

NAV-TO-NET B2B E-COMMERCE

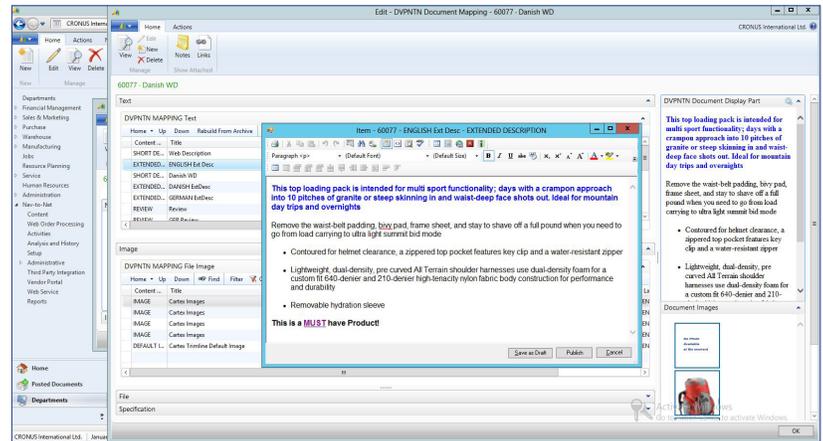
Elegant e-Commerce Experiences

Exclusively for Microsoft Dynamics™ NAV

Nav-to-Net™ B2B e-Commerce seamlessly integrates with business processes, such as accounting, order taking, fulfilment, contracts, dealer and vendor relationships, and massive inventories while providing an attractive, functional front-end to customers. From automated order processing and presenting accurate prices to the ability to customize to customer needs, Nav-to-Net™ B2B covers a variety of business needs.

LEVERAGING THE NAV ENVIRONMENT

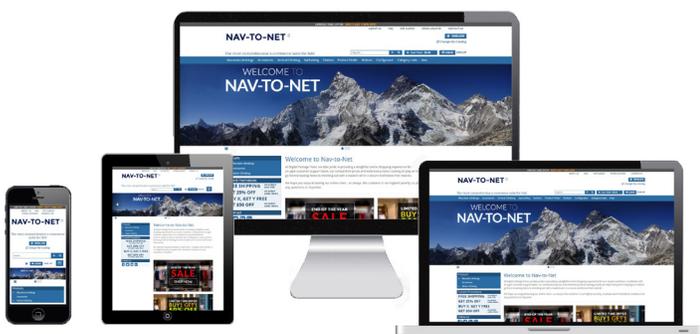
Take full control of business with a seamlessly integrated e-Commerce solution that acts as a natural extension to the existing Dynamics NAV environment. Designed to expand on the flexibility of NAV, Nav-to-Net™ has superior content, data, and item management for the most efficient processing and sets the foundation for optimized Business-to-Business (B2B) selling.



Multi-Line Text Box Tool for What You See Is What You Get (WYSIWYG) Editing

Nav-to-Net™ has built in webshop management tools allowing businesses to:

- Exercise precise control of all inventory and pricing; MLTB tool with WYSIWYG editing, item detail pages, and multi-dimensional variants are features that can showcase the product catalog
- Organize the customer journey with virtually unlimited categories and sub-categories
- Create special catalogs and categories for particular customers and websites
- Maintain items in real time based on data from NAV, including product images, detailed text descriptions, specifications, and supporting data files
- Provide registered customers with access to information from NAV database



Responsive Design for Nav-to-Net™:
Desktop, Laptop, Tablet, Smartphone

RESPONSIVE DESIGN FOR NAV-TO-NET™

Responsive Design allows businesses to be where customers are, empowers sales representatives in the field, and provides speed and convenience in e-Commerce, no matter which device is used.

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.



