

DynamicWeb®

# eCommerce for Microsoft Dynamics 365 Business Central

Integrate your eCommerce with your ERP and leverage and utilize real-time business intelligence to effectively generate leads, boost sales and grow your business.

eCommerce for D365 Business Central

# Simplify eCommerce

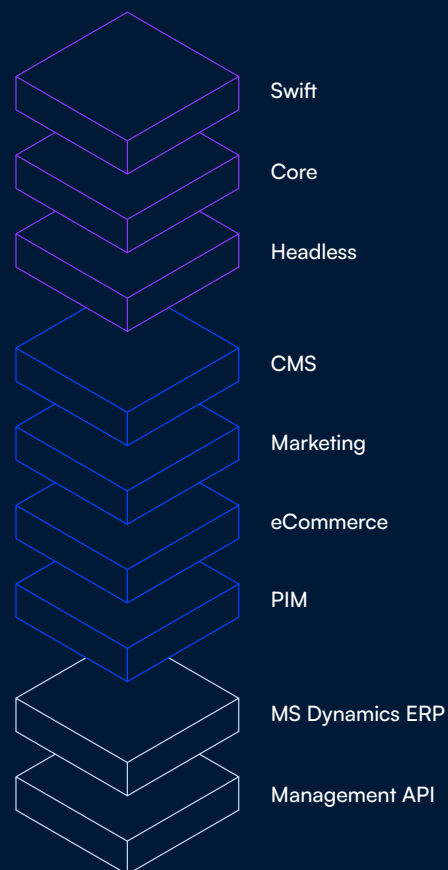
DynamicWeb is CMS, eCommerce, PIM and Marketing in one powerful Commerce Suite featuring standard integration to Microsoft Dynamics 365 Business Central.

Create an omnichannel B2B, B2C or D2C commerce experience using a modern MACH based application, enabling you to build, run and scale your business the way you want.

Front-End

Commerce Suite

Integration & Accelerators



All you need to build **a successful and sustainable** eCommerce business.



CMS, eCommerce, PIM and Marketing in one interface **reduces complexity** and **lowers total cost of ownership**.



**Faster and less risky** implementation with our **pre-built connector** to Microsoft Dynamics 365 Business Central.



**Host multiple brands, or different shops and languages** all from one single DynamicWeb solution and **simplify back-office tasks**.



**API-first application** supporting **headless implementation** and separation of front-end and back-end through APIs.



**Enable customers & dealers** to do business when and where they want through **Self-service Customer & Dealer Portals**.



CMS and eCommerce are the power couple to support branded commerce and let you run **B2B, B2C & D2C in just one solution**.

## eCommerce for D365 Business Central

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.



### Get started faster with our standard connector

Connect DynamicWeb eCommerce to D365 Business Central with our pre-built connector and simplify project implementation complexity and go to market faster.



### Operate multiple stores and marketplaces

Our cloud-based eCommerce solution, offers everything you need to present and sell your products across multiple stores, languages, currencies and taxes from one platform.



### Customer self-service with real-time data

Combine real-time customer specific data such as prices, discounts, terms etc. with a seamless eCommerce experience and offer 24/7 self-service handling of orders, re-orders, returns and more across all channels.



### No customization required

Our API-first approach ensures that no additional third-party code is added to your ERP solution. Thanks to our light footprint, we can provide bi-directional access to D365 Business Central with live and batch mode connectivity.

The screenshot displays the Dynamics 365 Business Central interface. The main window shows a 'Dispatch Board' for 'Work Date: 1/27/2022'. It includes various filters (General, Resource Group, Response Date, Allocation, Document, No. Filter, Status, Customer, Contract, Zone) and a table of service orders. The table columns are: Response Date, Response Time, Priority, Document Type, No., Status, Service Zone Code, and Customer. The table contains several rows of data, including orders in 'In Process' and 'Finished' states.

On the right side, there is a sidebar for 'DynamicWeb' integration. It includes sections for 'INSIGHTS', 'CONTENT', 'ASSETS', 'USERS', 'PRODUCTS', 'COMMERCE', 'MARKETING', 'TEST', 'INTEGRATION', 'APPS', and 'SETTINGS'. The 'INTEGRATION' section is currently selected, showing options for 'Setup' (Activities, Live), 'Configurations' (Authentications, Endpoints), and 'Tools' (Test tool).

**Enterprise ready:** Our eCommerce solution for Microsoft Dynamics 365 Business Central is enterprise ready and scales to large eCommerce deployments for both B2B, B2C and Customer Self-service Portals.

