

NAV-TO-NET B2C E-COMMERCE

Elegant e-Commerce Experiences Exclusively for Microsoft Dynamics™ NAV

Nav-to-Net™ B2C e-Commerce provides engaging online shopping experiences from beginning to end. Increase sales opportunities through great shopping experiences and keep customers informed with efficient product and content management. Seamless integration to Microsoft Dynamics™ NAV allows businesses to provide accurate pricing and availability in real-time and intuitive navigation. With Nav-to-Net™ B2C e-Commerce, business users can create personalized options for customers with ease.

BALANCE FORM AND FUNCTION - UNLIMITED DESIGN POSSIBILITIES

Nav-to-Net™ B2C is design friendly and customizable. Create a cohesive and branded e-Commerce site by customizing the look and feel. Nav-to-Net™ is designed using Microsoft stack technologies, including .NET and extensive use of CSS files. The architecture of Nav-to-Net™ has a customization code layer that readily allows for implementation of additional features.

RESPONSIVE DESIGN FOR B2C E-COMMERCE



With a distinct shift towards mobile browsing and commerce, Responsive Design is the simplest way to reach users across multiple devices. The fluid layout allows websites to adapt to multiple viewports, be it desktop, laptop, tablet, or smartphone. Achieve a consistent and ideal viewing experience for customers with the added convenience of maintaining only one website. Being mobile-friendly attracts more customers and increases opportunities for sales.

HELP CUSTOMERS FIND WHAT THEY WANT

Powerful search functions and filters work like a salesperson in a webshop, adding value to the shopping experience and accommodating different styles. Craft the customer journey and help customers find exactly what they're looking for with:

- Advanced category navigation. Unlimited categories and sub-categories allow businesses to organize and structure catalogs with ease and set customer expectations from the start
- Multidimensional variants, parametric search, and product compare. Allow customers to explore products in depth, refine search results, and make informed purchasing decisions

Size	Blue	Black	Red	Green	Orange
7	65,10 €	65,10 €	65,10 €	65,10 €	65,10 €
8	65,10 €	65,10 €	65,10 €	65,10 €	65,10 €
9	65,10 €	65,10 €	65,10 €	65,10 €	65,10 €
10	65,10 €	65,10 €	65,10 €	65,10 €	65,10 €
11	65,10 €	65,10 €	65,10 €	65,10 €	65,10 €
12	65,10 €	65,10 €	65,10 €	65,10 €	65,10 €

Multi-dimensional product variants matrix



LEVERAGE THE NAV ENVIRONMENT

Organize and manage massive amounts of details that result in a beautiful webshop for customers. Nav-to-Net™ leverages the existing Microsoft Dynamics NAV environment to create intuitive shopping processes. Built-in Document Management Tools are designed to expand on the flexibility of NAV, allowing businesses to:

- Easily edit content with the Multi-Line Text Box (MLTB) Tool and store extended product and category descriptions
- Create special catalogs and websites for particular customers
- Create an unlimited number of categories and sub-categories