DIGITAL VANTAGE POINT

MANAGE BUSINESS RELATIONSHIPS

Nav-to-Net™ B2B e-Commerce solution provides reliable access to all resources, data, applications, and processes, leading to open communication for better business relationships, both outside and within the company. Some features that add value are:

- Sales Agent and Vendor Portals. Minimize duplication of effort and any errors or redundancies as everything is managed in one place. Create accounts and place orders on behalf of customers with Sales Agent Portal, or invite vendors to respond to RFP's and provide shipment notifications with Vendor Portal
- Approval Functionality. Set up roles and permissions to define specific order types before they are entered into the sales order tables

The screenshot shows the NTN Configurator interface. On the left is a tree view for 'CAR 1' with categories: Powertrain (350 HP V6, 400 HP V6), Differential (AWD, RWD), Transmission, Gearing (Automatic, Automatic DSG), and Exterior (Spoiler, Lip, Subaru Wing). The main area is for 'Option: RWD'. Fields include: Option No.: 000050000052, Sequence No.: 2, Web Enabled: . Name: RWD. Description: (empty). Help Description: (empty). CSS Class: option. Default Option: . Type: Item. A 'Single Item' section shows Item No.: 60003, Clocker Screwgate, Variant No.: (empty), Sales UOM: BOX, Min. Qty: 1, Max. Qty: 1. There are 'Exclusions' and 'Save' buttons.

Nav-to-Net™ Configurator Option Creation

PRODUCT CONFIGURATOR FOR B2B

Using a product configurator integrated with NAV items, attributes, pricing, availability and more helps customers build their own ideal product purchase, streamlining the sales of customizable products. Guide them through the shopping process by providing context and relevant information. There are many industries that could take advantage of the unique selling experience of Nav-to-Net™ Configurator including manufacturing, engineering, travel, hospitality, and more.

POWERFUL SEARCH FUNCTIONS

Help customers navigate the website by creating as many custom product lists and catalogs as needed. Target specific customer segments by showing appropriate pricing and availability. Advanced search functions help customers narrow down massive inventories. For example, parametric search gives customers the option to search by criteria. The flexible search capabilities of Nav-to-Net™ can satisfy customers without overwhelming them.



Parametric Search in Nav-to-Net™

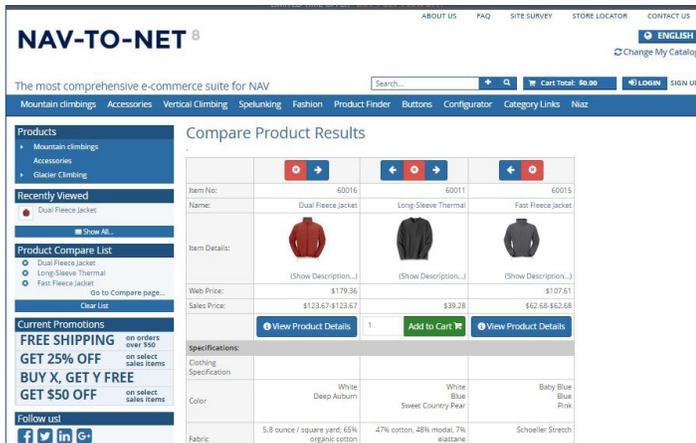
IMPROVED BUSINESS AGILITY

Smooth and seamless integration to Microsoft Dynamics™ NAV is the cornerstone of the Nav-to-Net™ e-Commerce suite. Achieve business agility through the fast and reliable access to information, processes, applications, and all necessary data. In a B2B environment, it's important to see the big picture of the overall business and e-Commerce website while managing the small details; Nav-to-Net™ integration increases visibility and the ability to make the required changes quickly to maximize ROI.



EFFECTIVE SELLING SOLUTIONS

In B2B e-Commerce, customers have different motivations and behaviours and tend to be less impulsive; many decision-makers and factors affect the final purchase. Nav-to-Net™ can be tailored to any B2B setting. It can be personalized based on customer preferences to shape the ongoing business relationship and show ongoing dedication to excellent customer service.



Product Compare in Nav-to-Net™

Some features that encourage sales include:

- Shopping Cart Upsells
- Sales Representative Upsells
- Automated Cross Selling
- Online Dealer Quotes
- Online Sales Quotes
- Advanced Coupon Management

Nav-to-Net™ offers several ways to approach customers to provide personalized recommendations, buying incentives, and opportunities to build loyalty while managing these activities simply in Microsoft Dynamics™ NAV.

