Microsoft® Navision Axapta®

The customer role enables businesses to connect and interact with customers by rapidly implementing e-commerce websites for selling products and services via the Internet.

Key Benefits:

- Fast deployment
- Enhance customer service and loyalty
- Strengthen sales
- Reduce administration costs

Key Features:

- Easy access to functionality and information in core Axapta system
- Rapid deployment using website wizard
- No web programming experience needed
- Design tools to tailor the visual design to a business's unique requirements
- Shoppers/buyers set up own login and password
- Shopping cart system
- Easy set-up of product catalog with direct access to data in Axapta
- Multiple languages and currencies

Customer Role – Microsoft Navision Axapta Enterprise Portal

The customer role in Microsoft Navision Axapta Enterprise Portal helps you connect and interact with your customers using the Web. It is seamlessly connected to other areas of functionality in Axapta including CRM and Supply Chain Management, which means that information such as product availability is automatically generated and always up-to-date.

Ease of use

Axapta Enterprise Portal provides a range of facilities that make it easy for your customers to use. For example, customers can create their own logins, a vital aspect in the overall success of a self-service website. When unregistered customers visit your site, they can log in as guests.

A guest can view items in an electronic catalog and place items in a shopping basket. If the guest would like to create a sales order, he or she must register. Guests can sign up directly on the website by filling out a registration request. The form asks the customer to enter information such as name of business, contact person and e-mail address. The guest can choose to submit an order for the items in the shopping cart after registering.

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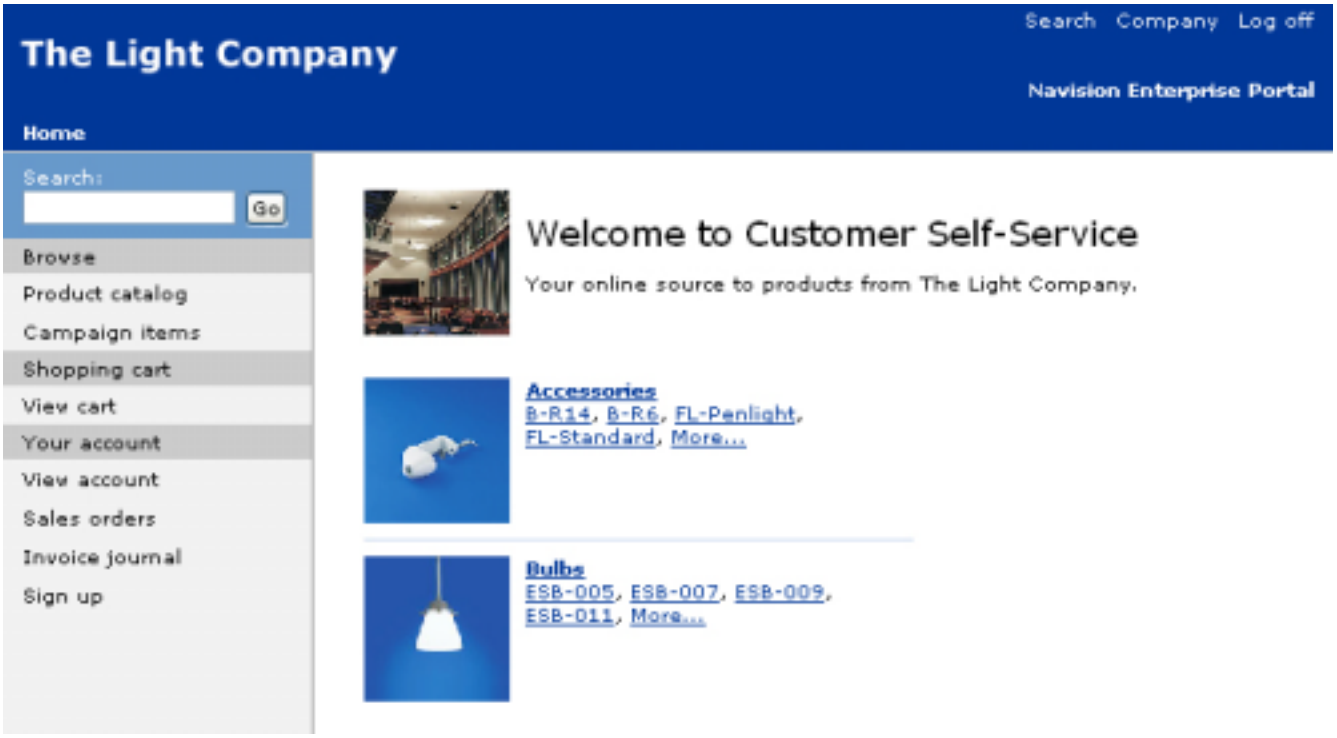