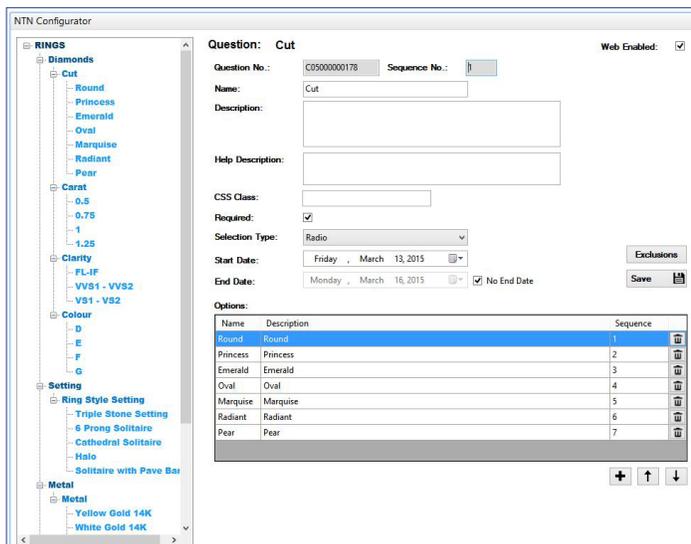
Welcome! - Nav-to-Net™ Homepage

INTERNATIONAL E-COMMERCE MADE EASY

Nav-to-Net™ has multi-language and multi-currency capabilities. Multi-lingual content is managed from within Microsoft Dynamics™ NAV while the multiple currency pricing is supported based on the NAV currency set-up. Nav-to-Net™ also supports multiple websites for separate customers, all managed in the same place without toggling back and forth for the best user experience.

MARKETING AND ANALYTICS

Enhanced SEO capabilities built into Nav-to-Net™ can help businesses be found. This includes URL rewriting, meta descriptions, keywords, titles, and alt image tags. Stay competitive in search rankings. Nav-to-Net™ also comes with Google Analytics integration; monitor site activity and customer behaviour and adjust sales strategy and marketing promotions as necessary.



Nav-to-Net™ Configurator - Setting up questions

NAV-TO-NET™ CONFIGURATOR FOR B2C E-COMMERCE

A configurator connects what a business offers with what customers want through an elegant step-by-step process that streamlines the sale of customized products. Integrated with NAV items, attributes, pricing, and availability, Configurator is easy to set up and manage. Use Configurator for custom-design, made-to-order, and one-of-a-kind products.



RATINGS AND REVIEWS

Social proof is a huge driver of sales and part of the process for engaging online shoppers. Fully automated processes are available for ratings and reviews with Nav-to-Net™.

Customers seek validation, endorsements, and outlets to contribute their voice and be heard. Benefit from the ease of an automated system or the control of a moderated rating and review section; Nav-to-Net™ provides options to suit any business' particular needs.

INCENTIVES TO BUY

Nav-to-Net™ B2C has features that create incentives to buy, helping businesses to stay top of mind for customers. Cross-selling and upselling is automated and managed all from within the NAV environment. Integrated with Microsoft Dynamics™ NAV, webshop data is automatically collected and transferred in real-time. Track, manage, and encourage sales all from one place. Other features include:

- Price and Availability Alerts; customers will be automatically notified of any changes
- Advanced Coupon Management; choose from Percentage Off, Dollar Amount Off, Buy X Get Y, and Free Shipping coupons, all tracked and managed within NAV
- Wishlists/Gift Registries; customers can create and extensively manage their lists online, making browsing and shopping easy

OPTIMIZE CHECKOUTS

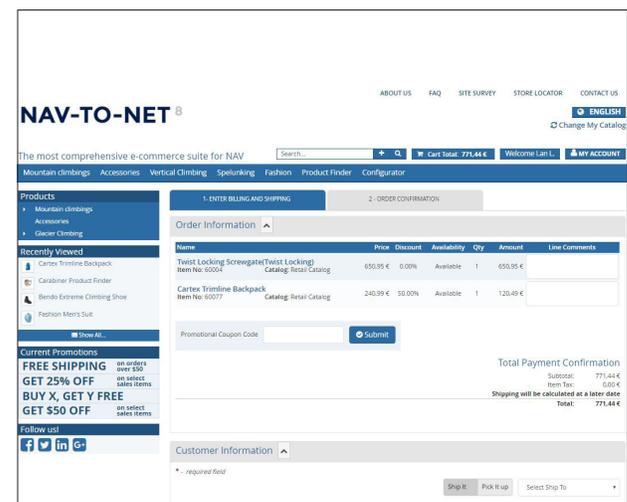
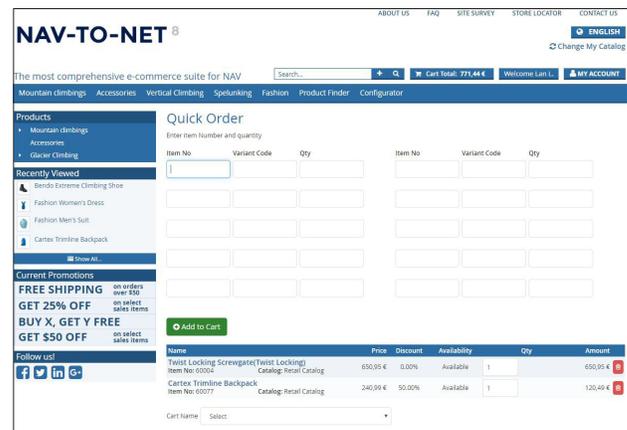
Provide multiple options to checkout, pay, and manage delivery to increase conversions, expedite the ordering process, and decrease shopping cart abandonment. The Nav-to-Net™ order processing and handling allows users to review orders in the holding table and optimize business operations behind the scenes, all without ever leaving the NAV environment.

