

# RESPONSIVE DESIGN | NAV-TO-NET

Elegant e-Commerce Experiences  
Exclusively for Microsoft Dynamics™ NAV

Shoppers are increasingly mobile and technologically savvy; they look for ease and convenience when shopping online. At Digital Vantage Point, we provide an integrated solution in Nav-to-Net™ and add Responsive Design, allowing your business to effectively serve your customers' needs across any platform.

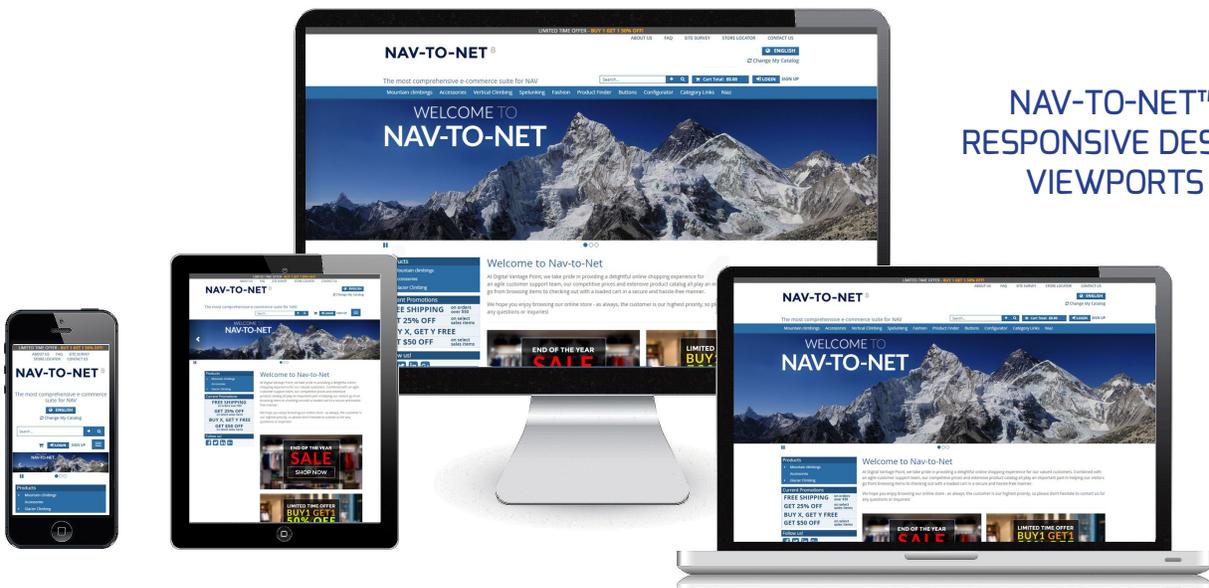
## ABOUT RESPONSIVE DESIGN

Responsive Design enables your e-Commerce website to adapt to any device, providing optimal display and performance, whether accessed through a desktop, laptop, tablet, or smartphone. It will change size and layout depending on the device. The website will maintain the integrity of the design throughout, keeping it consistent, appealing, and usable.

The latest Nav-to-Net™ responsive e-Commerce websites are fluid and dynamically adapt to each viewport's screen resolution. With a responsive web design, you will provide an ideal viewing experience for your customers which is easy to navigate.

## RESPONSIVE DESIGN FOR NAV-TO-NET

Responsive Design is an important element of the future of web design. As a company specializing in e-Commerce for Microsoft Dynamics™ NAV, Digital Vantage Point wants to take advantage of this growing trend. Experience all the benefits of an integrated solution coupled with the added convenience of having only one site to maintain. It is important to have the design translate properly between all viewports while keeping it highly functional.



NAV-TO-NET™  
RESPONSIVE DESIGN  
VIEWPORTS

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



DIGITAL VANTAGE POINT

## BENEFITS OF RESPONSIVE DESIGN

### CATER TO SAVVY SHOPPERS

- Provide a high quality experience, no matter which device customers choose to use.
- Prevent site drop-offs that tend to happen when site is unusable and difficult to navigate.
- Improve customer experience through all available shopping channels.



### CONSISTENCY IN BRANDING

- Strengthen your brand by providing the same look, feel, and style properly configured to each screen resolution.
- Responsive Design capitalizes on the inherent differences in how customers use each device.
- Consistent does not mean identical.

### TECHNICAL EFFICIENCIES

- Only one website needs to be maintained; updates and changes are less error prone.
- Eliminate the need for separate tablet and mobile sites.
- Save time and money by lowering additional overhead required to manage redirects.
- Easily manage all site components from within NAV because of the tight, seamless integration of Nav-to-Net™.

### SEARCH ENGINE FRIENDLY

- Responsive Design sites tend to be engaging and generate more clicks across different platforms.
- Avoid duplicating any content management between mobile and non-mobile sites.
- Prevent diluting your content's ranking in search engines.

### OPTIMIZED CONVERSION RATE

- Keep the shopping process flowing by retaining tried and true website features across all platforms.
- Amplify the value of features such as real-time updates from NAV, Always Take Orders™, parametric search, and one step checkout.
- Follow best practices for each device so you don't risk losing traffic, visitors, and business.

### KEEP MOVING FORWARD

You have made the right investment with Microsoft Dynamics™ NAV and you recognize the enormous potential of multi-channel retail to your e-Commerce business. Nav-to-Net™ with Responsive Design will take your business to the next level. Experience seamless integration from all touch points of your website with Microsoft Dynamics™ NAV. Investment in the right technologies can empower your business to thrive and succeed.

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Gold Enterprise Resource Planning  
Microsoft Dynamics NAV



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