dynamicWEB®

Engage your customers.
Grow and optimize
your online business.

Deliver powerful customer
experiences across all channels
with one integrated platform.

dynamicWEB®

One platform for your (whole) digital world

To win and best serve customers in today's rapidly changing, hyper-competitive world, every organization needs to be agile, responsive and personal. The ability to interact with and service customers through different channels and communicate a consistent message is essential. Most organizations have already realized it, but they are having difficulties executing because their IT systems are too inflexible or don't support channels prominent in the new digital world.

Dynamicweb's All-in-One Business Platform brings the digital world together in one powerful platform.

It empowers you to deliver great online experiences across channels. The Dynamicweb difference means that all you need for Web Content Management, Ecommerce and Marketing is available in just one platform. With Dynamicweb, all your content can be reused and personalized – your customers get the benefit!

Thousands of businesses run more than 12,000 websites on Dynamicweb. They rely on great Microsoft .NET technology and Dynamicweb's ability to scale, customize and integrate with other systems.

Social Media

B2B Ecommerce

Mobile

Self Service Portal

E-mail Marketing

B2C Ecommerce

dynamicWEB®

Campaign Sites

Websites

" Dynamicweb has a good combination of capabilities: WCM, e-commerce and marketing functionalities based on .NET.

— Gartner's Magic Quadrant,
Web Content Management

Gartner

Say goodbye!
to multiple systems

With Dynamicweb you don't need 3 or 4 different systems to manage your Website, Ecommerce, newsletter distribution, and Social Media. Dynamicweb offers Content Management, Ecommerce, Marketing and Integration tools in just one platform. Dynamicweb saves you time and money, but most importantly; all your data is in the same platform ready to deliver personalized messages that increase conversions.

Data in one platform
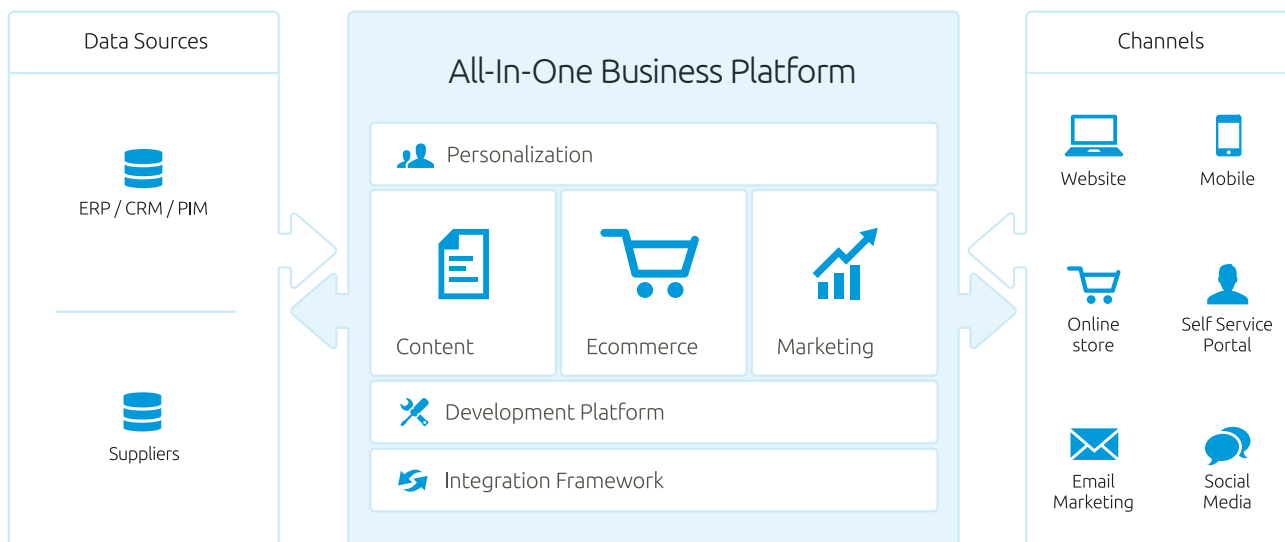Deliver personalized messages from a single source for all your online channels

One integrated system
Learn one platform and use it for Email marketing, Website management and Ecommerce

Scalable and reliable
Based on scalable Microsoft .NET technology and easy to modify or extend

Data Sources

ERP / CRM / PIM

Suppliers

All-In-One Business Platform

Personalization

Content

Ecommerce

Marketing

Development Platform

Integration Framework

Channels

Website

Mobile

Online store

Self Service Portal

Email Marketing

Social Media

Website and product catalogue
for Norway, Sweden, Finland
and Denmark

Customer success

Weber was founded in 1951 and is today the
international super brand behind the world-renowned
kettle grills. In Norway, Sweden, Finland and Denmark
Weber uses Dynamicweb to power its online presence.