Checkout options include:

- Quickcart; this is an attractive option for customers who know exactly what they want
- OneStep Checkout; this is an available alternative to the traditional multi-step

BE SOCIAL - CREATE BRAND AMBASSADORS

Give customers ability to be brand ambassadors, especially with mobile commerce expanding and social media networks available. Drive traffic to the site. Social media tools integrated with Nav-to-Net™ allow customers to share products across their social networks.



Nav-to-Net™ provides a variety of checkout options.
Top: Quick Cart; Bottom: OneStep Checkout



SUBMISSION MANAGER FOR B2C

B2C e-Commerce benefits from adding submission forms to spark interaction and customer engagement. The user-friendly interface of Submission Manager makes it easy to build as many submission form pages as required with customizable forms, questions, and options. All the collected data goes directly into NAV and submissions can be emailed to multiple recipients.

Some Submission Manager examples are:

- Customer surveys to ask for feedback
- Sign ups for newsletters, promotions, events, contests, and more
- Membership applications for loyalty programs
- Customer requests for product catalogs, technical guides, and other materials

Item No:	60016	60011	60015																
Name:	Dual Fleece Jacket	Long-Sleeve Thermal	Fast Fleece Jacket																
Item Details:																			
Web Price:	\$179.36		\$107.61																
Sales Price:	\$123.67-\$123.67	\$39.28	\$62.68-\$62.68																
Specifications:	<table border="1"> <thead> <tr> <th>Color</th> <th>White Deep Autumn</th> <th>White Sweet Country Pear</th> <th>Baby Blue Blue Pink</th> </tr> </thead> <tbody> <tr> <td>Fabric</td> <td>5.8 ounce / square yard; 65% organic cotton</td> <td>47% cotton, 48% modal, 7% elastane</td> <td>Schoeller Stretch</td> </tr> <tr> <td>Size</td> <td>S-M-L-XL</td> <td>M, L, XL</td> <td>S-M-L-XL</td> </tr> <tr> <td>Weight</td> <td>N/A</td> <td>N/A</td> <td>1lb 12oz</td> </tr> </tbody> </table>			Color	White Deep Autumn	White Sweet Country Pear	Baby Blue Blue Pink	Fabric	5.8 ounce / square yard; 65% organic cotton	47% cotton, 48% modal, 7% elastane	Schoeller Stretch	Size	S-M-L-XL	M, L, XL	S-M-L-XL	Weight	N/A	N/A	1lb 12oz
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Product Compare in Nav-to-Net™

CONFIDENCE AND SECURITY

Always Take Orders™ and SmartPush Technology are features exclusive to Nav-to-Net™; they ensure no order is ever lost, even if there is a disconnect from the back-end. Once the connection is re-established, orders will be automatically sent through while missing orders can be immediately retrieved and re-submitted to the back-end.

