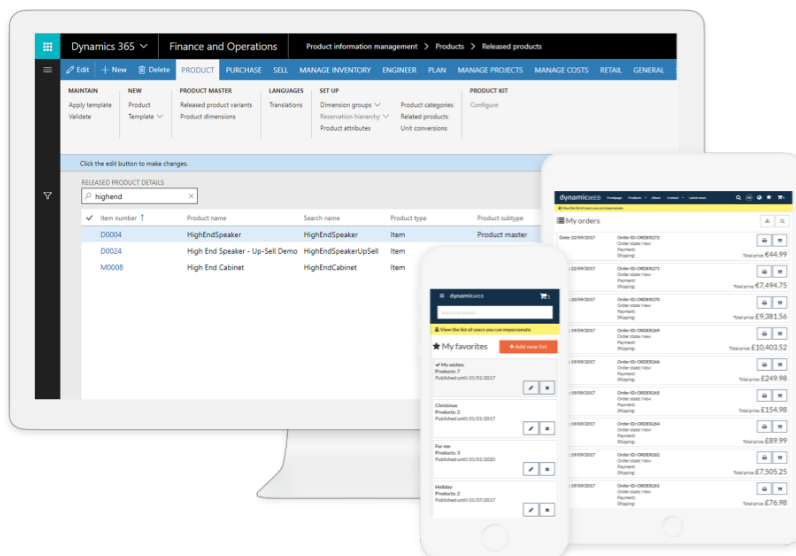# Ecommerce for D365 Business Central & NAV

Sell and service your customers online with a B2B / B2C turnkey ecommerce solution built to integrate with D365 BC and NAV.

Our offering

Dynamicweb offers a multichannel Ecommerce solution fully integrated with your D365 Business Central and NAV since 2009 R2. It's made to convert and to deliver consistent digital experiences across different channels and on different devices. Dynamicweb is fully integrated with D365 and NAV and can be deployed rapidly for both B2B and B2C solutions.

B2B and B2C in one platform

Dynamicweb creates symbiosis between D365 BC/NAV and the B2B or B2C ecommerce site letting your customers place orders and service themselves 24/7.

Customer self-service portal

In addition to exposing product information and taking orders, we can also show past orders/invoices with ability to re-order, allow for RMAs and pay invoices online.

Smart D365 integration

The solution leverages your data and existing business logic from D365 via web services and synchronization. Should your ERP be down, your website will continue to fully function.
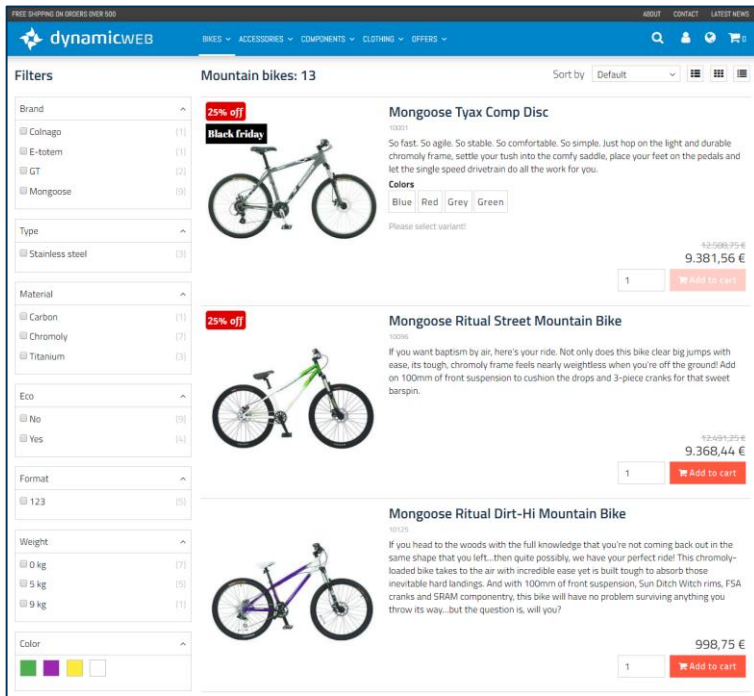

Upsell and cross-sell

Blend online behavior with D365 BC/NAV transactional data to target customers. Set it up once, and Dynamicweb can automatically deliver drip email campaigns to increase sales.

Rapid deployment through best practice

Dynamicweb offer a best practice implementation framework, that reduces risk and allow you to deploy an enterprise ready ecommerce solution in a fraction of the time. Our solution can be deployed out-of-the-box or highly customized to support your business processes and brand identity.

Solution features

- Fully flexible design to support your brand identity

- Suggested search for better usability and conversions

- Narrow the numbers of products based on facets

- D365 BC/NAV product data enriched with ecommerce content

- Support for variants in multiple dimensions like color, size etc.

- Customer-specific prices and discount directly from D365 BC/NAV

- Customer self-service directly with data from D365 BC/NAV

- Let your sales reps impersonate customers, so they can login and take orders on behalf of customers

Technical Requirements: Dynamicweb's solution for Dynamics D365 Business Central / NAV can be used on premise or in the cloud. The solution can be extended and customized to meet your needs for specific business processes and customer experience goals.

More than a shopping cart

Deploying Dynamicweb gives you a single platform for your whole digital world. Besides Ecommerce, you'll also get Product Information Management (PIM), Content Management and Marketing Automation in only one platform. These capabilities reveal their value after go-live to help in converting more opportunities.

Platform capabilities

Integration Framework
to connect to every 3rd party system – including turnkey integration for the whole Dynamics family

Content Management
that provides flexibility to configure content for web and mobile use

Integration

Content

dynamicWEB®

PIM

Ecommerce

Marketing

Product information Management (PIM)
to enrich, validate and publish your product data to owned channels, marketplaces, and catalogs

Ecommerce for both B2B and B2C and self-services for customers

Marketing for real-time personalization, marketing campaigns and transactional emails

About Dynamicweb

Headquartered in Aarhus, Denmark, Dynamicweb today powers more than 4,000 businesses globally in close corporation with our 200+ certified partners.

dynamicWEB®