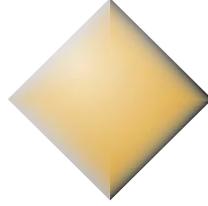


IT IS
 **web**[®]
2011 for NAV



Information brochure for your e-Commerce solution with Microsoft Dynamics NAV



The integrated Internet portal solution for
Microsoft Dynamics NAV: Shopping and
business portals with web content management



**we create
worlds on the
web**

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Your Business on the web, flexible and with little effort

These days, it is essential for your business to put your products and services on the web. But the real advantage lies in the directly integrated web store and portal as the partner interface with your existing ERP Business Solution like Microsoft Dynamics. This is the most efficient way to maintain a web presence, because the information on your products and services is instantly updated and always in synch with your ERP system. You will archive a system without double data entry or manual processes. This is simply the easiest and most efficient way to maintain an e-commerce site or information portal for your customers and partners, helping you to increase customer accessibility, provide better customer service, and improve partner coordination, all while still providing huge savings potentials for your company.

This is what IT IS web 2011 for NAV can provide for you today.

With IT IS web 2011 for NAV, you get the benefits of a complete internet portal and web store directly integrated with your Microsoft Dynamics NAV system. And, since IT IS web 2011 works in conjunction with the award winning IT IS active and IT IS mobile technologies, you are able to configure solutions quick and easy by yourself without programming or expensive custom development.

The benefits for you and your customers are obvious: with IT IS web 2011 your customers can generate purchases directly in the web store. Then, because of real time integration with your Microsoft Dynamics system, these purchases are immediately available and processed by your business rules and process pipelines in NAV. All necessary data, like addresses, discounts, tax amounts, shipping cost are instantly available to the order process in NAV and on the web.

Additionally your staff sees and works the customer order directly in their trusted ERP-system immediately after the order is placed – even in-process orders are possible.

Use IT IS Web 2011 for Microsoft Dynamics NAV for all your customer and partner commerce and communication needs – it's quick, fully integrated, and inexpensive!





Design dynamic portals and web shops for B2B and B2C

With IT IS web 2011 for NAV you can easily create and control e-commerce portals and web stores for both Business to Business (B2B) and Business to Consumer (B2C) solutions. IT IS web supports several catalogues, discounts and shopping carts, has powerful, misspelling-tolerant search capabilities, and checkout wizards to make shopping at your portal a pleasant experience. Plus, IT IS web can even display other Dynamics NAV documents like delivery instructions, purchase orders, invoices, and more.

Sales campaigns and special promotions are easily managed from within your Dynamics NAV system, and your customer and partner web portal is updated accordingly, eliminating

the time and mistakes of manual entry, or the delay of batch jobs. Similarly, updates to all items, item descriptions and even inventory counts are immediately reflected and visible to the customer.

But, the connection is not just one-way, Dynamics NAV and IT IS web is fully integrated. This means that your customer orders are immediately available in NAV for your staff to review, your warehouse to fulfill, or your production system to plan for. Plus, your customer or partner can edit their own master data, like address, contact person, or phone number, without having to call in and speak to your staff. This saves time and expense for both sides, leaving your staff free to provide better customer service to everyone.

One way to more sales: Make shopping fun! With IT IS web 2011 for NAV you can provide a personalized shopping experience for your customer or partner, customized to their preferences.



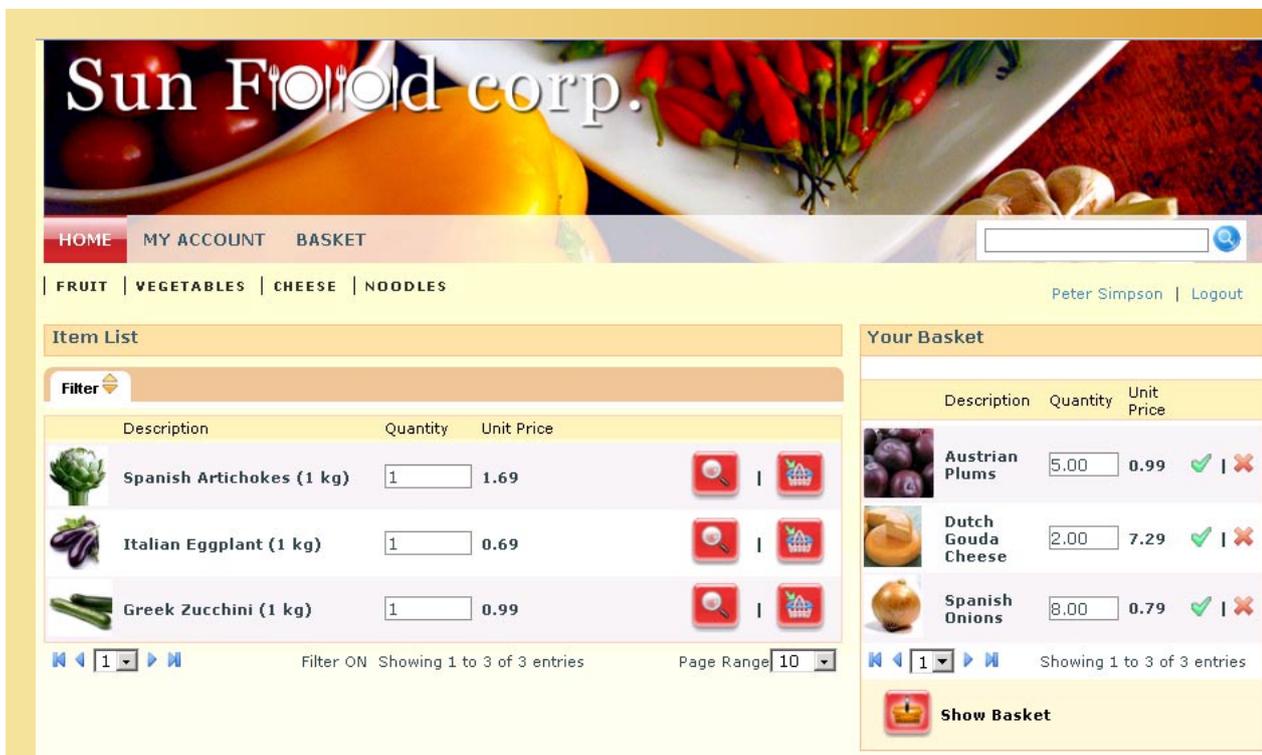
Maintain item data in the right system – Your graphics should come from web content management, but your business is in Dynamics NAV

Unnecessary copies of data have a tendency for getting stale and out of synch. That's why we built IT IS web to get business data directly from the source – your ERP system. This eliminates costly, and error-prone manual dual-entry, and the annoying delay of waiting for an 'overnight batch job' to update your web site.