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



NAV-TO-NET B2C E-COMMERCE

NAV-TO-NET B2C FEATURE GUIDE



SEAMLESSLY INTEGRATED B2C E-COMMERCE EXCLUSIVELY FOR MICROSOFT DYNAMICS NAV

COMPLETE WEB STOREFRONT SOLUTION

- Built exclusively for Microsoft Dynamics™ NAV and based on Microsoft server components, NAV, and .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
- Manage 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 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 you are ready

WHAT'S NEW IN NAV-TO-NET™ 8?

- Compatibility with Microsoft Dynamics™ NAV 2013 - 2017
- Responsive Design for desktop, tablet, and mobile
- Enhanced support for web services
- Enhanced search functionality
- Dramatically more robust architecture
- Extensive performance improvements

PERFORMANCE:

- Improved Navision Application Server (NAS) monitoring
- Streamlined filtering techniques for synchronizations
- Improved advanced search performance

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 that allows customers to quickly locate what they're looking for through a set of parameters with item attributes managed in NAV

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

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

ITEM DETAIL PAGES

- Items are maintained in real time based on data from NAV including product images, detailed text descriptions, specifications, and files
- Display individual customer pricing according to the data in NAV, 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
- Nav-to-Net™ 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

- 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 customers will appreciate

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 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 product lists for their customers to highlight specific products or pre-defined item groupings
- Motivate customers to place larger orders

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

INCOMING ORDERS HOLDING TABLE

- Orders arrive into a web data holding table in Microsoft Dynamics™ NAV
- Configure Nav-to-Net™ to automatically post orders to the 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

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™ 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

- 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

DROP CART TRACKING

- Track abandoned shopping carts
- Web administrators can pull analytics reports from NAV

CUSTOMER ACCOUNT PORTAL

- Customers can create and edit their own profile information, including customer contact and notification options, and access it from NAV
- Customers can review their history of all previously placed orders rendered in real time from NAV

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

INTEGRATION WITH PAYMENT PROCESSORS

- Efficient, automated, and customizable credit card integration options
- PayPal integration for secure automated payment processing in Nav-to-Net™

SHIPPING AGENT INTEGRATION

- Fully integrated and automated shipping calculations from FedEx and UPS

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

LANDING PAGES

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

STORE LOCATOR

- Customers can find stores, dealers, and warehouses online

GIFT PRODUCT REGISTRY

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

TELL A FRIEND AND SOCIAL MEDIA INTEGRATION

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

PRICE AND AVAILABILITY ALERTS

- Users can request notification if price and/or availability of an item changes
- Alert requests can be collected and transferred to NAV



SUBMISSION FORM MANAGER

- User-friendly interface to build submission form pages and to manage data
- Customizable forms, questions, and options
- Data goes directly into NAV and can be emailed to multiple recipients

COUPON MANAGEMENT TOOL

- Efficiently set up all coupon settings ensuring correct calculation and smooth application for customers
- Hassle-free tracking of usage of coupon codes in NAV
- 4 types of coupons: Buy X and Get Y Free, Percentage Off, Dollar Amount Off, Free Shipping

RATINGS AND REVIEWS

- Collect customer feedback on an item-by-item basis; customers can submit both numeric rating and text feedback
- Reviews can be automatically published or submitted for approval
- Approved ratings are presented in an “out of 5 stars” format

MULTI-TIER DEVELOPMENT ARCHITECTURE

- 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

- Information can be available in different languages; multi-lingual content is managed from within Microsoft Dynamics™ NAV
- Multiple currency pricing supported based on Microsoft Dynamics™ NAV currency set-up

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
- Powerful rules-based tool that instantly processes constraints and calculations based on customer input
- Integrated with all NAV items, attributes, pricing, and availability
- Increase selling opportunities; Configurator helps give customers context
- Stylesheets help you customize the look to create a visually rich buying experience
- Built with Responsive Design to adapt to desktop, laptop, tablet, or mobile

NAV-TO-NET™ WEB SERVICES (OPTIONAL)

- Nav-to-Net™ web services specifically engineered for mobile apps
- Connect to Nav-to-Net™ objects remotely
- Build external interfaces including kiosks, third party sites, value added networks, etc.

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