INTEGRATE WITH BUSINESS APPS

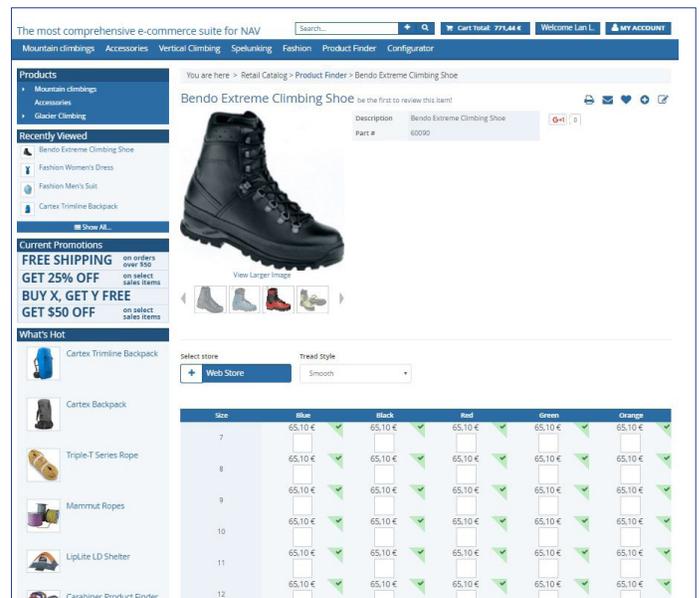
For any 3rd party business applications currently in use, Nav-to-Net™ Web Services helps systems “talk” to one another. Access NAV data and manage changes directly in NAV in real-time with Digital Vantage Point’s signature seamless integration.

CUSTOM FORM SUBMISSION MANAGER

Growing a B2B business relies on building upon customer relationships. Adding submission forms to an e-Commerce website sparks interaction and that important initial contact. 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 examples of Submission Manager:

- Membership applications
- Enrollment to programs or training courses
- Product and pricing catalog requests
- Booking demos, webinars, and interviews
- Newsletter sign ups



Multi-dimensional variants in Nav-to-Net™

CUSTOM PRODUCT LISTS

For regular customers with standing orders, custom product lists can be created and easily maintained in NAV. Create multiple product catalogs with customer-specific pricing. Customers can view a filtered list of products or a tailored welcome page with recommended products upon log-in.



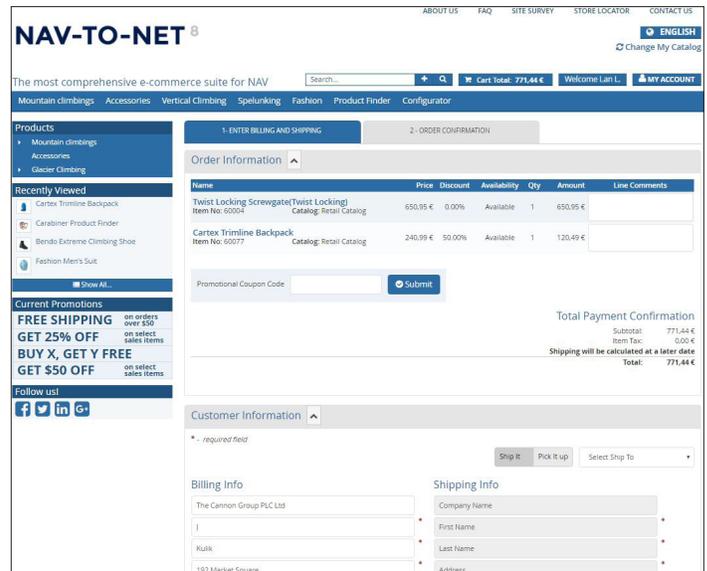
ONLINE INVOICE PAYMENTS

Offer B2B customers the option to pay their invoices online while being seamlessly integrated with NAV. This feature gives businesses flexibility and convenience when managing payment processes.