### Leverage the power of an ERP integrated eCommerce platform and improve customer experience

Integrating your eCommerce with your ERP system allows you to leverage real-time business logic, product information, and customer data 24/7. This way, you can ensure consistency and accuracy of information between the two platforms, streamline operations, enhance customer experience, and gain valuable insights into their overall business performance.

With a seamless ERP integration you can improve customer satisfaction by utilizing a number of key features and displaying your ERP data in real-time, including:

#### **Product Details and Inventory Management:**

All details related to products, such as names, descriptions, images, specifications, prices, and stock levels. Synchronization of inventory levels improves accuracy and enhances customer satisfaction. Users can manage product variants (e.g., size, color) and attributes from the ERP, and these choices are seamlessly reflected on the webshop, allowing customers to easily select their preferred options.

**Product Categories:** The organization of products into different categories or collections for easy navigation.

**Product Search and Filtering:** Powerful search and filtering capabilities on the webshop, enhancing the customer's shopping experience.

#### **Product Recommendations and Bundles:**

The integration enables intelligent product recommendations based on customer behavior and purchase history, increasing the chances of cross-selling and upselling. Users can create product bundles or kits in the ERP, and these configurations are made available on the webshop for customers to purchase.

**Order Management and Logistics:** Integration with payment gateways and the synchronization of billing and payment information. Automatic tax calculation based on the customer's location and applicable tax rates. Shipping options and methods, along with fulfillment details, including pick-up points and delivery schedules. Handling of returns and refund processes.

**24/7 Customer Self-Service:** Customers can access their accounts, view order history, track shipments, initiate returns, and manage preferences anytime through the webshop, offering convenient and efficient self-service options.

**Languages and Translations:** Manage product information in multiple languages within the ERP, making it easier to expand into global markets through the webshop.

**Sales Support and Quotes:** Enable sales representatives to prepare quotes or pre-filled shopping carts on behalf of the customer to create the best possible sales dialogue and services. This feature enhances the personalization and efficiency of the sales process.

## Ways to get a head start on your project

### DynamicWeb Swift - frond-end design tool

With DynamicWeb Swift, you get ready-to-launch storefronts with standard plug-and-play design templates. Everything in Swift is built on best-practices to ensure optimal look and feel.

Swift features a drag and drop visual editor for non-coders, which reduce risk and empower you to go live fast as it makes it easy to build and configure beautiful websites in no time.

### Odata templates for D365 Business Central

Best practice mappings for DynamicWeb and D365 Business Central providing a head start in the integration project.

### Odata connector

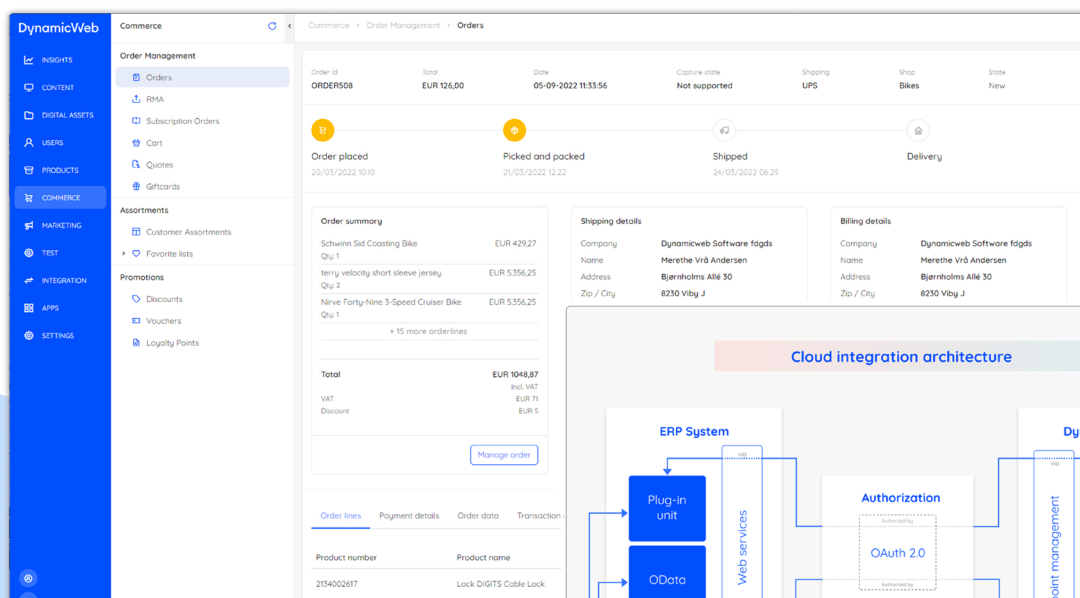
Generic Odata connector for any Odata application, including D365 Business Central.

