NAV-TO-NET ULTIMATE E-COMMERCE

Elegant e-Commerce Experiences
## Exclusively for Microsoft Dynamics™ NAV

Choosing an e-Commerce solution means considering many factors, such as cost, implementation, and functionality. The Nav-to-Net™ e-Commerce Suite is a proven set of integrated solutions designed exclusively for Microsoft Dynamics™ NAV that empowers organizations with improved business agility.

With Nav-to-Net™, there are many add-ons and customizations that will cater to any business' exact specifications. Tailored to unique business processes, it saves time and effort as everything operates smoothly. With unparalleled integration to Microsoft Dynamics™ NAV, Nav-to-Net™ offers rapid, reliable, e-Commerce transactions, reduced maintenance costs, and a vastly improved customer online experience.

LEVERAGING THE NAV ENVIRONMENT

Seamless integration is at the core of all Digital Vantage Point's e-Commerce technologies and solutions. Interconnected systems mean unified workflows, effective and efficient communication between users, customers, and systems, and better visibility and control over all operations. Nav-to-Net™ is a fully integrated B2B/B2C/B2E e-Commerce solution that leverages Microsoft Dynamics™ NAV. Website management is easy when the solution is built into the existing NAV environment. The Built-in Document Management tools allow users to:

- Create an unlimited number of categories and sub-categories
- Include comprehensive product information, including pictures, extended item descriptions, and related accessories
- Store extended product and category descriptions using the HTML Multi-line Text Box tool
- Create special catalogs and categories for particular customers and websites
- Provide registered customers with access to information from your NAV database, including all orders they have placed
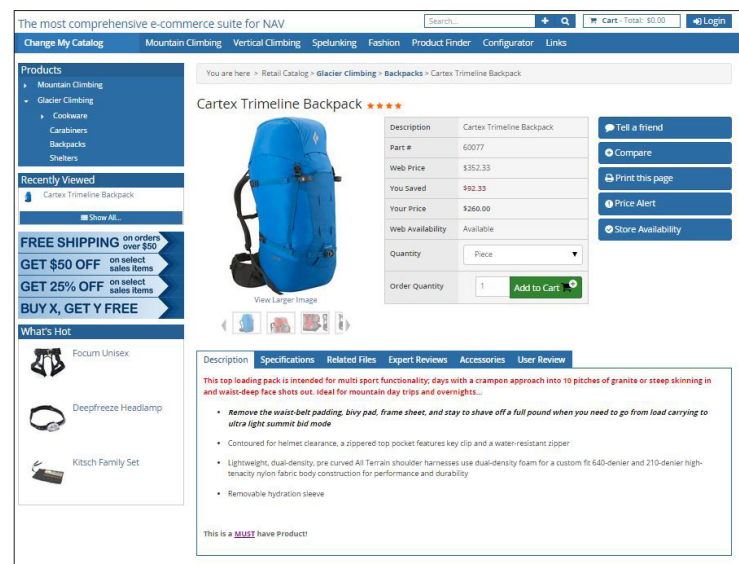
Nav-to-Net™ Item Description Page

PROVIDE VALUABLE CUSTOMER EXPERIENCES

Create engaging and intuitive shopping experiences for B2B and B2C customers while managing it simply from within Dynamics NAV. The logical hierarchy based on customers' wants and needs structures the customer experience so they can easily locate products, compare prices, choose payment methods, and more.

DIGITAL VANTAGE POINT

FEATURE-RICH E-COMMERCE SOLUTIONS

Nav-to-Net™ has a wide range of features, giving businesses flexibility, agility, and enhanced performance. Supported by seamless integration to NAV and a robust architecture, Nav-to-Net™ offers the option for multiple websites and catalogs, adapting to any business. The result is a flexible and powerful webshop that provides a pleasant experience for business users and end customers alike.

