

# NAV-TO-NET ULTIMATE E-COMMERCE

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

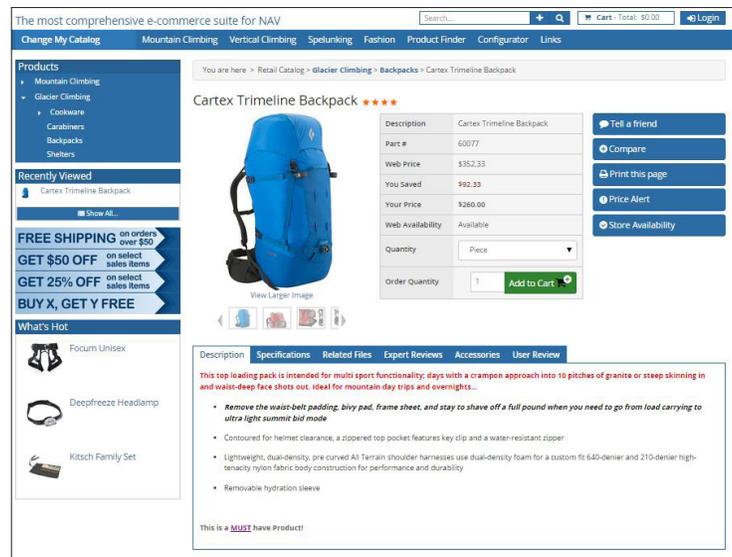
Choosing an e-Commerce solution means considering many factors, such as cost, implementation, and functionality. The Nav-to-Net™ e-Commerce Suite is a proven set of integrated solutions designed exclusively for Microsoft Dynamics™ NAV that empowers organizations with improved business agility.

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.



## FEATURE-RICH E-COMMERCE SOLUTIONS

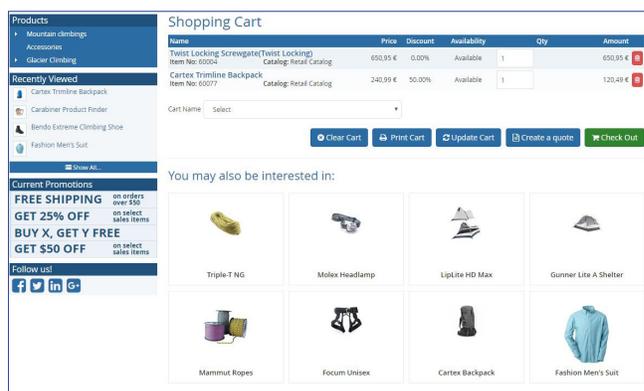
Nav-to-Net™ has a wide range of features, giving businesses flexibility, agility, and enhanced performance. Supported by seamless integration to NAV and a robust architecture, Nav-to-Net™ offers the option for multiple websites and catalogs, adapting to any business. The result is a flexible and powerful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

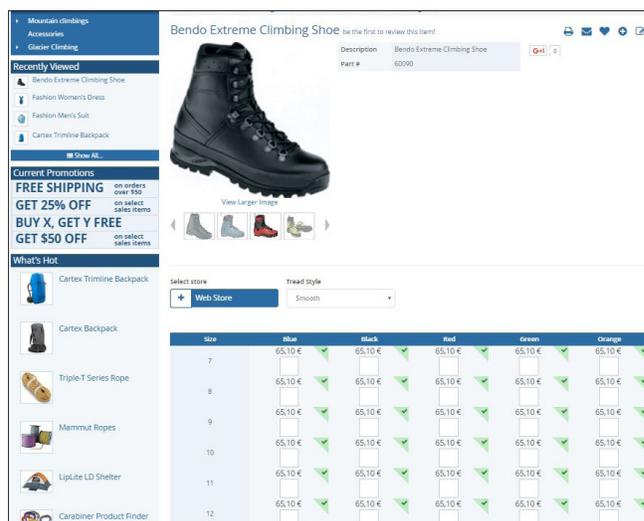
- Landing Pages
- Price and Availability Alerts
- Tell a Friend
- Gift Product Registry



## 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 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.



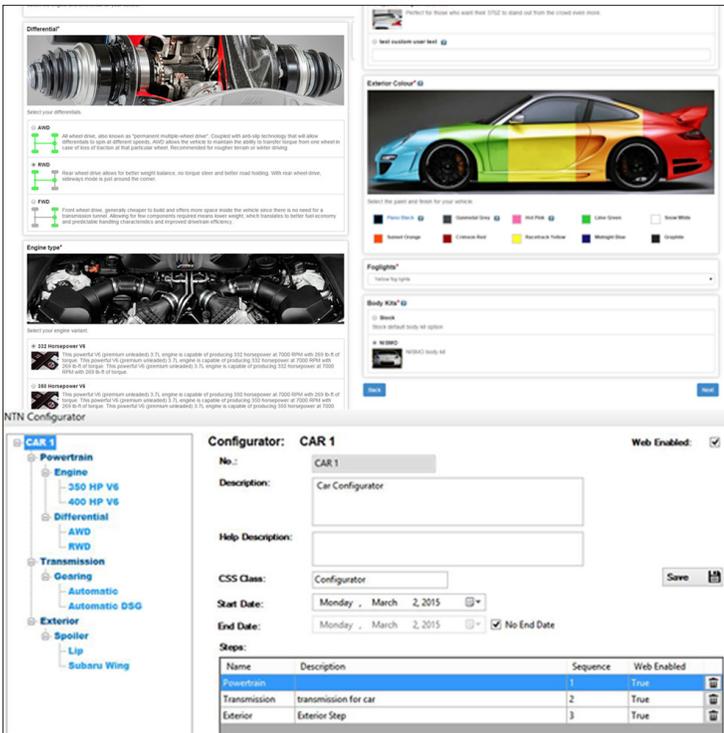
Responsive Design for Desktop, Laptop, Tablet, and Mobile



## 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



Setting up Nav-to-Net™ Configurator

## 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.



Gold Enterprise Resource Planning  
Microsoft Dynamics NAV



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