This means updated pricing, discounts, and promotions are immediately reflected in your web store, and that you don't have to worry that a necessary piece of business logic is missing your web ordering process – it's all there automatically.

With IT IS web 2011 for NAV you get a complete e-commerce system in just a few hours: Setup is easy with highly configurable and adaptable site templates provided free-of-charge. Using modern .NET technology with DotNetNuke (DNN), this widely used Content Management System (CMS) is easy to customize yourself without expert help, yet powerful and extensible enough to provide exactly the right solution for you.

Move elements around easily with 'Drag & Drop' web-parts. Change colors and layouts easily to make your store just the way you want it. Then use our powerful web-parts to display the information you want from NAV without custom programming. Whether it is a stock list, a quote form, or shopping cart, all configurations of the portal data is done from within NAV.



The screenshot shows the Sun Food corp. website interface. At the top, there's a navigation bar with 'HOME', 'MY ACCOUNT', and 'BASKET'. Below that, a search bar and user information 'Peter Simpson | Logout' are visible. The main content area is divided into two columns. The left column, titled 'Item List', features a 'Filter' dropdown and a table of products:

Description	Quantity	Unit Price
 Spanish Artichokes (1 kg)	<input type="text" value="1"/>	1.69
 Italian Eggplant (1 kg)	<input type="text" value="1"/>	0.69
 Greek Zucchini (1 kg)	<input type="text" value="1"/>	0.99

At the bottom of the item list, it says 'Filter ON Showing 1 to 3 of 3 entries' and 'Page Range: 10'. The right column, titled 'Your Basket', shows a table of items currently in the cart:

Description	Quantity	Unit Price
 Austrian Plums	<input type="text" value="5.00"/>	0.99
 Dutch Gouda Cheese	<input type="text" value="2.00"/>	7.29
 Spanish Onions	<input type="text" value="8.00"/>	0.79

At the bottom of the basket, it says 'Showing 1 to 3 of 3 entries' and there is a 'Show Basket' button.

The mini-cart shows the customer which products are currently in their cart. All these features are maintained from within Microsoft Dynamics NAV quick and easy.



Small helper – big impact: AJAX-controls, CSS and jQuery

Show your customers the success of your products.

With the included AJAX Rating Control, you give your customers the opportunity to rate your products. Submitted ratings are stored in NAV, average ratings are calculated, and future customers will then see the popularity of their preferred product. This helps on every purchase decision and makes your web store even more successful.

While supplies last – a simple way to speed up purchase decisions.

Beyond a simple in-stock number, the AJAX bar-graph visualization control shows the customer the 'rarity' of the product, prompting a quicker purchase because he or she can see it is running out-of-stock.

This are just two examples of the numerous functions that are available with AJAX Control Toolkit included with IT IS web 2011 for NAV. These AJAX controls add great functionality to your web store, and are fully customizable via CSS (Cascade Style Sheets).



Backfire Carbon XT
 - FTL click system
 - ultra light carbon frame
 - front/back suspension
\$ 2499,-
 Rating: ★★★★★

[Show Details](#)
[Add to Cart](#)

Boost your sales: Show item ratings.

Modern web stores are not static.

Now you have all the artistic freedom to attract and serve your customers in your web store. Design your attractive web presence with the AJAX Control Toolkit, MooTools-plugins and flexible design elements from the jQuery-library as well as with special modules from the DNN community. Make your web store fully versatile in functionality and appearance – just what your customer would expect.

Fully CSS based placements of all the elements further allow for a great design, that is appealing and intuitive to use for the visitors of your business on the web.

Fruits - Exotic Fruits



Japanese Apples
 apples from the Japanji-Mountains
 item.no.: 2136-S

price per pallet
 \$ 55,80 ✓ 



Spanish Pears
 organic farming
 item.no.: 2140-S

price per pallet
 \$ 66,64 ✓ 

This item is selling out fast and is already low on stock.
 Act now to get your purchase on time.

If an item is going out of stock your customer will purchase maybe earlier.



With light-box pop-ups your customer always remains in your shop

Pop-up windows bear a high risk - they could be blocked or displayed in the back, thus you may lose the customer.

The selection of options and the view of items is a central theme for a portal site or an online store. Detailed pictures stimulate the purchases and the selection of shipping as well as payment options are essential for a fast and smooth purchasing process.

The details of items and the entry of information are often solved with new browser windows (so-called pop-ups) or tabs within the same browser. Often the user is navi-

gated to a completely different page to provide information to the shop, gets lost and leaves.

IT IS web in 2011 supports light-box pop-ups that provides the creation of a small window within the same store page, while the remainder is dimmed with a gray veil. This keeps your visitor seeing your shop in the background and gives confidence in navigation, so that your visitor no longer wants to leave your shop.

Additionally, you do not have the trouble with pop-up-blockers anymore.

The screenshot displays the 'BIKE WORLD' website interface. A light-box pop-up is open, showing a detailed view of a bicycle. The background of the website is dimmed. The pop-up contains the following information:

- Image 1 of 3
- Image
- Close X
- rims: DT SWISS XR 4.2 Disc
- cassette: Shimano M-760 11-32 Z.
- tires: V: Schwalbe Nobby Nic 26x2.25, K: Schwalbe Racing Ralph, 26x2.25, K.
- handlebars: FSA MK-100 OS
- clamp: FSA OS-115C
- headset: FSA ZS3-CF Carbon
- saddle: Fizik Gobi

The website background shows a navigation menu with categories like Bicycles, Bike Hardware, Accessories, and Clothes. A shopping cart summary is visible on the right, showing a total of \$1349.00 and a shipping cost of \$10.00. Payment methods like PayPal, Visa, and MasterCard are also listed.

On the item detail page, visitors can view the bikes and accessories in detail. With a simple click the detail image gallery opens in a light-box pop-up.