Weber's Dynamicweb platform is integrated with
Dynamics NAV, SharePoint and their own Product
Information Management System.

Online community features recipes,
special offers and new product
information

Microsite for "Grilleriet", which
features events and offers grill
courses for sale

Weberpedia.dk – all about the
concept of grilling for the
Danish market

Deliver your message and attract customers

With Dynamicweb's comprehensive web content management platform in place, you have more time to focus on your message and communicating with your customers and prospects. You can even publish content for different devices through different channels. And with lead generation and personalization of content and landing pages, you more effectively identify and connect with potential customers when they visit your site.

Ready for mobile and multiple devices

Dynamicweb supports publishing for multiple mobile devices. It automatically detects the visitor's device and presents the content in the best format. Dynamicweb supports both mobile specific websites and responsive design

Generate leads from your website

Dynamicweb comes with a tool that helps you identify which companies visit your website, what they see while there, and when they come back. Setting up notification rules that are integrated with your CRM becomes a powerful B2B sales machine

Leverage your content to Social Media

With Dynamicweb you can update your site and share the update with your social network in one process. You don't need multiple logins to publish your content to Twitter, LinkedIn or Facebook – it's all done in the same interface to improve your efficiency

Customer success:
The wholesale company F&H, which operates in 3 countries and distributes 26 different brands, used Dynamicweb to build its corporate integrated web platform.
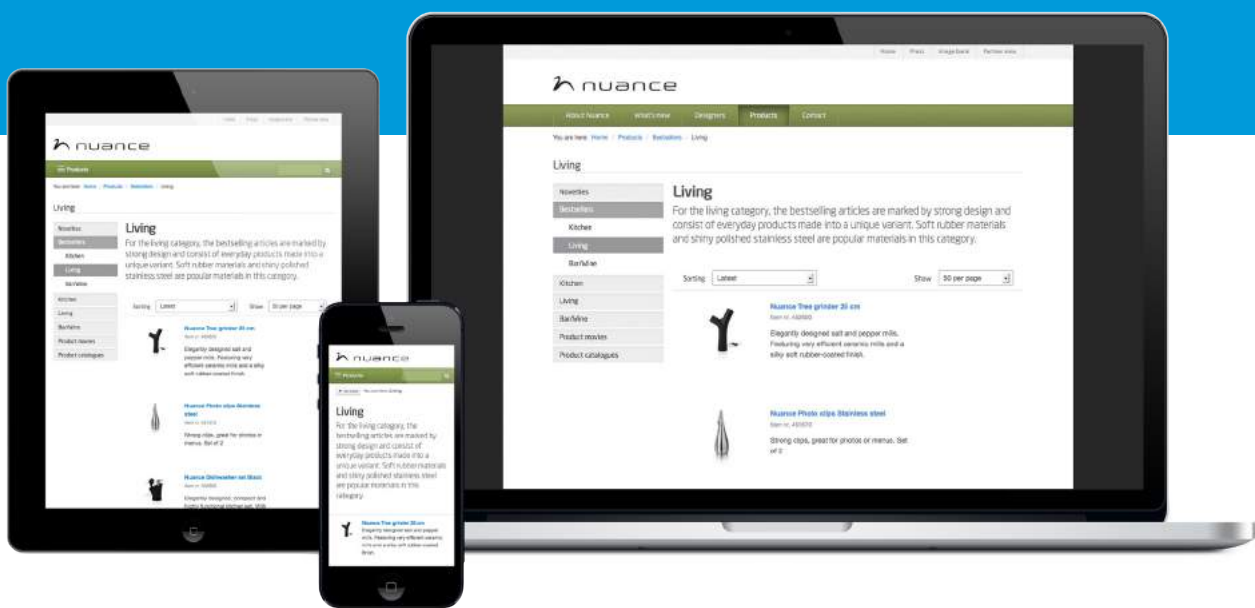
Improved user experience with personalization