### Microsoft App Store

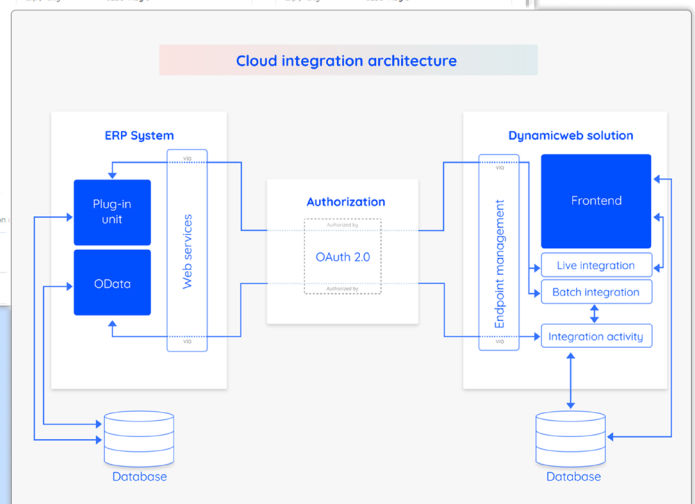
If you work in the cloud, you can download the DynamicWeb plug-in app directly from MS AppStore.

### Headless eCommerce

Build rapidly and with complete freedom with Headless. Use the APIs for complete flexibility without the complexity, following the MACH (Microservices based, API-first, Cloud-native SaaS and Headless) principles.



**Technical Requirements:** DynamicWeb eCommerce for D365 Business Central 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.

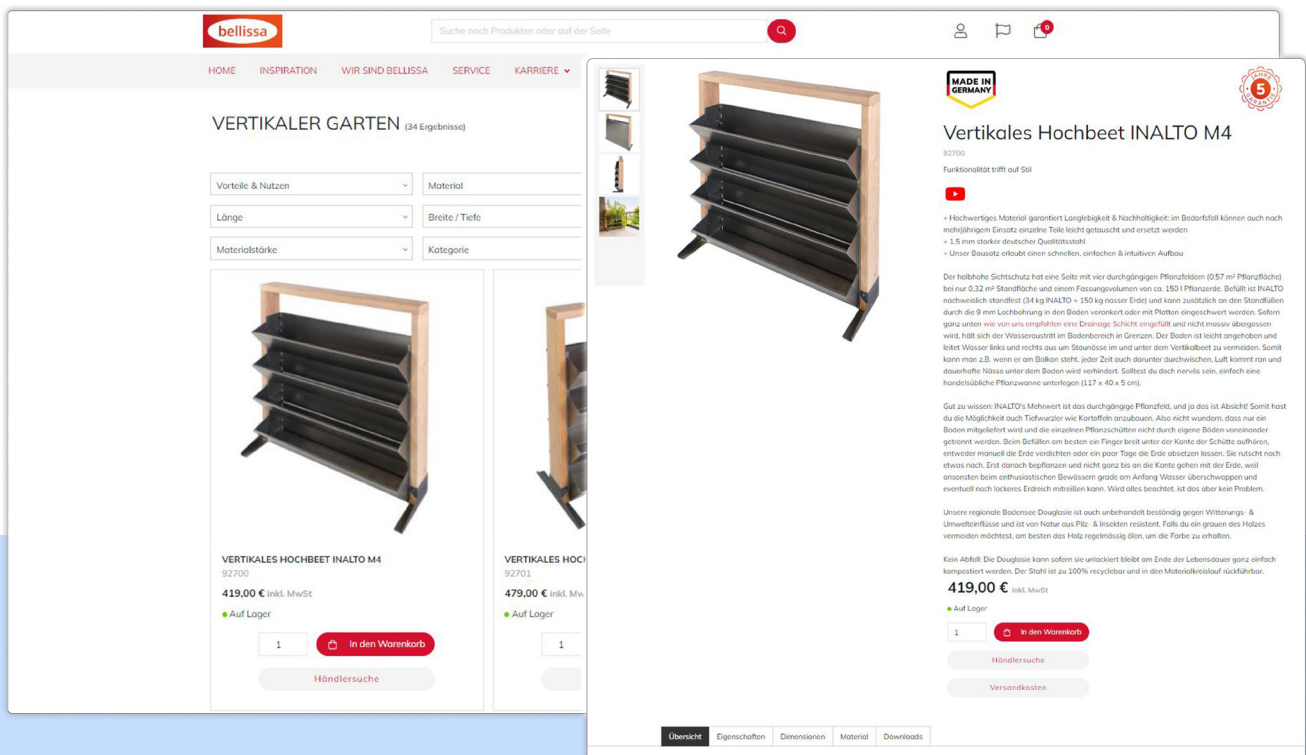




# How bellissa's B2C webshop with ERP integration and PIM makes them better suited for success.



bellissa's B2C webshop is integrated with the company's D365 Business Central ERP and the DynamicWeb PIM system. This allows bellissa to present accurate prices and availability in real-time, while also providing partners and distributors access to important documents and assets.