Stay flexible – page and web site generation at the push of a button:

The configuration and maintenance of web sites from Microsoft Dynamics NAV was never as fast and easy like this!

With the simple click of your mouse, you create the page, the whole catalogue or even the entire web store, including complete navigation hierarchy, catalogs, and product detail pages.

This means: Every item can be retrieved by search engines and found through your prospect and customer.

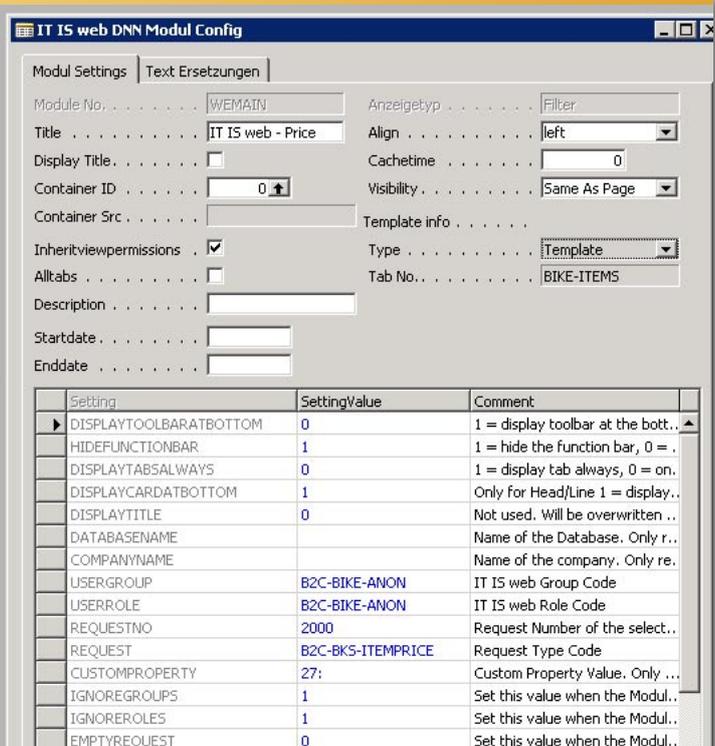
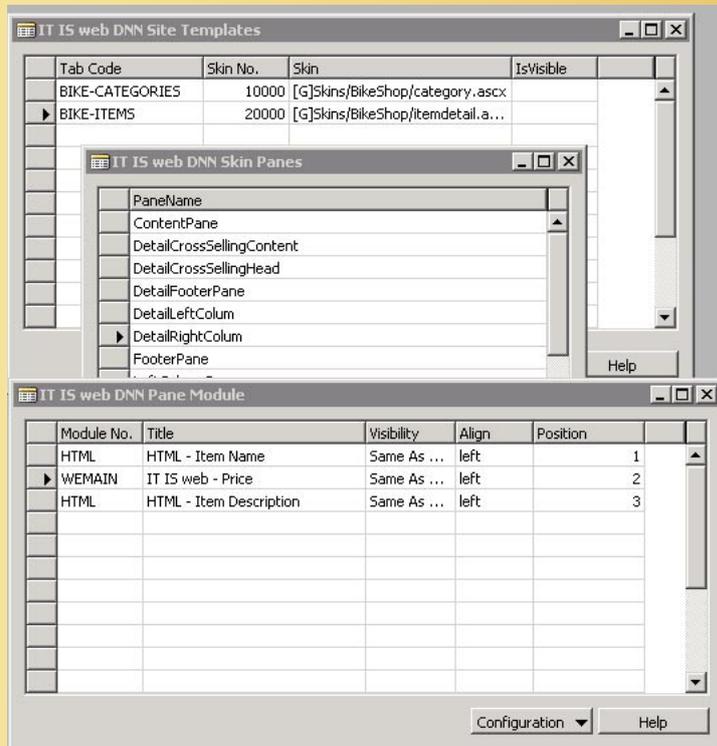
How you do this? You simply configure the page templates for each item or item group in your NAV system. Then, configure specific information and page contents for each item. You can also provide specific

additional navigation elements, information boxes, and even a mini basket on each page.

Individual selection of product pages

Every item in your product lineup has its own page that you can directly edit, if desired. The html content remains on the web, which results in better performance. The site creation supports multiple languages referring directly between pages in an other language.

Another common feature in web store convenience is the “customers who bought this item also bought...” link. IT IS web supports this with direct linking.



You can define basic templates for the various product groups with a few steps. Then you configure the specific product sites quick and easy. This makes it simple to add further products and product groups in the future.



The extended web-store–communication boosts your success

Increase the reach of your Microsoft Dynamics NAV web store.

Extend your products' awareness level enormously with modern social media sites, like facebook and google+. Let your customers 'like' or 'share' your products with their friends and peers, increasing your audience and providing even more sales. IT IS web has built in support.

Secure payment integration brings you and your customer's peace of mind.

The integration of payment service providers is just as easy in IT IS web 2011. Using payment service providers gives you the security of receiving full payment without the trouble of storing sensitive customer information. Your customer is protected because they have the choice of how they want to pay. Of course, you can provide the convenience of conventional

payment methods, such as cash, COD, as you wish.

Is your consumer awareness low? Would you like to increase your revenue on the web?

With IT IS web 2011 you can easily open up your site to price comparison search engines, where you can show your best price to many potential buyers, who may not have even known about you before.

Where is my shipment?

With IT IS web 2011 you can easily provide package tracking information from the carrier, like UPS. Your customer will shop with confidence knowing where his or her item currently is located and when it will arrive.



Examples of provider integration configurable with IT IS web 2011.



Media upload module: Management of media files made easy.

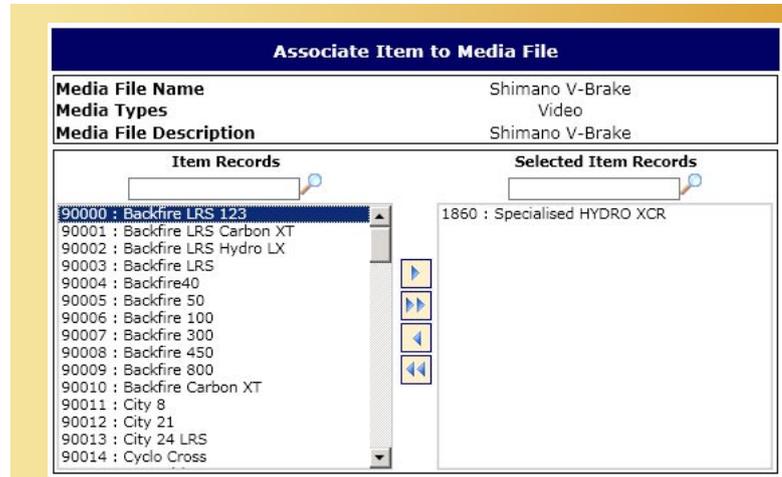
Keep the full control over the content you deliver with a web based tool for all needs.