B2B Features Include:
*   Approval Functionality
*   Custom Product Lists
*   Sales Representative Upsells
*   Online Dealer Quotes

B2C Features Include:
*   Landing Pages
*   Price and Availability Alerts
*   Tell a Friend
*   Gift Product Registry
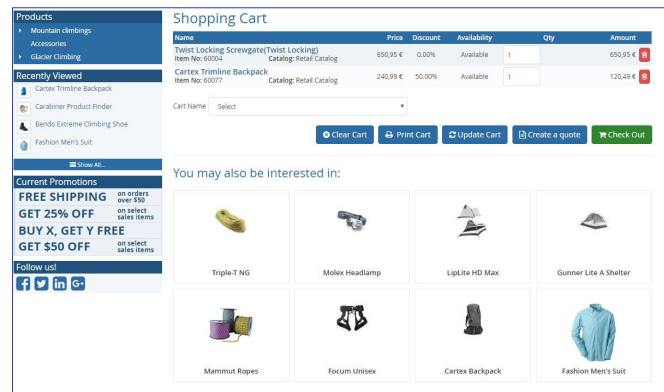
CONVERT SHOPPERS TO BUYERS

Nav-to-Net™ enables sales and marketing teams to promote products and manage customers with a variety of built-in features. Analytical tools provide powerful feedback and plentiful data, empowering marketing departments' efforts to further the business. Some of the features that can help include:

*   Built-In Search Engine Optimization
*   Integration with Google Analytics
*   Support for customer-specific log-in pages
*   Sales representatives recommendations
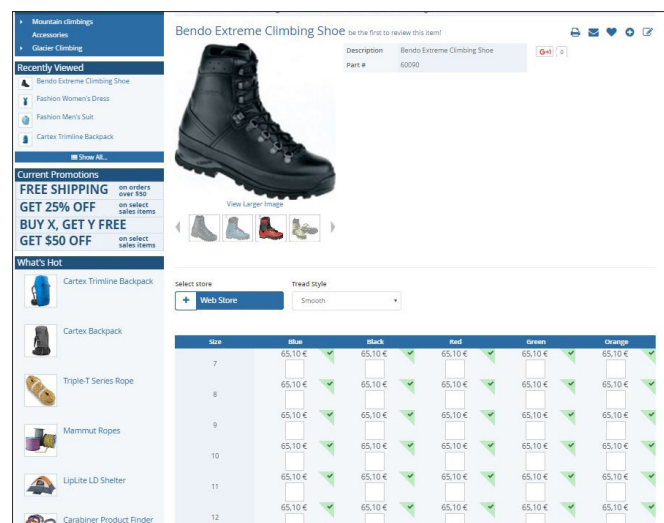
Top - Shopping Cart Upsells
Bottom - Multi-dimensional Product Variants

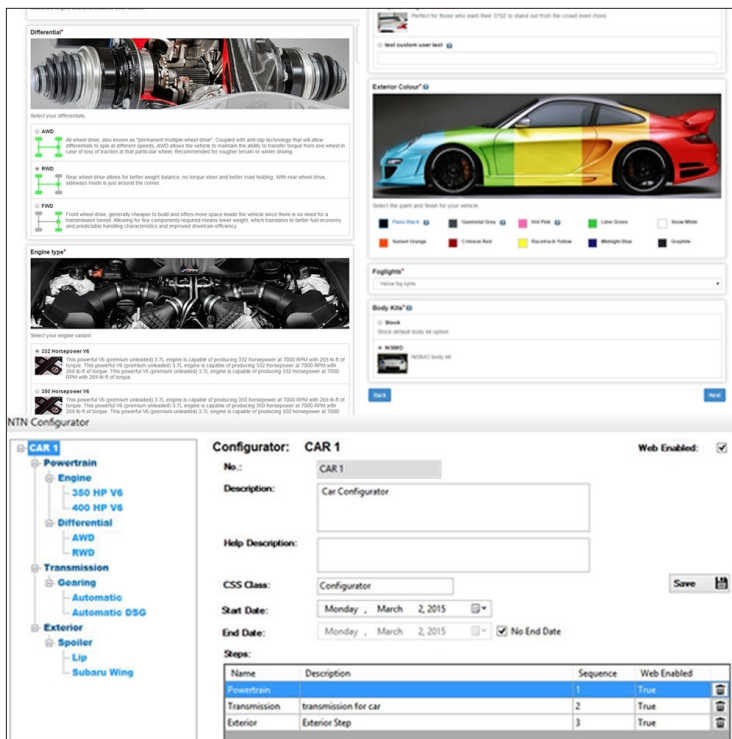Responsive Design for Desktop, Laptop, Tablet, and Mobile

RESPONSIVE DESIGN IN E-COMMERCE

Nav-to-Net™ is built with Responsive Design, resulting in fluid layouts. They provide the ideal viewing experience for customers, whether customers choose to use desktop, laptop, tablet, or smartphone.