Deliver an exceptional user experience by using advanced personalization to serve the most relevant content or product to each visitor. Dynamicweb has a built in segmentation engine to provide content based on user behavior. This increases conversions

Multiple and multilingual sites

Dynamicweb has multi-site support and lets you share content across all of them. Each site can be individualized and customized to support specific business processes, branding or language

Increase conversions with easy A/B tests

With easy A/B tests, Dynamicweb lets you test which content or design converts best. It's fast to setup and all done in the same interface to improve efficiency

Ecommerce, Content Management and Email marketing in one platform

Dynamicweb means you benefit from having Ecommerce, Content Management and Email marketing in one platform. It's easy to cross publish content and products whether it's for B2C or B2B scenarios. The integrated Email marketing system makes it easy to send personalized Emails with individual prices and offers.

Multiple shops – B2B or B2C

Dynamicweb's flexible architecture lets you manage multiple shops with individual branding or assorted products. This is ideal to support both B2B and B2C or different segment scenarios from ONE platform

Site search increases sales

Sophisticated search capabilities with data driven suggestions, filtering, upselling and cross selling functions, are available for better user experience and higher sales

International Ecommerce

Dynamicweb supports International Ecommerce with local currency, payment providers, VAT and delivery methods

> **"** We have put together 8.000 items, in 3 languages and 70.000 prices in one solution where catalogues and price lists are automatically generated. The solution is, without a doubt, one of the primary tools for our sales department and the return of our investment is down to just 6 months.

— Charlotte V. Kristensen
Marketing Manager, Actona Company

Built in Email marketing

Dynamicweb lets you create and send personalized Email campaigns to specific target groups. The campaigns can be automated and triggered by behavior or metrics like A/B tests. And data can easily be delivered to your CRM system

Customer self-service

To improve service, Dynamicweb includes a customer center with access to order history, RMA, customer information or other data from the ERP system

SEO as traffic booster

Create solutions that are highly optimized for the search engines by using the built in keyword analysis tool. Issues including creating SEO-friendly URL's, flagging duplicate content, customizable page titles, 301's and much more are handled right in the system

Integration with business systems

Consistent shopping experiences across different channels and different devices requires data integration. Integration with ERP systems and other data sources becomes more and more important. But integration can be complex and requires knowledge and experience to build scalable solutions. Dynamicweb is expert at this and provides an integration framework for integration with any system.

Why integrate your Ecommerce and ERP system?

Most organizations benefit from integrating their Ecommerce and ERP system by generating more revenue and optimizing their operational costs

Dynamicweb Integration Framework

The integration framework consists of a collection of components that can be used as an advanced starting point when developing integrations. It provides a series of standards to reuse functionality if data is provided in a predefined format

Open, flexible and based on .NET technology

Dynamicweb offers a fully flexible and configurable platform that can be easily modified and extended to support your business processes. It is based on .NET technology and can be extended by using Visual Studio to maximize developer productivity