IT IS web 2011 provides you a sophisticated system to manage and upload media files. Manage files such as product images and fact sheets as PDF files and Excel spreadsheets or videos about the various item features.

These media files can now easily upload using the module in different folders within the online store structure. Once the data is stored in one of the folders, they can be assigned to the desired items or item groups.

It is also possible to assign a media file to several items or remove it easily from other Item detail pages with a simple click.

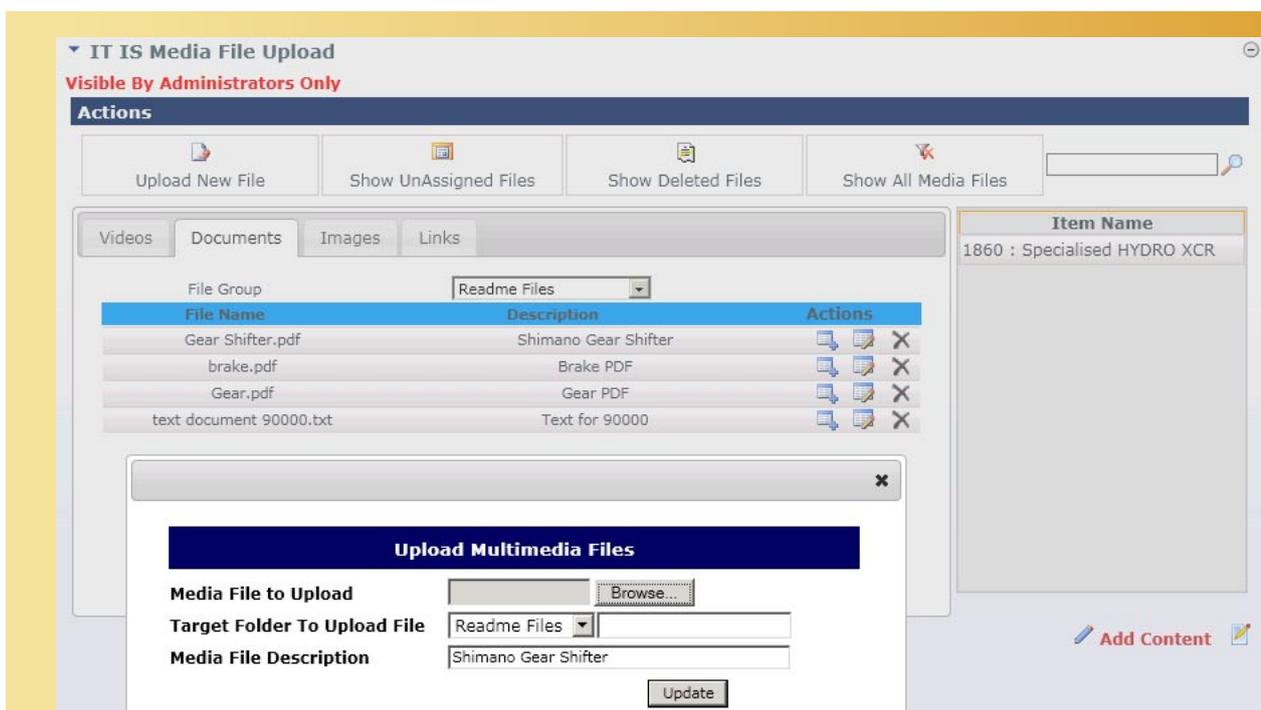
When uploaded, the file appears automatically and directly next to the item detail



Simple and quick mapping of media files to the different items.

page in the container provided and the visitor of your store can download the file or he can view the information directly in the browser.

Due to the simple usage of this module the management of media files makes it a breeze and no developer's assistance is needed.



Manage media files in an easy way by using tabs for the various file types.



Item variants module and presentation of favorites as carousel

Item variants, such as clothes sizes or colors are extremely important when buying online.

In the business systems, the various variants of items are often treated as separate products. But this mapping is not applicable for an online store because the visitor wants to change the color and size and other item entities on the fly.

At the same time, you avoid long click paths through the complete assortment. Of course, your customers may add their preferred items to their favorites list and then will see those items on the start page of your shop.

A beautiful presentation of the favorites is a view as a carousel. With a carousel you show several favorites and they always will be on the move.



Selection of the item variant with immediate display of availability.

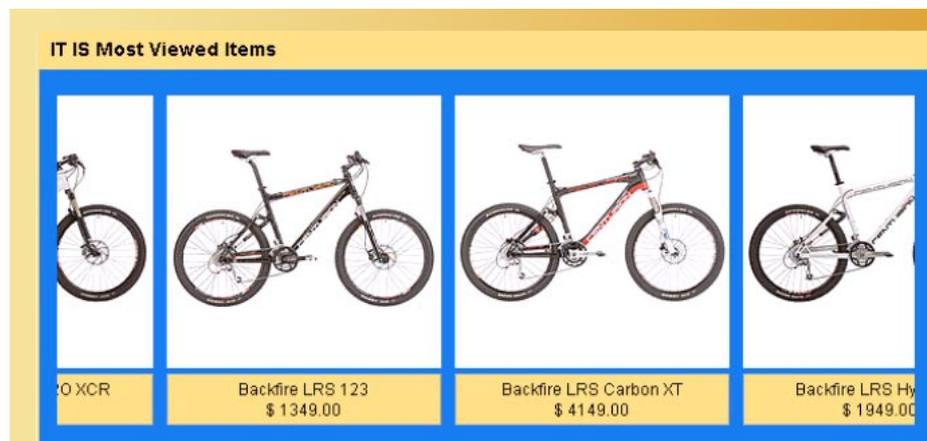
With the new item variant module, visitors of your online store can now select the individual variants of product directly on the item detail page. The shopper also can see if the item is available in a particular color or size.