From a business perspective, responsive websites eliminate the need for separate tablet and mobile sites, saving time, money, and effort. Websites and all their components are managed within NAV with the tight and seamless integration to Microsoft Dynamics™ NAV.

NAV-TO-NET ULTIMATE E-COMMERCE

Setting up Nav-to-Net™ Configurator

GUIDING CUSTOMERS TO BETTER BUYING DECISIONS

Nav-to-Net™ Configurator is an engaging solution managed entirely in NAV, designed to make selling complex products and services simple. It's a powerful rules-based tool that processes constraints and calculations based on customer input. A webshop with Configurator is able to meet customers' specific needs, create more sales opportunities, and improve ROI. It connects the right products and features with the target audience while being managed all from within the existing NAV environment.

- Integrated with NAV items, attributes, pricing, and availability
- Step by step process is easily managed in NAV to craft the ideal shopping experience
- Visually rich experience with stylesheets and content management in NAV

CONFIDENCE AND SECURITY IN NAV-TO-NET™

If the link from website to Microsoft Dynamics™ NAV failed during the order processing for any reason, Always Take Orders™ (ATO) gives peace of mind. ATO is a unique feature exclusive to Nav-to-Net™ that ensures customers get vital item and pricing information, even if the connection to the back-end system is lost. Once the connection to the Microsoft Dynamics™ NAV is re-established, orders will be automatically sent through while missing orders can be retrieved and re-submitted to the database.

SmartPush Technology™ synchronizes key website specific data from NAV as it changes in real time while ATO decreases the impact of the website workload on the performance of Microsoft Dynamics™ NAV database.

IMPROVE BUSINESS WORKFLOWS

With Nav-to-Net™, there is little need for extra web development resources. Changes to the e-Commerce website can be made at any time to keep up with new sales prices and strategies, product description revisions, and category changes. Any changes made in Microsoft Dynamics™ NAV will be dynamically published instantly by Nav-to-Net™ without any need for manual synchronization. With very few bottlenecks and disruptions, this is a cost-effective solution.

LOWER WEB MAINTENANCE COSTS

Nav-to-Net™, written in .NET, is e-Commerce seamlessly integrated with the Microsoft stack technology. Businesses will run smoothly with simplified web management and reduced costs related to maintenance, training, and web development consulting. Embedded completely in Microsoft Dynamics™ NAV, there are no offline synchronizations and there is no need to flip back and forth between interfaces.

Nav-to-Net™ benefits your entire organization.

AS A STAKEHOLDER:
- Provide value-added customer experience
- Maximize e-Commerce ROI by energizing your online business
- Shorten time to market, giving you a competitive advantage
- Leverage and optimize current technology

AS A CHIEF INFORMATION OFFICER:
- Empower Microsoft Dynamics™ NAV, giving user the power to do more
- Control web management and maintenance costs
- Offer reliability to customers with Always Take Orders™ (ATO)
- Lengthen reach with multi-website, multi-lingual, and multi-currency capabilities

AS AN IT ADMINISTRATOR:
- Scale to address performance issues
- Simplify website maintenance
- Reduce bottlenecks and improve workflows
- Eliminate data redundancy

AS A PRODUCT MARKETING MANAGER:
- Manage web products, categories, and catalogs with ease; user-friendly screens means little to no imposition on the IT department
- Combine marketing and sales strategies and execute with confidence; up-selling, cross-selling, and promotional campaigns can happen simultaneously
- Capitalize on more business opportunities

AS A SALES PROFESSIONAL:
- Strengthen customer relationships while being the single point of contact
- Enlist in resources to be responsive to customer needs and requests
- Apply valuable insight gleaned from data to improve sales strategy
- Better serve the customer and guide them through the sales funnel

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.