## Stronger brand identity and market position

The website helps bellissa project a strong brand identity through inspiration and storytelling. It is fully responsive and available in 3 languages making it possible to reach customers and partners in an extended market.



## Automated internal processes

The integration with D365 Business Central and DynamicWeb PIM has automated many internal processes and product information is now presented immediately on the website. This saves bellissa time and reduces the risk of manual errors.



## More structured and streamlined

The combination of ERP integration and PIM system has enabled a more structured and streamlined product enrichment process that ensures a high quality of information and real-time presentation.



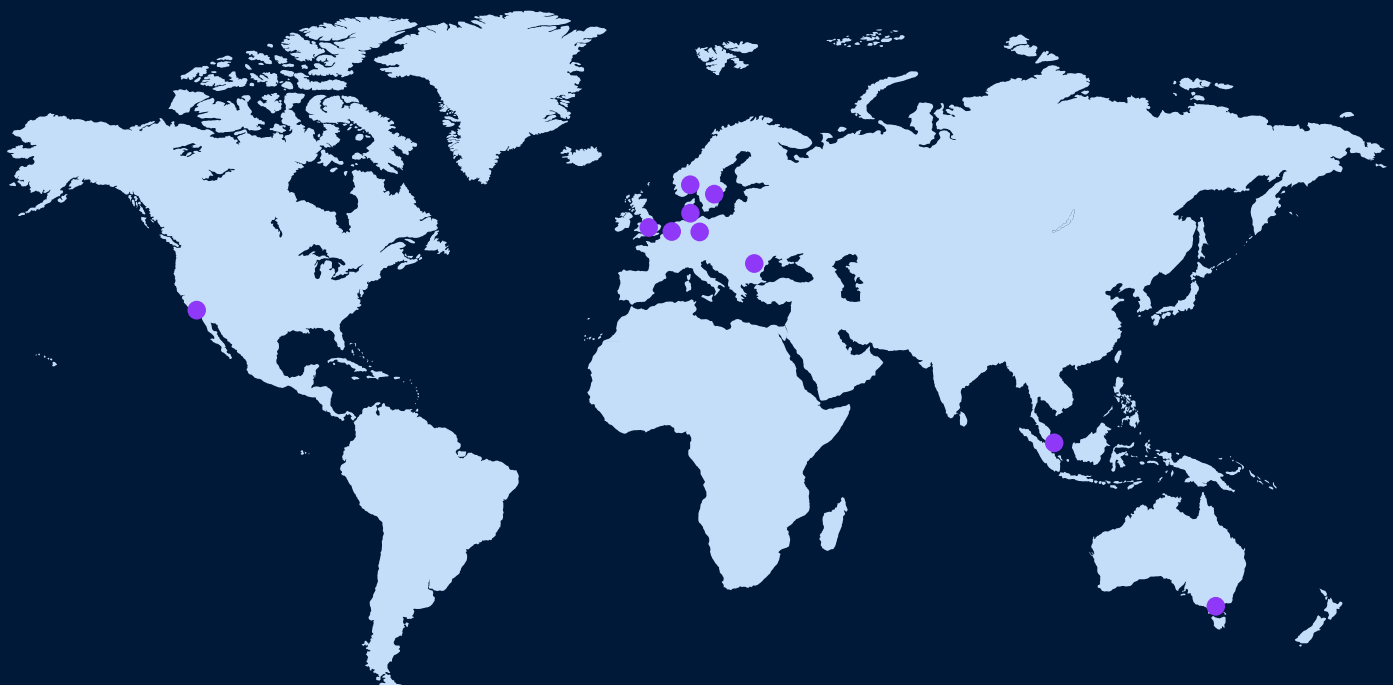
## Customer portal and dealer search

The B2C website includes a customer portal where customers can view their previous orders etc., and a dealer search that makes it quick and easy to find the 5,000+ bellissa dealers.

## Organization

# A global company with local presence

Having a local presence in our main markets is a top priority to us as it gives us a deeper understanding and closer connection to our customers and partners, enabling us to deliver the best possible solutions and support.



● Local DynamicWeb Office

## DynamicWeb Partners

### 300+ skilled and certified partners

Our certified partner network is ready to help you build the solution you are dreaming of and help you reach your eCommerce goals.

Find a partner near you at [dynamicweb.com/partners](https://dynamicweb.com/partners)