The desired variant of the individual item can also be added directly to the shopping cart. The store wins at ease and accelerates the purchase decision.

Show your customers their favorites or prospects the general favorites of all visitors in a fancy way.

When displaying favorites you invite the user of your online shop specifically to purchase an item.

With a function like the favorites carousel your online store generates additional attention. You can customize these carousels as you like it by integrating various libraries. For example your carousel could be self-rotating or the favorites starts and stops rotating when you move your mouse over them. A 3D carousel is available, too.



The favorite's carousel generates attention through a steady rotation.



Analysis of visitors: Learn from data gained and react to get more successful

As an online shop operator you definitely want to know how many visitors are on an where the are on your products

But you'll also need some more facts about the typical profiles of your visitors; like most visited content or which user groups can be identified.

IT IS web 2011 delivers important data about your web visitors and enables you to control and cater more effectively for their online activities.

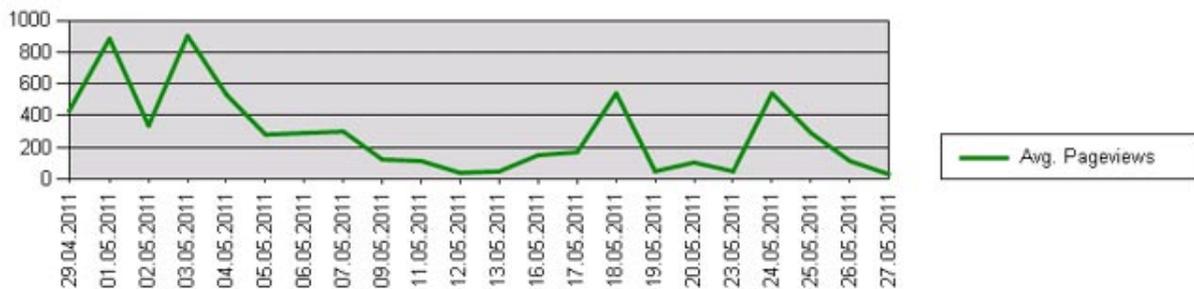
At the same time you are able to use this analysis for example to highlight the most

frequently visited and wanted products on your shops start page. This will help your customers to speed up their decision making process and helps you to enlarge your profit margins.

Additionally you can profit from the analysis figures and the decision for advertise in various media is easier because you know which product and product group you want to push.

IT IS web 2011 delivers the most important figures, like „Visits based on Session“, „Most viewed pages“, „Landing Pages“ and „Average page views“ to you.

Average Pageviews per Visit per Day from 01.03.2011 to 30.05.2011



Date	Friday 29.04.2011	Sunday 01.05.2011	Monday 02.05.2011	Tuesday 03.05.2011	Wednesday 04.05.2011	Thursday 05.05.2011	Friday 06.05.2011
Visits	431.7	885	338.3	906	532.7	285	295.6

Date	Saturday 07.05.2011	Monday 09.05.2011	Wednesday 11.05.2011	Thursday 12.05.2011	Friday 13.05.2011	Monday 16.05.2011	Tuesday 17.05.2011
Visits	302	125.3	111.7	42	48.9	152.2	175

Date	Wednesday 18.05.2011	Thursday 19.05.2011	Friday 20.05.2011	Monday 23.05.2011	Tuesday 24.05.2011	Wednesday 25.05.2011	Thursday 26.05.2011
Visits	543.3	55	108	55	545	290	115

Date	Friday 27.05.2011
Visits	31.7

How many pages are visited by your prospects? IT IS web 2011 provides you with reports and graphic charts to enable a quick analysis and a comfortable visitor tracking, like the average amount of page views.



Fault-Tolerant Searches help your customers find your products!

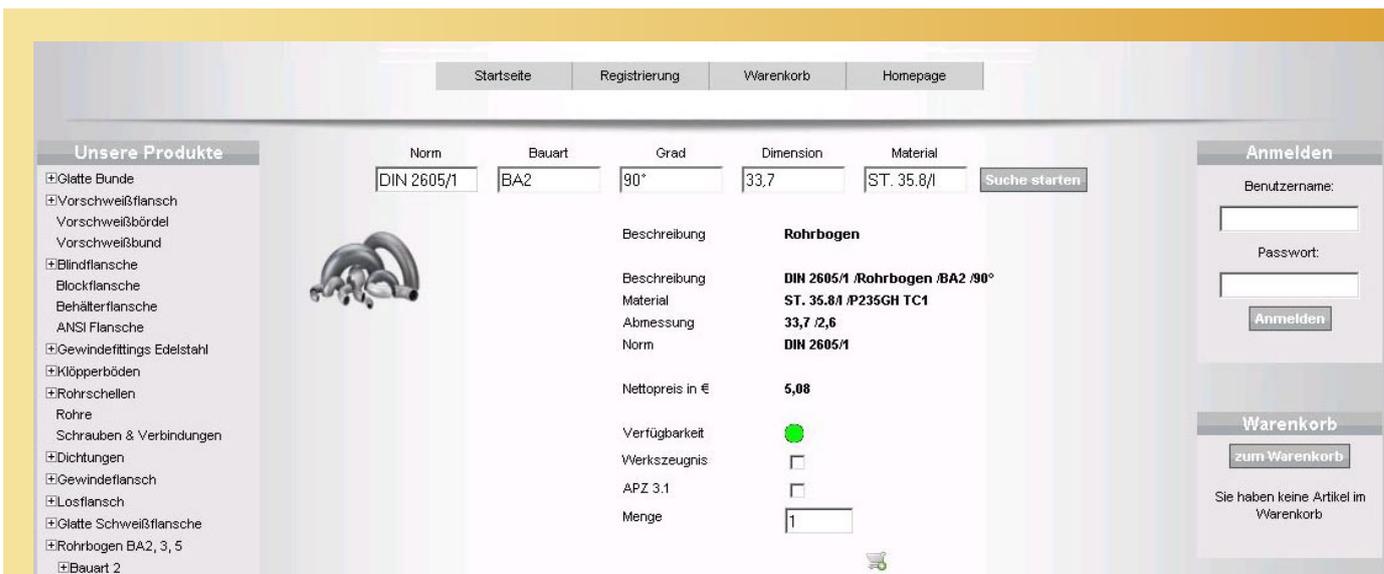
IT IS web 2011 for NAV offers intelligent searching (fuzzy or fault-tolerant search) which helps your customers find the products they want, even when they enter imprecise or misspelled search terms. If a user of your shop or portal is searching for a "cair", he or she will find that perfect "chair" in your inventory. Advanced, step by step search functionality can also help narrow or expand a search for your products.