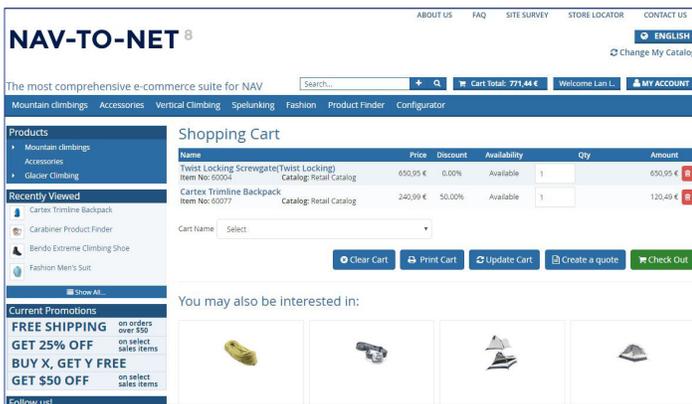
MARKETING AND ANALYTICS

Analytical tools and reports deliver powerful feedback and data, allowing companies to take advantage of this added insight. Extensive Google Analytics integration with Nav-to-Net™ provides enhanced web tracking to closely monitor site activity. Understand customer behaviour and use that insight to optimize conversions, sales, and promotions.

Enhanced SEO capabilities in Nav-to-Net™ include URL rewriting for SEO, meta tag description, title, keyword, and ALT image tag management, all within NAV. This helps businesses stay competitive while managing search engine ranking.



OneStep Checkout for ultimate convenience



Cross sell and upsell from the shopping cart

RMA - RETURN MERCHANDISE AUTHORIZATION

Protect both the business and customers after the order has been placed. Customers can request RMA for shipped items. RMA can help prevent fraudulent returns and chargebacks. Nav-to-Net™ allows businesses to easily track RMA's, account for returned items, and update the NAV database accordingly.

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 B2B E-COMMERCE

NAV-TO-NET B2B FEATURE GUIDE



SEAMLESSLY INTEGRATED B2B 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 it is 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
- 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 supporting data files
- Display individual customer pricing according to the data in 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
- 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

PRODUCT CATEGORY NAVIGATION

- Nav-to-Net™ supports a virtually unlimited number of product categories
- 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 customers will appreciate

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 favourite 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

DROP CART TRACKING

- Track abandoned shopping carts
- Pull analytics reports from NAV

SALES REPRESENTATIVE UPSSELLS

- Sales representatives can select products in NAV to show customers upon their log-in

COUPON MANAGEMENT TOOL

- Set up all coupon settings ensuring correct calculation and smooth application for customers
- Simple 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

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

GOOGLE ANALYTICS INTEGRATION

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

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

CUSTOMER ACCOUNT PORTAL

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

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

CUSTOM PRODUCT LISTS

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

SHIPPING AGENT INTEGRATION

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

INTEGRATION WITH PAYMENT PROCESSORS

- PayPal is fully integrated with Nav-to-Net™ for safe, secure, and automated payment processing
- Efficient, automated, and customizable credit card integration options

ONLINE DEALER QUOTES

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



ONLINE SALES QUOTES

- Create and manage quotes straight from NAV

RMA - RETURN MERCHANDISE AUTHORIZATION

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

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

ONLINE BILL PAYMENT

- Customers can pay their invoices online, reducing duplicate efforts and clerical errors

APPROVAL FUNCTIONALITY

- 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

CONTACT INTEGRATION

- Integration with Microsoft Dynamics™ NAV Relationship Management

SINGLE SIGN-ON (SSO) INTEGRATION (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

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

VENDOR PORTAL (OPTIONAL)

- Post Request For Proposals (RFP's) online and invite vendors to bid/respond
- Vendors can provide shipment notifications

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 preconfigured reports, such as A/R report by customer, top sales, and commissions

NAV-TO-NET™ WEB SERVICES (OPTIONAL)

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

CONFIGURATOR and MULTIPLE WEBSITES OPTIONAL

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