Innovia CONSULTING **DynamicWeb®**

Powerful eCommerce suite for Business Central

Unlock new online selling channels

Whether your customers are businesses or end-consumers, doing business online has become the new norm. Gone are the days of placing orders at the speed of email, phone or fax. Your buyers need the ability to research products and place orders 24/7.

By offering online purchasing options or self-service capabilities, your business can empower your customers, accelerate your digital transformation, expand sales, and increase profit margins.

New sales channels are waiting to be unlocked to help you sell more, faster. DynamicWeb specializes in eCommerce-to-ERP integration and complex B2B requirements so you can take full advantage of eCommerce and self-service automation. Let us help you modernize and streamline processes for your customers and employees with a fully-integrated, unified platform for eCommerce, Product Information Management, Content Management, and Digital Marketing.

24/7 online ordering and self-service

Empower customers to research products, place orders and manage their account online. Provide customer-specific pricing, inventory availability, and personalized catalogs in real-time.

Secure portals for customers or distributors

Configure virtually any business process in the front-end and provide advanced self-service capabilities for different customer types.

Rich product information management (PIM)

Manage all product info in one place and publish everywhere, like your website, catalogs, marketplaces, partners, portals and more. Improve conversions and get found by search engines with detailed product information online.

Supports B2B and B2C requirements

The DynamicWeb platform is 100% customizable and configurable to meet the advanced requirements of complex B2B and B2C industries and use cases.

US-based implementation and support team

DynamicWeb partners and customers enjoy working with our US-based implementation and support team, with direct access to the resources involved with their project.
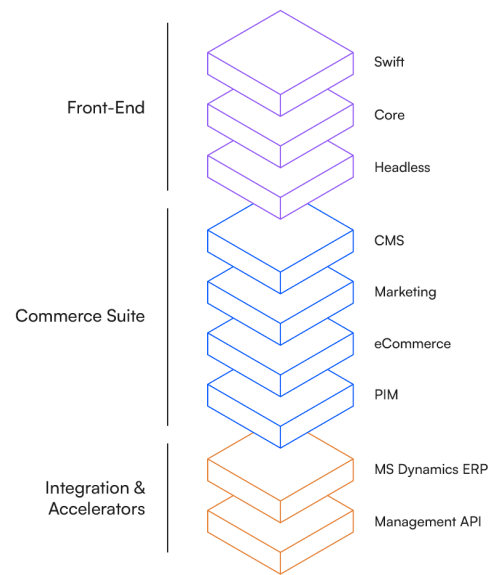
Fully-integrated with Business Central

DynamicWeb seamlessly integrates with D365 Business Central and other back-end systems to automate processes between your website and financials, products, inventory, fulfillment, customer records and more.

Our flexible API approach allows us to integrate with virtually any point in your ERP and CRM without the need for customizations to your core systems.

One platform to fuel your entire digital strategy

DynamicWeb unlocks new digital sales channels, but your capabilities will go well beyond eCommerce. We're a complete suite of tools that scale your digital presence, including eCommerce, Product Information Management (PIM), Content Management (CMS), and Digital Marketing Automation. We integrate seamlessly with Dynamics 365 Business Central and other back-end systems to improve operational efficiencies and connect data for better decision-making.

Front-End	Swift
	Core
	Headless
Commerce Suite	CMS
	Marketing
	eCommerce
	PIM
Integration & Accelerators	MS Dynamics ERP
	Management API

eCommerce and self-service portals

- Integration with virtually any ERP and CRM data point
- Multi-storefront management
- Product recommendations
- Abandoned cart campaigns
- Order history and reordering
- Unlimited product SKUs

- Secure login and user-based rules
- Configure-price-quote (CPQ) integration
- Customer-specific pricing
- Online invoice payment
- Shipping fee calculation

- Multilingual, multi-currency
- Loyalty programs and tailored promotions
- Real-time order status and shipment tracking

Product Information Management (PIM)

- Centralize product information
- Publish product information to your websites, marketplaces, catalogs, and more
- Product data workflows
- Import & export in multiple formats

- Search and bulk edit across product structures and languages
- Automate product catalogs
- Product completeness scoring
- Unlimited products

- Digital asset management (images, videos, pdf's, URLs, etc.)
- Integration to online data pools
- Integration to marketplaces

Content Management System (CMS)

- 100% website customizability
- Web content personalization
- Drag-and-drop design features
- Content authoring
- Multi-website management

- Mobile-responsive
- Webpage versioning and workflows
- Edit and resize images in real-time
- Rich content like blogs, press releases, events, poll, forums, etc.

- Empower customers and partners to download their own product lists and spec sheets

Digital Marketing

- Segment customers by purchase history, website behavior, and more
- Personalize customer experiences and communications at scale
- Automate email marketing
- A/B testing

- Built-in SEO recommendation
- Create webforms and landing pages to generate leads and engage visitors
- Track website visitor behaviors

- ERP & CRM integration
- Build cross-sell and upsell features into your experiences, like product recommendations and incentives

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Request a tailored demo!

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