Powerful CMS capabilities with DotNet-Nuke (DNN)

Contents from Microsoft Dynamics NAV will be showcased on the web with the help of the powerful DotNetNuke (DNN) engine, an open-source content management system (CMS) packaged with IT IS web 2011 for NAV. You can even configure IT

IS web and DNN to reduce the processing demands on your Microsoft Dynamics ERP system. And, of course, as a modern CMS, DotNetNuke gives you all the latest features, like convenient contact forms, FAQs and even surveys, which can deliver the wishes of your customers directly into your ERP system!

Last but not least is security! With DNN as its web front-end, IT IS web 2011 for NAV provides the crucial front-end and back-end division that not only makes it possible to host on the web, but provides state-of-the-art security. Specifically, all communications are protected by digital signatures and utilize MSMQ (Microsoft Message Queue) for reliability. All customer payment transactions use SSI to protect customer data.



The screenshot displays a web application interface for product search. At the top, there are navigation links: Startseite, Registrierung, Warenkorb, and Homepage. Below this is a search bar with filters for Norm (DIN 2605/1), Bauart (BA2), Grad (90°), Dimension (33,7), and Material (ST. 35.8/l). A 'Suche starten' button is visible. On the left, a sidebar titled 'Unsere Produkte' lists various categories like 'Glatte Bunde', 'Vorschweißflansch', etc. The main content area shows a search result for 'Rohrbogen' with a description, material (DIN 2605/1), dimensions, and a net price of 5,08. A 'Verfügbarkeit' indicator shows a green dot, and a 'Menge' field is set to 1. On the right, there is an 'Anmelden' section with fields for 'Benutzername:' and 'Passwort:', and a 'Warenkorb' section with a 'zum Warenkorb' button and the message 'Sie haben keine Artikel im Warenkorb'.

A possible search: Your customer processes his result step by step until he has found what he is looking for. Of course, it is available for immediate purchase.

Fantastic fault-tolerant search: you can search your entire Dynamics database. For example search for an inventory item and find the relevant entries directly.



Boost your earnings with vouchers and coupons

Vouchers make happy! Who would not like to get a voucher as a present?

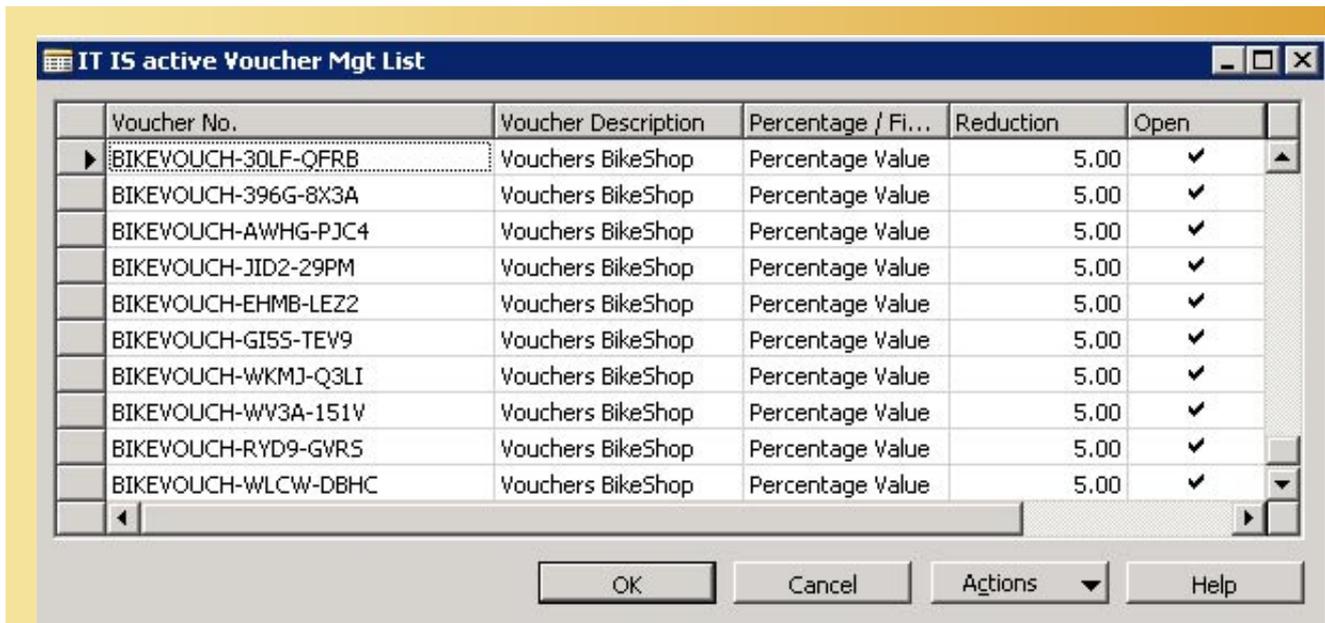
Now you can create discount vouchers or coupons with the new voucher-management feature in IT IS web 2011 for Microsoft Dynamics NAV. Coupons can be generated with any type of sales promotion you can imagine, such as a general discount birthday gift, or as a specific sales campaign for a certain duration or item. You can specify the coupon to be a certain discount amount or percentage off their entire order, the choice is yours.

the coupon by the customer is easy and is integrated with their shopping cart. All processing is done automatically on the back-end by Microsoft Dynamics NAV, ensuring a voucher is used only once.

E-Mail, or USPS, your choice!

You can decide on how you would like to distribute the coupon, instantly, via e-mail, or via regular mail! Or, let your customer decide!