A customer's home shopping page

Personalized service

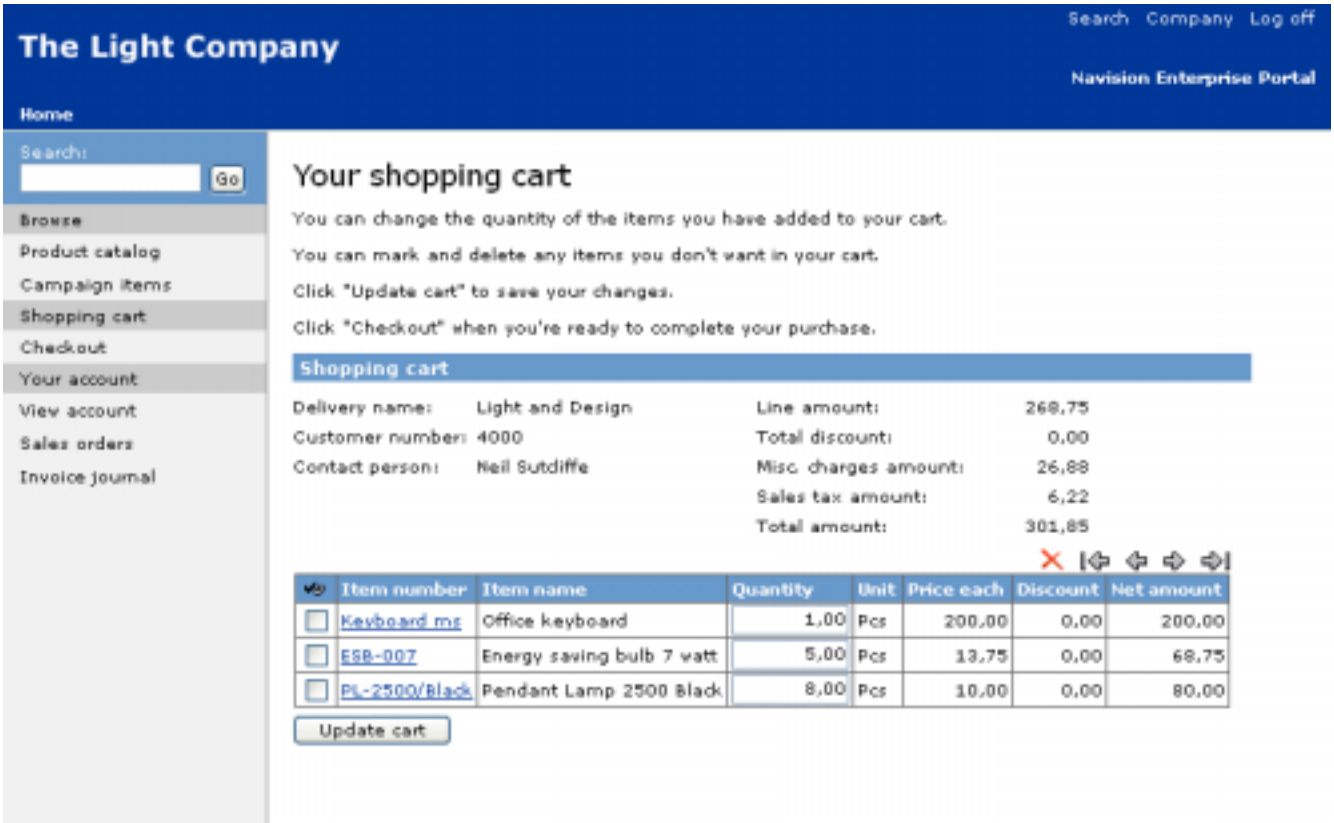
Axapta supports multiple languages and currencies, enabling your customers and guests to log in, view prices and make requests in the language or currency of their choice. Customers can also maintain their own contact information. Changes to the contact information are automatically updated throughout Axapta.

Shopping carts

The customer ordering process is based on the shopping cart concept. The customer browses through a product catalog adding items to the shopping cart as they go. To finalize a purchase, the customer completes a form in which a range of options — such as delivery address, delivery date, etc.—must be specified. Clicking "Create Sales Order" finalizes the purchase, and the order is added to the Sales Order module in Axapta. Each order that arrives from the Internet is tagged so you can track its origin.

Simplified administration

Combined with other capabilities offered by Axapta, the customer role makes it easy to administer websites. Among the capabilities available are: support for product catalog administration, advanced options for pricing, images, text, dynamic updates of data and free-text search facilities.



