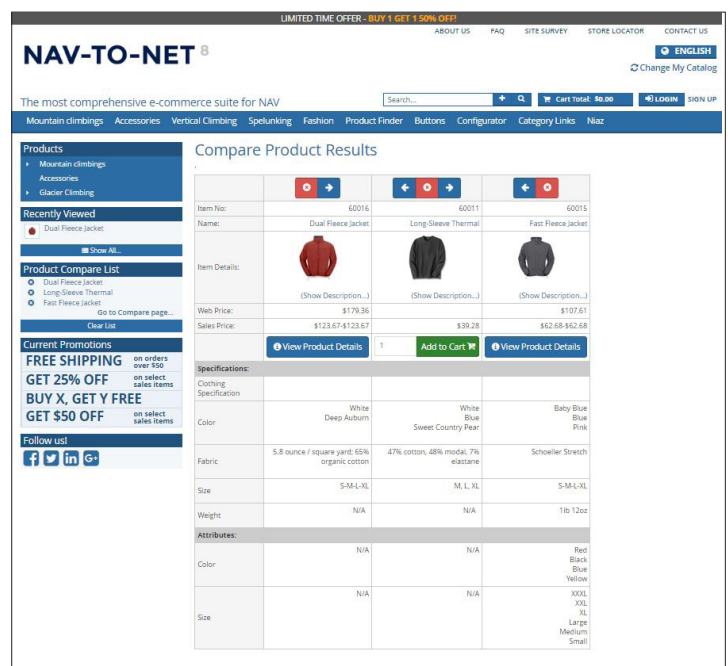
- Customers can find stores, dealers, and warehouses all from the website

TELL A FRIEND AND SOCIAL MEDIA INTEGRATION

- Customers can endorse and recommend products to their network, driving more traffic
- Integration to social media platforms so customers become brand ambassadors

INTEGRATION WITH PAYMENT PROCESSORS

- PayPal is fully integrated with Nav-to-Net™ for safe, secure, and automated payment processing
- Efficient, automated, and customizable credit card integration options



Product Compare

SHIPPING AGENT INTEGRATION

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



INCOMING ORDERS HOLDING TABLE

- Orders arrive into a web data holding table in Microsoft Dynamics™ NAV
- 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 table on the website

GOOGLE ANALYTICS INTEGRATION

- Integrated web analytics monitor site activity to better understand customers and optimize web store for conversions

SEO OPTIMIZATION

- URL rewriting for search engine optimization, meta tag description, title, keyword, and Alt image tag management are all managed within Microsoft Dynamics™ NAV
- Automatically generated sitemap
- Improved search page ranking and visibility

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 NAV as changes happen in real time
- Decrease the impact of website workload on the performance of NAV database

Digital Vantage Point Inc. is the global leader in delivering cost-effective, integrated e-Commerce products and services to Microsoft Dynamics™ NAV customers and partners for more than a decade. 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™ NAV and a proud Microsoft Gold Certified Partner in Enterprise Resource Planning.



Gold Enterprise Resource Planning
Microsoft Dynamics NAV