You can also choose, on a per campaign basis, to allow any remaining balance on a



Voucher No.	Voucher Description	Percentage / Fi...	Reduction	Open
BIKEVOUCH-30LF-OFRB	Vouchers BikeShop	Percentage Value	5.00	✓
BIKEVOUCH-396G-8X3A	Vouchers BikeShop	Percentage Value	5.00	✓
BIKEVOUCH-AWHG-PJC4	Vouchers BikeShop	Percentage Value	5.00	✓
BIKEVOUCH-JID2-29PM	Vouchers BikeShop	Percentage Value	5.00	✓
BIKEVOUCH-EHMB-LEZ2	Vouchers BikeShop	Percentage Value	5.00	✓
BIKEVOUCH-GI5S-TEV9	Vouchers BikeShop	Percentage Value	5.00	✓
BIKEVOUCH-WKMJ-Q3LI	Vouchers BikeShop	Percentage Value	5.00	✓
BIKEVOUCH-WV3A-151V	Vouchers BikeShop	Percentage Value	5.00	✓
BIKEVOUCH-RYD9-GVRS	Vouchers BikeShop	Percentage Value	5.00	✓
BIKEVOUCH-WLCW-DBHC	Vouchers BikeShop	Percentage Value	5.00	✓

The voucher-management, which is included in IT IS web 2011 creates coupon codes automatically. All processing is done within your NAV system.

Personalize your coupons with custom messages and text, including their name or other information to make them feel special. This is simple to do with IT IS web 2011 for NAV.

Sales campaigns with discount vouchers is a great way to differentiate yourself in the marketplace and on the web. Use of

coupon to be used, or perhaps it's a one-time use coupon only.

Coupons are a great way to maximize your revenue. They give your marketing team flexibility in crafting sales campaigns, and they give your customer a reason to shop with you.



Quick and easy purchasing for your B2B partners

Save your B2B partners valuable time by offering them their own private purchasing portal – it's easy with IT IS web 2011 for NAV.

Once your partner logs in, he or she can see a graphical list of past and current orders, displayed directly from your Microsoft Dynamics NAV system. You can easily choose exactly what to display and when. In our example below, we are showing purchase-numbers, date, number of items and the total cost.

You can include other information they might need, like invoices, special pricing and discounts, or special messages or sales.

With just a click they can create a new basket or add products to a current order. Or they can change their mind and discard their products at any time.

The powerful B2B partner portal functionality in IT IS web 2011 for NAV increases partner retention and further sales, by giving them access to all the information they may need, and making their purchasing experience painless, quick and easy.



Sun Food corp.

Home My Account Shopping Cart ToS Contact Imprint Search

Fruit | Vegetables | Meat | Bread & Pasta | Fast Food | Pizza | Snacks | Sweets | Spices | Seafood
 Fruit | Exotic Fruit | Crop Plants [Log Out](#)

Fruits - Exotic Fruits		price per pallet	quantity	status
	Japanese Apples apples from the Japanji-Mountains item.no.: 2136-S	\$ 55,80	<input type="text" value="2"/>	✓
	Spanish Pears organic farming item.no.: 2140-S	\$ 66,64	<input type="text" value="0"/>	✓
	Southafrican Passionfruit best quality item.no.: 2144-S	\$ 103,01	<input type="text" value="5"/>	✓
	New Zealand Kiwis fresh from NZ item.no.: 2144-S	\$ 95,56	<input type="text" value="0"/>	✓
	Indonesian Coconuts from private plantations item.no.: 2156-S	\$ 65,44	<input type="text" value="1"/>	✓

Shopping Cart

	Japanese Apples actually in your cart:	<input type="text" value="2"/>	✓	✗
	Indonesian Coconuts actually in your cart:	<input type="text" value="1"/>	✓	✗
	Southafrican Passionfruit actually in your cart:	<input type="text" value="5"/>	✓	✗

Page 1 of 2 [Show Shopping Cart](#)

Your Recent Orders

order.no. 19032011-S10	03.19.2011, 27 items, order value: \$ 679,87		
order.no. 09032011-S10	03.09.2011, 19 items, order value: \$ 456,13		
order.no. 16022011-S10	02.16.2011, 20 items, order value: \$ 503,17		
order.no. 02022011-S10	02.02.2011, 12 items, order value: \$ 199,24		

Page 1 of 1

At a glance: the customers can see past orders, and they can also reorder immediately.



Your customers decide who has access to what.

With IT IS web 2011 for NAV, your B2B partner has control over the way the accounts do purchasing. Certain people or departments can be set up to see and purchase

only those products assigned to them.

You or your customer can also implement an order value limit for departments or users.

Sun Food corp.

HOME MY ACCOUNT MY COMPANY BASKET IT IS WEB ADMIN

FRUIT | VEGETABLES | CHEESE | NOODLES John Simpson | Logout

Company Account Management

New User

New User

User ID No.	B2B-FOOD-ADMIN CT000505
Name	John Simpson

UniqueId	ContactNo	UserName	SegmentAdmin Contact No		
157	CT000505	B2B-FOOD-ADMIN	CT000505		Assign Role
175	CT000616	B2B-FOOD-SEGMENT1	CT000505		Assign Role
197			CT000505		Assign Role
211	CT000636	B2B-FOOD-JANEM	CT000505		Assign Role

Showing 1 to 4 of 4 entries Page Range 10

User Role Management

First entry Previous entry Go to Page Next entry Last entry

Portal ID	B2B_FOOD
User ID	B2B-FOOD-ADMIN

DNN Security Role Description	End Date		
Administrators	<input type="text"/>		
Registered Users	<input type="text"/>		
	<input type="text"/>		

Showing 1 to 2 of 2 entries Page Range 10

Your Basket

Description	Quantity	Unit Price		
Italian Eggplant	<input type="text" value="3.00"/>	0.69		
Dutch Edam Cheese	<input type="text" value="2.00"/>	10.29		
Austrian Plums	<input type="text" value="5.00"/>	0.99		

Showing 1 to 3 of 5 entries

Show Basket

Your Recent Orders

Order No.	Order Date	Amount	
1274	4/29/2011	51.90 £	
1275	4/29/2011	0.79 £	
1289	5/4/2011	71.55 £	
1290	5/4/2011	28.73 £	

Showing 1 to 4 of 4 entries

Now, your B2B partners can arrange their own buyer profiles with different purchasing rights, even down to specific items.



IT IS web 2011 for NAV: huge profit, small costs

IT IS web 2011 for NAV equals unparalleled flexibility and increased profit, with almost unlimited applications. Here a few examples:

- Agencies are able to get proposals about information portals from her citizens.
- The analysis of the surveys can be used in a market research and can be applied in Dynamics NAV immediately.
- Training centers can solve you bookings of candidates easily via a portal and it brings a huge time and cost saving.