Customers can easily change quantity of items as well as delete items then proceed to check out

Administering the electronic catalog

The product catalog can be created based on the inventory table in Axapta. The products that reside in your inventory table can be organized and filtered in a way that is intended for presentation on the Internet. When a customer opens the product menu item on your website, the list of product groups is presented. For example, if you are a business selling light fixtures, the product list could include groups such as bulbs, lamps and shades. You can include descriptive text along with photos or graphics with each product group. When a customer clicks on a given product group, a list of product items within that group is presented with the text and image for the product group appearing above the list.

Monitoring open shopping baskets

Axapta provides an overview of all processed and open shopping carts on the website. You can also include an option called “resting” sales carts. This option allows you to view shopping carts and items that were left behind.

Connectivity with Axapta

The connectivity between the customer role and the other areas of functionality in Axapta cuts down on

time, costs and errors. Updates in Axapta are published immediately on your website. For example, you can choose to have updates to your inventory table made available immediately online for your customers. In the same manner, when customers change their contact information on your website, the information is updated throughout Axapta.

Microsoft Navision Axapta Enterprise Portal empowers your business community, through Internet connectivity, opening new paths to profit.

- Anytime, anywhere access to data
- One stop connectivity
- Intuitive Web layout for walk-up usage
- Improve communication and collaboration throughout your business community
- High ROI – deploy Intranet, Extranet, and Web solution as needed without hassle
- No need to buy third party software
- Reduce the cost of distributing and sharing information
- Every user can choose from 23 languages and local currencies

Contact your partner

To learn more about Microsoft Navision Axapta, contact your local Navision Solution Center. They have the expertise necessary to meet your specific business needs.

About Microsoft Business Solutions

Microsoft Business Solutions, which includes the businesses of Great Plains®, Microsoft bCentral™ and Navision a/s, offers a wide range of business applications designed to help small and midmarket businesses become more connected with customers, employees, partners and suppliers. Microsoft Business Solutions' applications automate end-to-end business processes across financials, distribution, project accounting, electronic commerce, human resources and payroll, manufacturing, supply chain management, business intelligence, sales and marketing management, and customer service and support. More information about Microsoft Business Solutions can be found at:

http://www.microsoft.com/BusinessSolutions

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Data Summary Sheet

Key Features	Description
Easy to use	• Intuitive layout and structure • User-adjustable menus, forms and reports • User-adjustable layout of main tables and journals • Windows commands incl. 'copy and paste' from and to Axapta • Direct access to main tables from journals • Advanced sorting and filter options • Built-in user help including an integrated manual • Option to mail and fax directly from Navision Axapta • Application can be run in different languages
Web Tools	• Customized designs to fit corporate profile and design • Layout themes to control fonts, colors, etc. • Web page editor to design and structure the website • MorphX development environment to add new functionality
Deployment	• A Windows installation including Internet Information Services and Components Services • No extra add-ons such as MS Commerce Server • Axapta provides all of the needed integration tools out-of-the-box, including the Business Connector • Business Connector registered in Component Services directly from the Axapta Configuration Utility • The customer role is deployed on Internet Information Services using a Wizard that guides the user through the process
Multi-language Solution	• The customer role is available in all of the languages supported by Axapta • Select the preferred language to make the entire website appear in the language of your choice
Customer Experience	• Easy browsing of product catalog • Search feature allows the customer to quickly find the desired items • Shopping cart concept - add items to shopping cart, change quantity, delete items from cart • Customer-specific prices as defined in Axapta (trade agreements) • Browse own history, such as sales orders and invoices • Online, up-to-the-minute updated data always available • Secure transactions through Secure Sockets Layer (SSL) technology when finalizing purchases
Product Catalog Manager	• Easy building of product catalogs • Add descriptions and images to individual products and product groups in all available languages • Specify a product group as campaign products for promotion

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Connectivity

- The customer role is based on the Axapta business logic
- The Sales origin field on the Sales Orders form in the application shows if the order arrived from the Web or if it was entered as a standard order
- On-hand information is available in both Axapta and on the Web
- Connectivity: One application, one database, one toolbox: low maintenance, high flexibility, low total cost of ownership, optimal ROI

System Requirements

To obtain all of the features mentioned in this fact sheet, the following modules and technologies are required:

- Microsoft Navision Axapta 3.0
- Microsoft Navision Axapta Logistics Series
- Microsoft Navision Axapta Trade Agreements
- Microsoft Navision Axapta Enterprise Portal Framework
- Microsoft Navision Axapta Enterprise Portal – Customer Role
- Microsoft Internet Information Server