For More Information
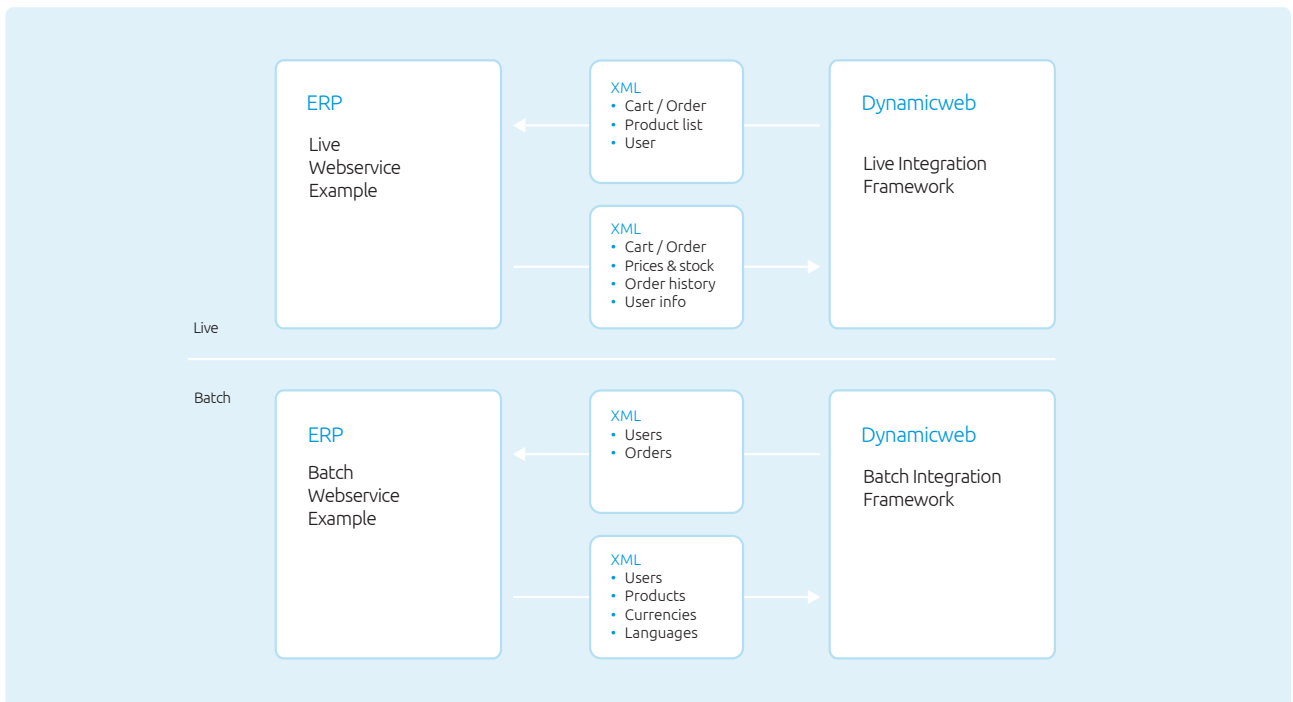**www.dynamicwebusa.com/integrationwhitepaper**

> When the customers enter their orders in the webshop and the webshop integrates seamlessly with Dynamics AX, Lindab avoids error and complaints. The webshop that went live in the autumn of 2012 is also available in a mobile version and in Danish and Swedish. This opens up new possibilities of business for Lindab.

— Erik Areskog
Manager of Integration &
BI Services Group, Lindab, Sweden

Integration Framework

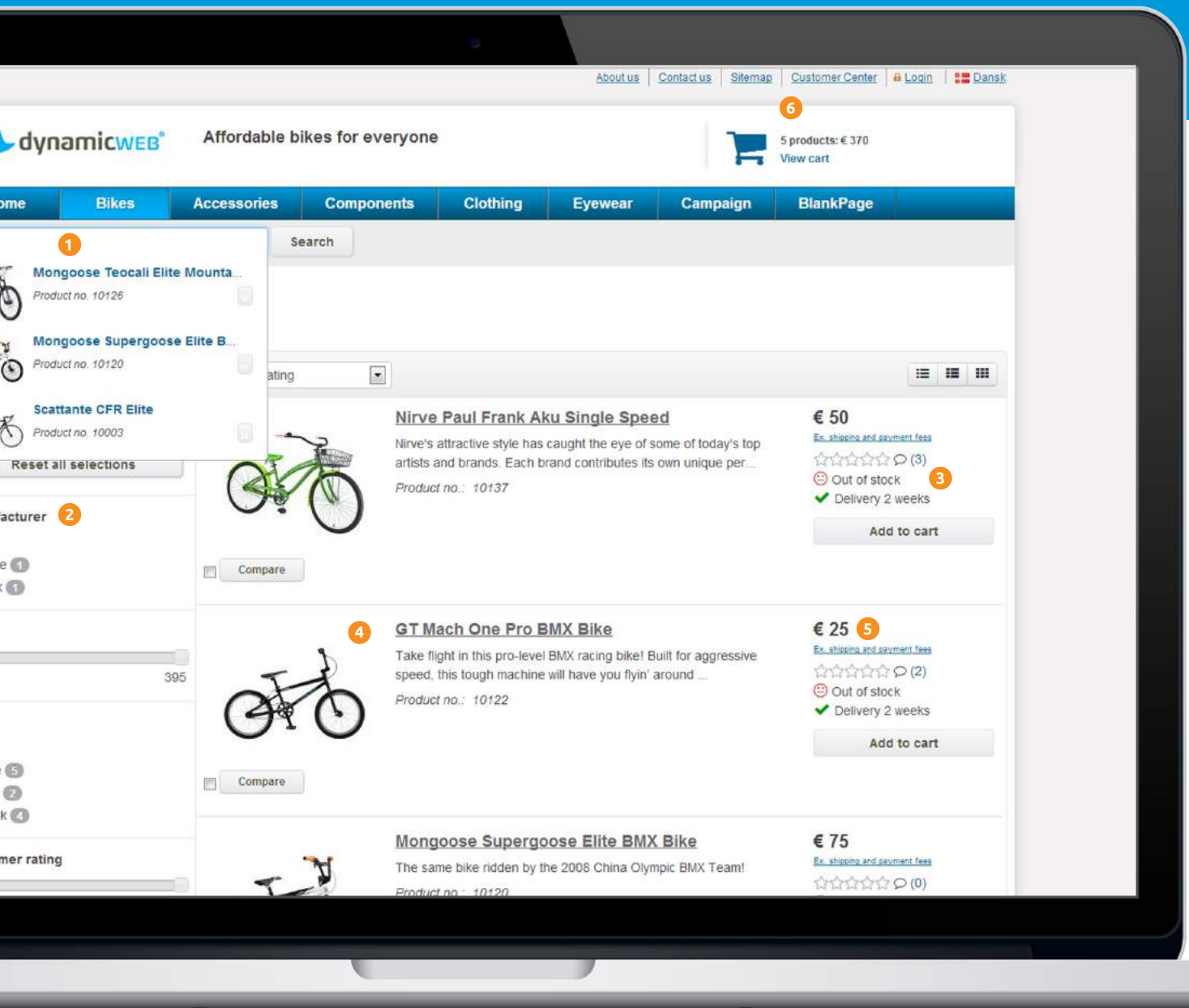|	ERP		XML	Dynamicweb
Live	Live Webservice Example	←	• Cart / Order • Product list • User	Live Integration Framework
		→	• Cart / Order • Prices & stock • Order history • User info	
Batch	ERP Batch Webservice Example	←	• Users • Orders	Dynamicweb Batch Integration Framework
		→	• Users • Products • Currencies • Languages	