- Call center offer customers service request via the portal. Hence they can work more structured.

These are just a few examples. The potential applications are endless, from B2C web stores, B2B web portals, to education, service offerings, information delivery scenarios, etc.

Let us increase your market exposure and increase your sales with IT IS web 2011 for NAV.

IT IS web 2011 for NAV – your internet portal in no time at all.



The screenshot displays the 'TECH SHOP' interface. At the top, there is a navigation menu with links: Home, GTC, About Us, Shipping, Contact, Basket, Login, My Account. Below the menu, a search bar is visible on the right. The main content area shows a shopping cart with the following items:

Item No.	Itemname	Item Price	Quantity	Line Amount
1101	High End Speaker - ash/12 inches	949.00	1	949.00
5004	Wiring harness - 16" high end speaker	249.00	1	249.00
2011	Woofer Big Bass, 12 inches	600.00	1	600.00

Summary of the cart:

- Total Basket Amount: 1,798.00
- VAT: 130.35
- Total Amount Including VAT: 1,928.35

On the left side, there is a 'Navigation' menu with categories: Screens (Plasma & LCDs), Speakers (Home Cinema), and Accessoires (DVD-Player). Below that, an 'Information' section mentions 'Data security via SSL' and 'Payment Methods' (commitment up to 40€, prepayment, automatic debit transfer system).

A pop-up window shows a detailed view of the 'High End Speaker - ash/12 inches' item, including its price (949.00) and quantity (1.00). It also displays a summary of the cart with VAT and a total amount of 1,017.80. The 'Payment Method' is set to 'CASH'. Delivery details are entered in a form: Delivery Name (shop user), Delivery Address (address), Delivery Street (street), Delivery Zip-Code (00000), and Delivery City (city).

At the bottom of the pop-up, there are buttons for 'Back', 'Save', and 'Finish Basket'.



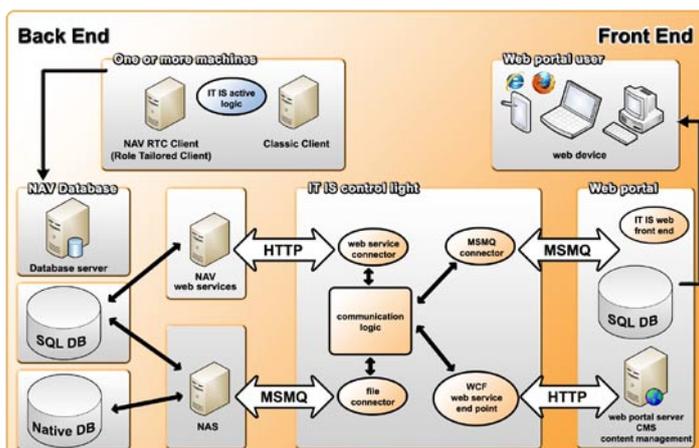
Web services communication supported

Web services communication

IT IS web 2011 SP2 for NAV supports the communication between the backend and frontend with the web services capability in Microsoft Dynamics NAV. As a database server to use the NAV web services an SQL database is required. With a native database will be communicated to the NAS (Navision Application Server).

With the included IT IS control light you decide whether if you want to use the web services or NAS for the communication with a SQL database.

The communication is divided into three stages. The data from NAV is sent from the backend over IT IS control light to the SharePoint Portal. This allows you to decide whether to communicate to your SharePoint portal on MSMQ (Microsoft Message Queue) or on HTTP. Simply different endpoints in IT IS control light are addressed. The message queues are sent to the MSMQ connector and the HTTP communication is done via WCF web services (Windows Communication Foundation). The in IT IS control light contained communication logic translate the data from the NAS to a pure HTTP, for example.



Since you do not need to purchase additional NAS instances you will probably save a lot of money with the NAV web services but this. Especially for large portals it could make sense to decide for the communication over the web services.

“With web services you could save a huge amount of licensing costs for the NAS instances”

Architecture overview for IT IS web 2011 SP2 for NAV with the embedded IT IS control



Hosting with IT IS SKY is flexible and save

On IT IS web 2011 SKY, your web performance will be operated on a dedicated server or on a virtual server image with the Windows Server web edition, where you get a lot of benefits. You do not need to have an internet connection with big volume and you don't need an expensive hardware therefore you save lots of costs for investment, personnel and maintenance. You don't need to fear hackings from the internet, because the solution runs behind State-of-the-Art-firewalls. You can also move by taking the solution as an image with you.



Our qualified hosting is presented by high-tech: The IBM servers are 4-ways and more and the images run on 16-way IBM server, and both solutions are designed multiple. So the 24/7 operation with optimal data-security is warranted. We have an external redundant power-connection on all-glass fiber and copper (7 cables at the moment). Internal, the servers have a gigabit-all-glass-fiber as well as gigabit copper-cables. The solution packages are variable because we provide a duration between 12 months and 48 months.

Choose one of three design templates:

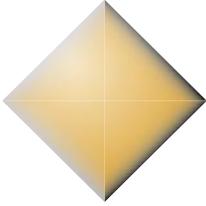


We offer you three various design templates for your SKY-web shop. Hereof you can choose a nearby template for processing afterwards.

The designs have got four different characteristics. Our design templates differentiate in consideration of the site-width, splitting order, menu order and also the menu navigation. All designs are simply and uncomplicatedly align able by CSS (Cascading Style

Sheets) and we can also help. The sites look nearly identical when visited with a current Mozilla Firefox browser and the recent Windows Internet Explorers.

For your design is important which target audience you would like approach. Do you need a B2B-web shop (business to business) or a B2C (business to consumer)?

IT IS
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2011 for NAV



Information brochure for e-commerce with Microsoft Dynamics NAV

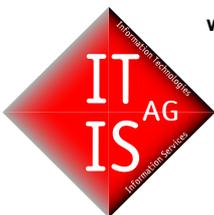


IT IS web 2011 for NAV is only available through qualified and specialized trading partners.

Ask your Microsoft Dynamics-partner, to get the benefits of this stunning product

Do not hesitate to contact us.
Contact us at contact@itis.de or just give us a call.

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