# Nav-to-Net Ultimate Feature Guide

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

## WHAT'S NEW IN NAV-TO-NET™ 9.0

- Compatibility with MS Dynamics Business Central and NAV 2009 R2 to Present
- Advanced search functionality now includes attribute search
- Robust new Site Activity Analyzer
- Improved Content Management System
- Powerful new Promotions Engine
- New Theme Styler Engine for real-time branding updates
- Enhanced Submission Form Manager
- New Object Debugger on Webpage for better troubleshooting
- Dramatically more robust architecture
- Improved Navision Application Server (NAS) monitoring
- Streamlined filtering techniques for synchronization

## 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
- Supports B2B/B2C/B2E e-commerce

## RESPONSIVE DESIGN

- Fluid website layout adaptable to each viewport (desktop, tablet, mobile)
- Manage all site components from within Business Central/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 Business Central/NAV
- Manage multi-lingual website content in Business Central/NAV

## MULTI-LINE TEXT BOX (MLTB) TOOL IN BC/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 you are ready

## REAL-TIME SYNCHRONIZATION

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

## 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

## ATTRIBUTE SEARCH

- Associate attributes like colour, material, size or style with different items in your catalog, right in Business Central/NAV
- Makes sure you can mimic your users' search behaviour so that they keep coming back
- 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

## 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

## 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

- Upsells are made easy, simply associate related items in Business Central/NAV

- 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

## 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 ITEM MASTERS

- 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

- Master Items allow administrators to replicate variant behaviour using collections of non-variant items

## 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

## 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

## SITE ACTIVITY ANALYSIS TOOL

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

- 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

- 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 Nav-to-Net's Site Activity Analyzer, all in Business Central/NAV

## 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, minimizing time and effort spent in the design process

- Digital Vantage Point provides access to the stylesheet code along with the necessary

## 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

## 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

## DROP CART TRACKING

- Track abandoned shopping carts

- Pull analytics reports from Business Central/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 Business Central/NAV

## ONE STEP CHECKOUT PORTAL

- Customers can review their order, see all calculations, enter their shipping and billing information, and even add additional comments all in one page - a quick confirmation and the process is done

## CUSTOMER ACCOUNT PORTAL

- Customers can create and edit their own profile information, including customer contact and notification options, and access it easily from Business Central/NAV

- Customers can review their history of all previously placed orders rendered in real time from Business Central/NAV

## INTEGRATION WITH PAYMENT PROCESSORS

- Efficient, automated, and customizable credit card integration options

- PayPal integration for secure automated payment processing in Nav-to-Net™

## CART SHIPPING AGENT INTEGRATION

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

## 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

## STORE LOCATOR (B2C)

- Customers can find stores, dealers, and warehouses

## LANDING PAGES (B2C)

- Create as many as needed straight from Business Central/NAV

- Define product-specific landing pages for quick access

## GIFT PRODUCT REGISTRY (B2C)

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

## TELL A FRIEND AND SOCIAL MEDIA INTEGRATION (B2C)

- Customers can endorse and recommend products to their network
- Drive more traffic to your 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

## PRODUCT COMPARISON

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

## 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

## PRICE AND AVAILABILITY ALERTS (B2C)

- Users can request notification if price and/or availability of an item changes
- Collect and transfer alert requests to Business Central/NAV

## SUBMISSION FORM MANAGER (B2B/B2C)

- User-friendly interface to build submission form pages and to manage data
- Customizable forms, questions, and options
- 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

## CONTACT INTEGRATION (B2B)

- Integration with Microsoft Dynamics™ Business Central/NAV Relationship Management

## ADVANCED PROMOTION ENGINE (B2B/B2C)

- Robust new promotion engine allows you 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
- 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

## MULTI-TIER DEVELOPMENT ARCHITECTURE (B2B/B2C)

- 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 (B2B/B2C)

- 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

## SALES REPRESENTATIVE UPSELLS (B2B)

- Sales representatives can select products in Business Central/NAV to show customers upon their login

## CUSTOM PRODUCT LISTS (B2B)

- Customers can view a filtered list of products that have specially associated prices

## ONLINE BILL PAYMENT (B2B)

- Customers are able to pay invoices online
- Reduces duplicate errors and clerical errors

## RETURN MERCHANDISE AUTHORIZATION (B2B)

- Allow users to request RMA's for shipped items
- Simplified process to protect businesses from fraudulent returns and accommodate customers

## APPROVAL FUNCTIONALITY (B2B)

- Define specific order types to be approved before they are entered into the sales order table

- Approver will receive an e-mail link to the order approval page where it can be approved or denied and approver list can be managed online by the customer

## ONLINE DEALER QUOTES (B2B)

- Dealers can create specific quotes like discounts for a particular customer

## ONLINE SALES QUOTES (B2B)

- Create and manage quotes straight from Business Central/NAV

## SINGLE SIGN-ON (SSO) INTEGRATION (B2B/OPTIONAL)

- Customization available in Nav-to-Net™

- Users can enter one name and one password to access multiple applications

- Sync user information, passwords, and log in activity, simplifying business processes

## EMPLOYEE/SALES AGENT PORTAL (OPTIONAL)

- Automate employee-related processes and encourage a high level of efficiency

- Sales agents can log in and order for their existing customers or create new customers online and place orders on their behalf

- Sales agents can review sales order history for any customer and numerous pre-configured reports, such as A/R report by customer, top sales, and commissions

## VENDOR PORTAL (B2B/OPTIONAL)

- Post Request for Proposals (RFP's) online and invite vendors to bid/respond

- Vendors can provide shipment notifications

## 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™ 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

- Built with Responsive Design to adapt to desktop, laptop, tablet, or mobile

## 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

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.

Email: sales@dvp.net      Phone: +1 905 415 8455