Certified for Microsoft Dynamics NAV

Microsoft Partner
Gold Enterprise Resource Planning
Microsoft Dynamics NAV
Microsoft

DIGITAL VANTAGE POINT

DVP

NAV-TO-NET ULTIMATE E-COMMERCE

SEAMLESSLY INTEGRATED E-COMMERCE EXCLUSIVELY FOR MICROSOFT DYNAMICS NAV

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

COMPLETE WEB STOREFRONT SOLUTION
- Built exclusively for Microsoft Dynamics™ NAV and based on Microsoft server components, NAV, and .NET
- Effectively brings data and business logic online
- Supports B2B/B2C/B2E e-Commerce

RESPONSIVE DESIGN
- Fluid website layout adaptable to each viewport (desktop, tablet, mobile)
- 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 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

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

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

PARAMETRIC SEARCH
- Guided search tool that allows customers to quickly locate what they're looking for through a set of parameters with search 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
- 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

PRODUCT CATEGORY NAVIGATION
- Nav-to-Net™ supports a virtually unlimited number of product categories, managed in NAV
- 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

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

PRODUCT COMPARE
- Customers can dynamically compare products and details side-by-side, helping their decision-making process

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

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

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

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

INTEGRATION TO 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, UPS, and more

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

STORE LOCATOR (B2C)
- Customers can find stores, dealers, and warehouses online

LANDING PAGES (B2C)
- Create as many as needed straight from NAV
- Define product-specific landing pages for quick access

GIFT PRODUCT REGISTRY (B2C)
- Customers can create and manage their registry/ wish list on the website

TELL A FRIEND AND SOCIAL MEDIA INTEGRATION (B2C)
- Customers can endorse and recommend products to their network
- Drive more traffic to your website

PRICE AND AVAILABILITY ALERTS (B2C)
- Users can request notification if price and/or availability of an item changes
- Collect and transfer alert requests to NAV

SUBMISSION FORM MANAGER (B2B/B2C)
- 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 (B2B/B2C)
- 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

CONTACT INTEGRATION (B2B)
- Integration with Microsoft Dynamics™ NAV Relationship Management

MULTI-TIER DEVELOPMENT ARCHITECTURE (B2B/B2C)
- 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 (B2B/B2C)
- 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

SALES REPRESENTATIVE UPSELLS (B2B)
- Sales representatives can select products in NAV to show customers upon their log-in

CUSTOM PRODUCT LISTS (B2B)
- Customers can view a filtered list of products that have specially associated prices

ONLINE BILL PAYMENT (B2B)
- Customers are able to pay invoices online
- Reduces duplicate errors and clerical errors

RETURN MERCHANDISE AUTHORIZATION (B2B)
- Allow users to request RMA for shipped items
- Simplified process to protect businesses from fraudulent returns and accommodate customers

APPROVAL FUNCTIONALITY (B2B)
- 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

ONLINE DEALER QUOTES (B2B)
- Dealers can create specific quotes like discounts for a particular customer

ONLINE SALES QUOTES (B2B)
- Create and manage quotes straight from NAV

SINGLE SIGN-ON (SSO) INTEGRATION (B2B/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

VENDOR PORTAL (B2B/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

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
- Integrated with all NAV items, attributes, pricing, and availability
- Stylesheets help you customize the look
- Built with Responsive Design to adapt to desktop, laptop, tablet, or mobile

NAV-TO-NET™ WEB SERVICES (OPTIONAL)
- Connect to Nav-to-Net™ objects remotely
- Build external interfaces including kiosks, mobile apps, third party sites, value added networks, etc.
- Nav-to-Net™ web services specifically engineered for mobile apps

Certified for
Microsoft
Dynamics
NAV

Microsoft
Partner
Gold Enterprise Resource Planning
Microsoft Dynamics NAV
Microsoft

DIGITAL
VANTAGE
POINT

NAV-TO-NET ULTIMATE FEATURE GUIDE