Rapid deployment through use of best practice

Dynamicweb best practice framework allows you to deploy an integrated enterprise Ecommerce solution in a fraction of the time required for traditional deployment. The best practice approach cuts time from the development process by leveraging configurable B2B and B2C ecommerce solution sets ready for adaption.

Based on industry-leading standards, these configurable solution sets are designed to match your corporate branding standards and support mobile devices and tablets.
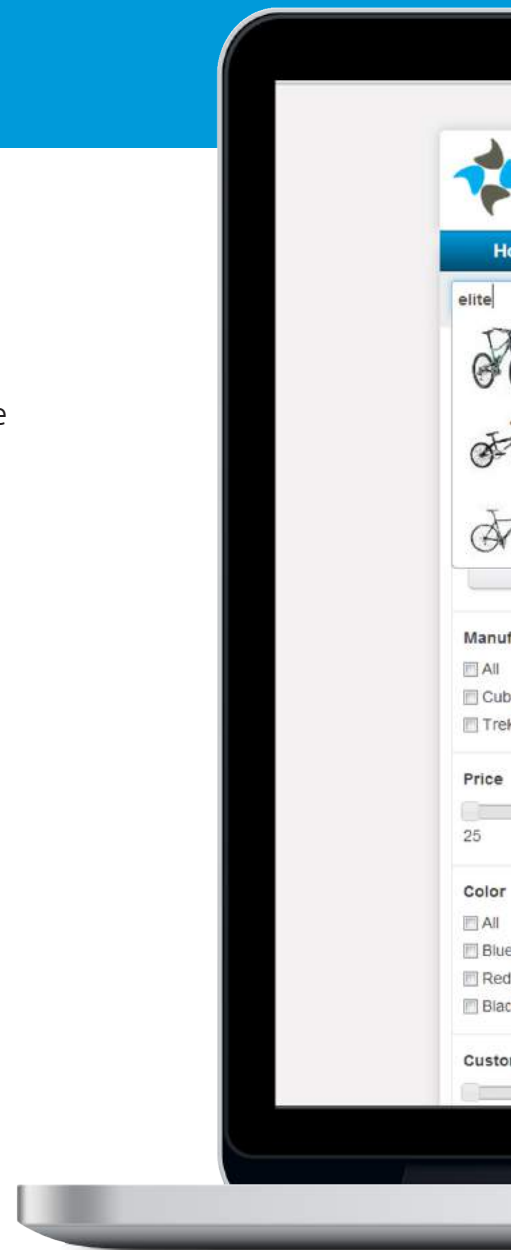
1 Suggested search for better usability and conversions

