



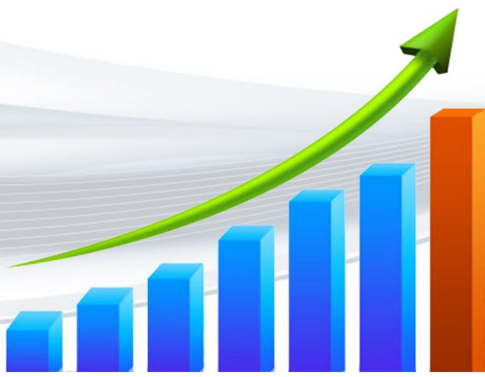
# Dynamics E-Shop

E-Commerce For Microsoft Dynamics NAV



**EXPAND YOUR  
BUSINESS WITH AN  
ONLINE PRESENCE**

[www.dynamicseshop.com](http://www.dynamicseshop.com)



Increase your sales and cut down your sales cost by taking your business online with Dynamics E-Shop

E-shop is specially designed to leverage rich functionality provided by Dynamics NAV. Key elements such as Items, category, customers, customer specific pricing, discounts and any specific business logic are created and maintained in NAV. E-shop utilizes NAV web services to communicate with ERP to pull this information real-time over the web to display accurate information to **your consumers (B2C)**, **business customers (B2B)** and **your Sales force**. E-Shop creates order real time without need to sync.

Dynamics E-Shop is a fully integrated e-commerce solution for Microsoft Dynamics NAV (Navision). E-Shop offers an out-of-the box web store which directly interacts with Dynamics NAV (real time using web services).



Our eCommerce for Navision is specifically designed to accelerate the return on your Microsoft Dynamics NAV investment. You have invested a lot in the software for better and more improved business management. Now, you have to make sure it does the required job impeccably so that you can improve cash flow and increase profit margins. This can easily be ensured if you integrate Ecommerce and Webshop for Microsoft Dynamics NAV.

**Dynamics E-shop is designed to serve :**

#### Online customers (B2C):

A customer who is not necessarily a customer in the NAV can browse product catalog, register online, place orders and pay online using credit card or any specified payment method.

#### B2B or B2D customers:

Your business customers or dealers can go online to browse product catalog, place orders, track order status, balances and view history of their orders.

#### Sales force:

Your sales force will have remote ordering and customer account management capabilities to process orders in a self-service format without logging into Dynamics NAV, in real-time, from any online browser, IPad, or mobile devices.



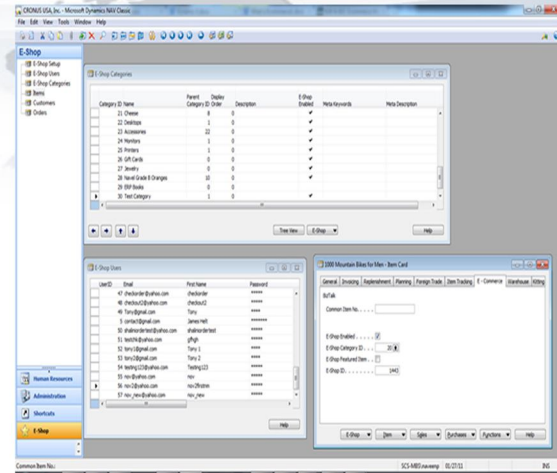
## Product Features:

### ERP Integration:

- ▶ Real time integration using web services allows you to display customer specific pricing, discounts, promotions, shipping rates, sales tax, inventory, balances, order history from NAV and creates sales order right into NAV.

### Catalog & Price Management:

- ▶ Publish your NAV inventory items online. Supports unlimited products, categories, Item variants, unlimited unit of measures and inventory levels from NAV.
- ▶ Multi product images, attributes, extended description and cross sell items.
- ▶ Your entire product Catalog appears within the categories, subcategories or special area.
- ▶ Customers may view brief descriptions or drill down to a detailed product page before adding it into the cart.
- ▶ Pricing, Promotions & Discounts are pulled from NAV.
- ▶ Search functionality.



### Payment Gateway Integration:

- ▶ Full PCI compliance & SSL.
- ▶ Flexible payment methods (Credit cards, Purchase Order Number, COD, etc.).
- ▶ Support for the most popular gateways (authorize.Net, PayPal, Charge-logic, etc.).
- ▶ The shopping cart is seamlessly integrated with the Payment Gateway of your choice. Live, real time authentication and verification of the customer's credit card is done, enabling instant payment to you for your services or products.

### Shipping Charge Integration :

- ▶ Real time shipping rates are pulled from FedEx, UPS, USPS or other carriers. Shipping rates can also be pulled from NAV or E-Ship.

### Tax Calculation:

- ▶ Sales taxes can be pulled real-time from NAV tables or using Avalara Avatax, Vertex or other tax services

### Order & Account Management:

- ▶ New Customer can register online and create a bill-to and ship address.
- ▶ The shopping cart feature allows to create a sales quote or sales order right into NAV.
- ▶ Upon order confirmation auto emails are sent to customer.
- ▶ Open orders, closed orders and invoice information can be viewed 24/7 in the account section

### Admin & Marketing Tools:

- ▶ Marketing Campaigns, e - Newsletter tools , E-Mail tools.
- ▶ Built-in Content Management System allows users to add any content to website without need to program.
- ▶ Share products via Facebook, Email, twitter and other shopping sites.
- ▶ SEO (search engine optimized)
- ▶ Works with any smart phone (iPhone, Android) and Tablets (iPad)

### Installation:

- ▶ Very few modifications to core NAV objects make it easy to install & upgrade.
- ▶ Comes with standard templates or readymade solution for quick install.
- ▶ Easy to adopt, easy to use, easy to scale, easy to change layouts
- ▶ Completely customizable using industry standard tools such as Visual Studios



## Benefits of Integrated E-Commerce:

- ▶ Reduced time. Shorter lead times for payment and return on investment in advertising, faster delivery of product.
- ▶ Reduced costs by reducing labour, reduced paper work, reduced errors in keying in data, reduce post costs. One time data entry, no double entry.
- ▶ Flexibility with efficiency. The ability to handle complex situations, product ranges and customer profiles without the situation becoming unmanageable.
- ▶ Improve relationships with trading partners. Improved communication between trading partners leads to enhanced long-term relationships.
- ▶ Lock in Customers. The closer you are to your customer and the more you work with them to change from normal business practices to best practice e-commerce the harder it is for a competitor to upset your customer relationship. Customers can self-service 24/7 .
- ▶ New Markets The Internet has the potential to expand your business into wider geographical locations.



Online Shopping Cart Support



Automatic Electronic Receipts



Global Market Support with Multiple Currencies



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