



A Modular Platform for eCommerce, Portals, PIM, CMS, and Digital Marketing



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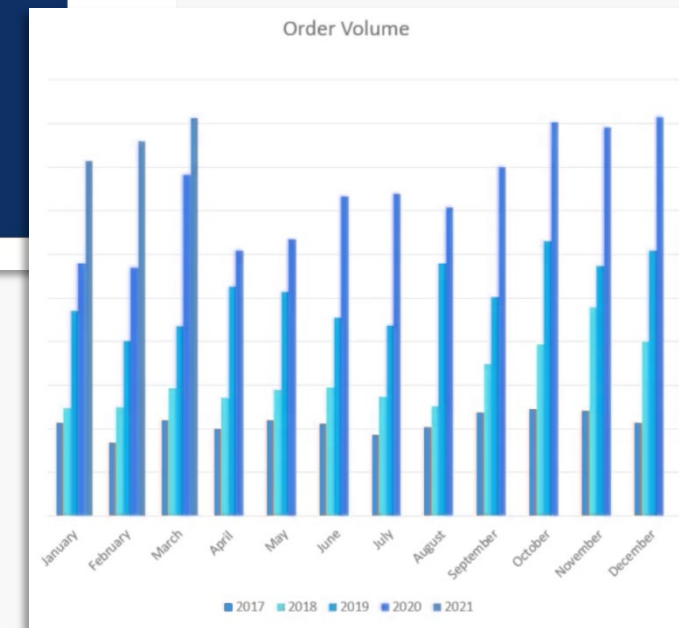
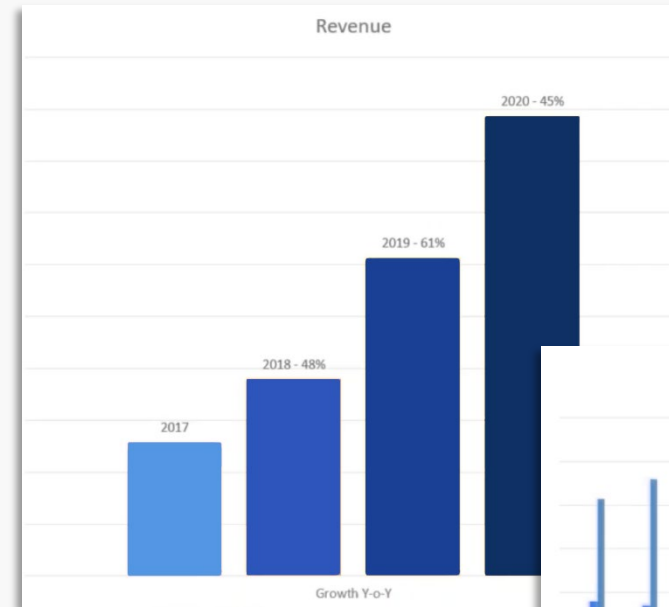
Agenda

- **eCommerce:** Grow revenue & reduce costs
- **B2B Portal:** Empower customers with advanced self-service
- **CMS:** Build your website with no code/low code and 100% customizable tools
- **PIM:** Manage products in one place, publish everywhere
- **Digital Marketing:** Personalize customer experiences with built-in email marketing
- **Integration Framework:** Leverage pre-built and native integrations to Microsoft ERPs
- **All-in-one:** Reduce integrations and TCO

eCommerce: Empower customers, grow revenue & reduce costs

- Increase sales and conversion rates
- Real-time custom pricing and inventory
- Real-time inventory availability
- Reduce manual sales and service processes
- Automate sales orders & inventory management

*Since implementing Dynamicweb, TricorBraun Flex has achieved **50% YOY revenue growth**, **28% increase in order volume**, **20% increase in avg. order value**, annually.*



(Data from actual Dynamicweb B2B customer)

Hi, Demo User!

My profile

My Login

My addresses

My favorites

My orders

My quotes

My order drafts

B2B: ordering and self-service portals

- 24/7 self-service for customers
- Custom ordering processes
- Order status, history, re-ordering
- Quotes for non-stock parts or special pricing
- Pay invoices and review credit memos
- RMA's and warranty claims

*80% of B2B Sales Interactions
Between Suppliers and Buyers Will
Occur in Digital Channels by 2025*
Gartner.com

Content Management System (CMS): Design your website your way

- Empower business users with easy webpage design
- Visual editor, no-code/low-code
- 100% access to code for developers
- Set-it-and-forget-it A/B testing
- Built-in SEO guidance