2 Narrow the numbers of products based on customer needs and preferences

3 Real time integration with inventory to avoid the display of sold out products

4 Edit directly on the website

5 Customer specific prices directly from the ERP system

6 Customer center with purchasing history, reorder functions, RMA and customer information

About us | Contact us | Sitemap | Customer Center | 🔒 Login | 🇩🇰 Dansk

dynamicWEB®   Affordable bikes for everyone

🛒 5 products: € 370
View cart

ome | Bikes | Accessories | Components | Clothing | Eyewear | Campaign | BlankPage

Search

Mongoose Teocali Elite Mounta...
Product no. 10126

Mongoose Supergoose Elite B...
Product no. 10120

Scattante CFR Elite
Product no. 10003

Reset all selections

acturer

Nirve Paul Frank Aku Single Speed
Nirve's attractive style has caught the eye of some of today's top artists and brands. Each brand contributes its own unique per...
Product no.: 10137

€ 50
Ex. shipping and payment fees
☆☆☆☆☆ ⚬ (3)
😊 Out of stock
✔ Delivery 2 weeks
Add to cart

Compare

GT Mach One Pro BMX Bike
Take flight in this pro-level BMX racing bike! Built for aggressive speed, this tough machine will have you flyin' around ...
Product no.: 10122

€ 25
Ex. shipping and payment fees
☆☆☆☆☆ ⚬ (2)
😊 Out of stock
✔ Delivery 2 weeks
Add to cart

Compare

Mongoose Supergoose Elite BMX Bike
The same bike ridden by the 2008 China Olympic BMX Team!
Product no.: 10120

€ 75
Ex. shipping and payment fees
☆☆☆☆☆ ⚬ (0)

Generate leads from your website

Dynamicweb comes with a tool that helps you to identify which companies visit your website, what they look at and when they return.
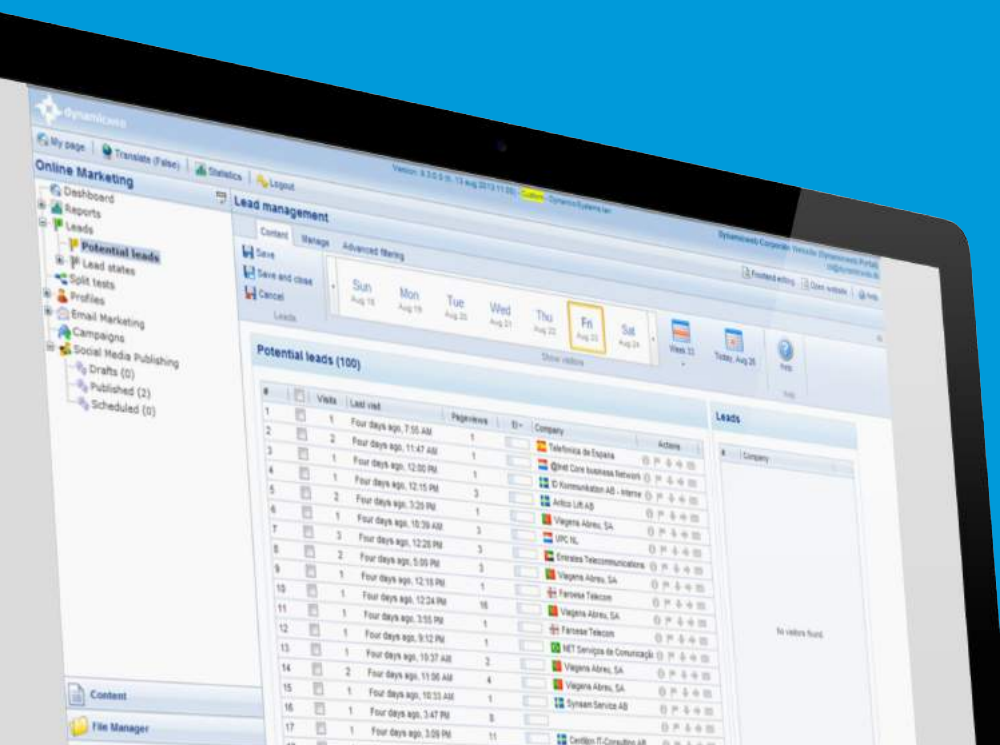
Identify potential customers