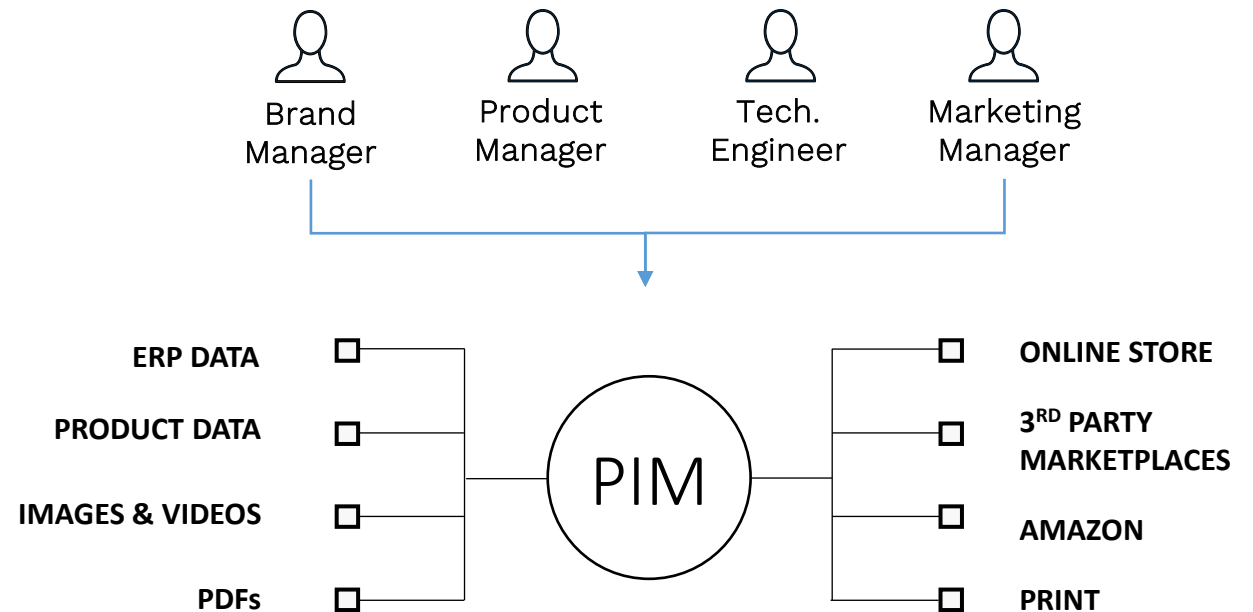
In less than four months, we had an eCommerce solution that covers one B2B and three B2C shops. Moreover, we are now able to present related products if a product is out of stock. This has increased the possibility of purchase significantly. - Marketing Manager, Faerch



PIM: Manage product information in one place, publish everywhere

- Manage all product info from one place
- Publish products to websites, marketplaces catalogs, content, partners and more
- Store digital assets: images, videos, pdf's
- Collaborative data enrichment with search, filter, bulk editing, workflows

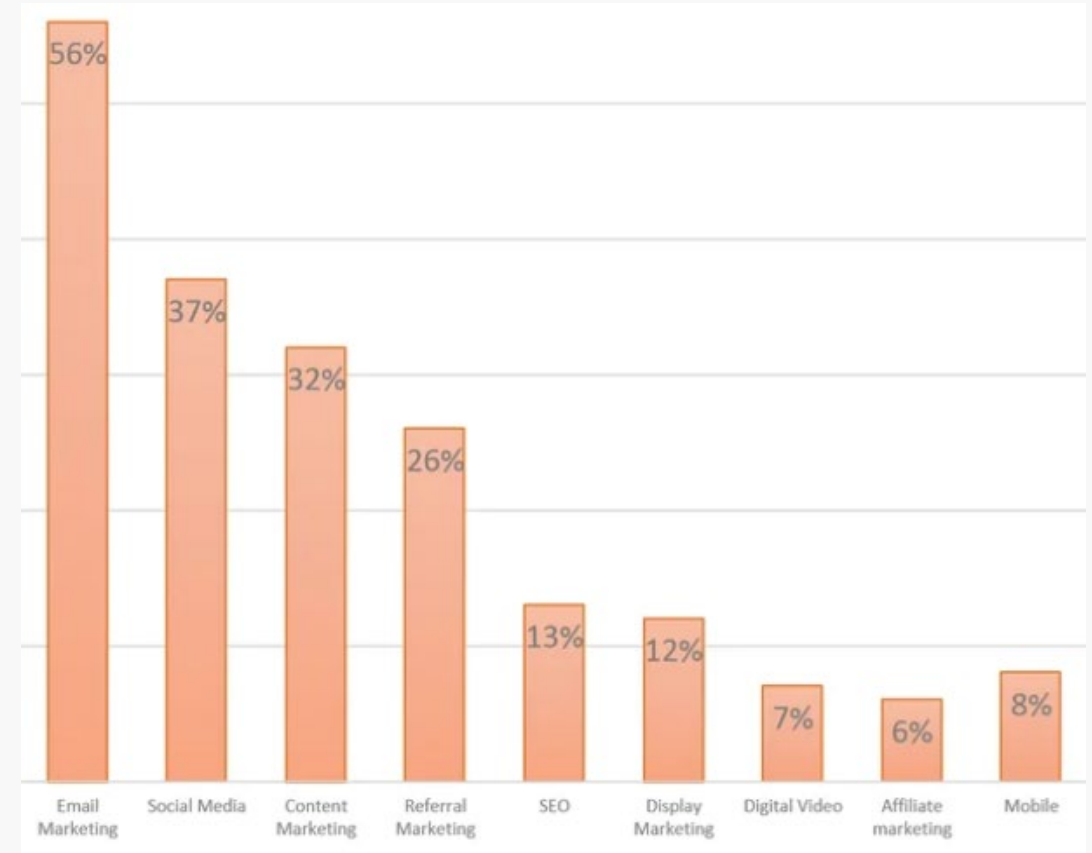
69% of respondents in our B2B business leader survey are currently or planning on investing in PIM within the next 5 years.