Serve the sales team with leads from the website based on specific knowledge about the visitors

Leads from site behavior

Get a full report with history on how the visitors found your site and what content they browsed

Integrate with your CRM

By integrating with CRM, you always know when a prospect or an existing customer visits your site and can notify the right sales representative automatically

Work with content the way you want

Dynamicweb lets you work with content directly on your site or through the administration interface. You can work with drafts, set up workflows, compare versions, roll back, set publication time and much more.
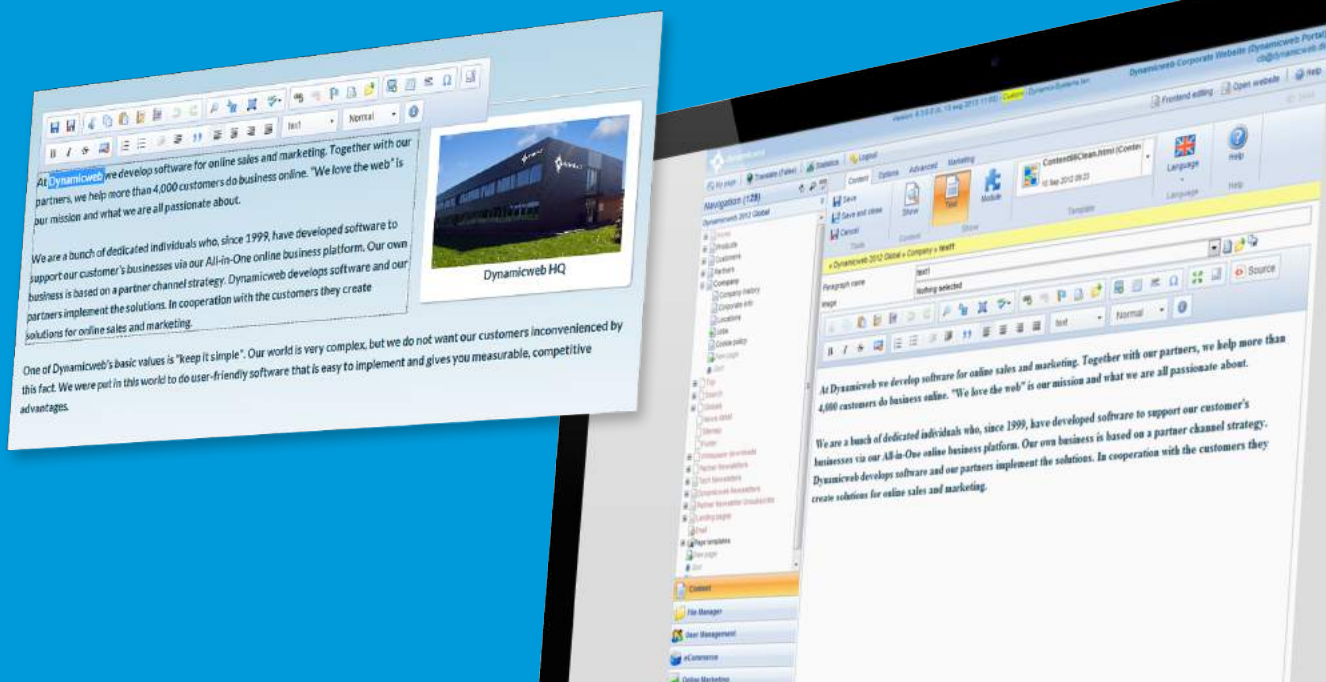
Easy to update and publish

Work with content directly on the website or through the backend of Dynamicweb

Approval of content

By using versions control and workflows you can apply rules to approve content before publishing

Multilingual sites

Dynamicweb allows translation to be decentralized, or easily integrated with different translator platforms

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About Dynamicweb
Dynamicweb is a leading software company developing products that help you grow and optimize your online business. Our All-in-One Business Platform combines Content Management, Ecommerce and Marketing capabilities to create powerful customer experiences across all channels, which increases conversions and optimizes customer lifetime value.

Today, thousands of businesses run more than 12,000 websites with Dynamicweb. We are expanding our services internationally in close corporation with 200 certified partners in 13 countries.

For More Information
www.dynamicwebusa.com

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