Digital Marketing: Built-in email marketing to strengthen customer relationships

- Trigger email campaigns based on customer actions
 - Order reminders based on purchase history
 - Automatic abandoned shopping cart campaigns
 - Tailored discounts or promotions
- Segment and target customers with precision
 - Purchase history
 - Online behavior
 - CRM and ERP data

56% of digital marketers cite email marketing as a top tool for customer retention. - VWO



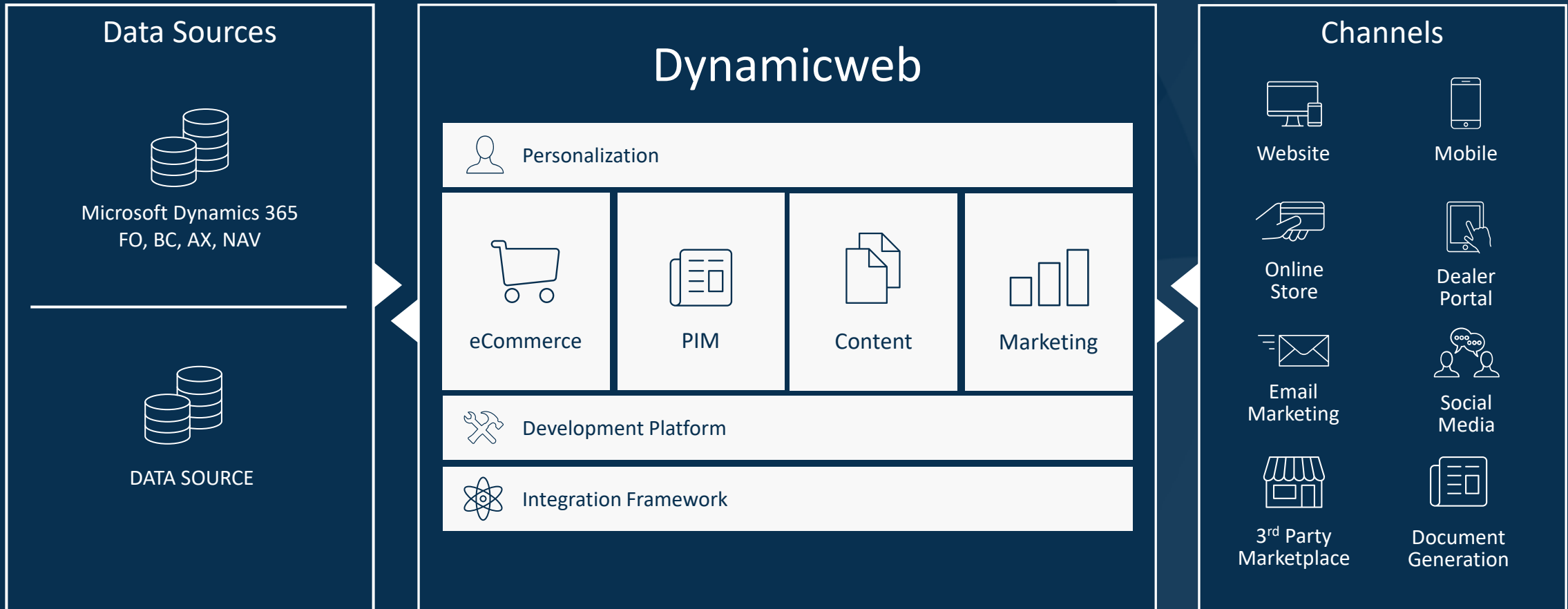
Most Effective Digital Marketing Tools for Retention | Source: [VWO](#)

Integration Framework: Pre-built integration to Dynamics 365 BC/NAV

- Dynamicweb sits outside of ERP
- Updates and migrations are easy and independent of each other
- Integrate virtually any data point:
 - Sales orders and quotes
 - Invoice payments
 - Master product data
 - Customer-specific pricing
 - Customer details, credit limits, etc.
 - ...custom business processes



All-in-one: Reduces application and integration costs



Frankenstack of Point Solutions



Unified eCommerce Suite



Questions?



Thank you!

Learn more:

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