Unifying the Dots in your Business

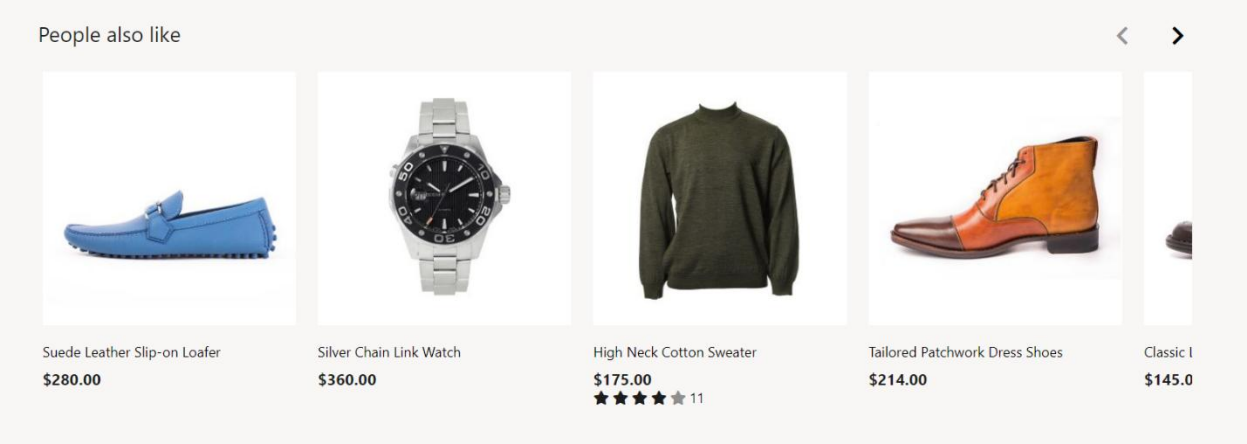
Microsoft Dynamics 365 Commerce

The Microsoft Dynamics 365 Commerce solution provides rich Business to Consumer web store and Business to Business Ecommerce functionality. Dynamics 365 Commerce delivers a complete omni-channel solution that unifies back-office functionality such as supply chain, inventory, procurement, replenishment; in-store sales, returns and transactions; and Ecommerce digital experiences to personalize customer engagement, increase employee productivity, optimize operations, and deliver better business outcomes.

The solution provides core capabilities around:

Product Management: Product Detail Page, Filters, Flexible Product Search, Unlimited Category and Sub-categories, Product Seasonality, New Product Introduction.

Merchandising: Web and Mobile-optimized presence for category landing pages and product detail pages. Enhanced Product Detail Pages with images, videos, 360 product tours, and immersive content. Curated Product recommendations on Product Category Pages.



Marketing: Search Engine Optimization with rich content, flexible URLs, configurable HTML Page titles, descriptions, native or third party meta tags and Image Tags. Create and maintain pages that are friendly to search engines using templates and modules that ensure clutter free and consistent HTML experiences. URL management to provide vanity URLs, site structures that provide for highly search engine optimized pages and URLs.

Content Management: Ability to manage website content through drag and drop features, product reviews, multiple images, videos and uploads relevant to a product. Page Templates and layouts can be created and modified with a no-code editor. Shared layouts can allow modification to multiple pages simultaneously. Manage content elements such as headers and footers and have them published across multiple pages. Digital asset management to manage product and marketing collateral in a single place and use it across multiple websites, emails, and retail points of sale systems. Ability to use a single, large image and have it responsively scaled to fit your customers mobile, tablet device, laptop or PC. Ability to

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use a source video and have it transcoded into a range of web-friendly streaming formats and bit rates to ensure customers receive the best playback experience for their device type and bandwidth.

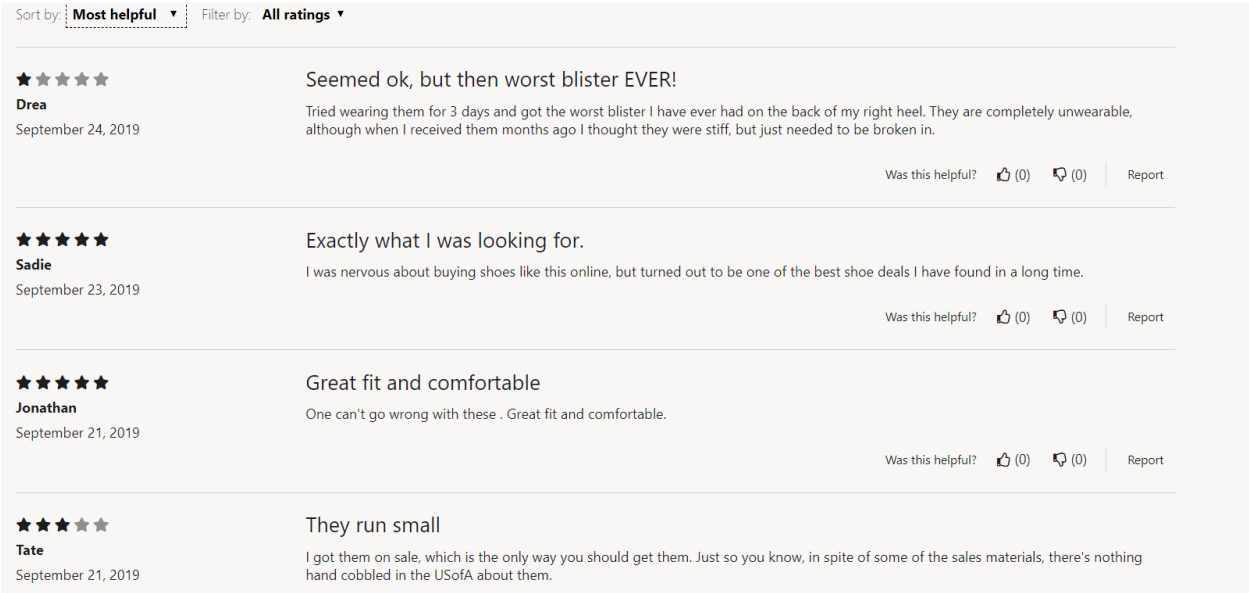
Pricing: Product pricing with ability to have tiered quantity discounts, customer-specific pricing.

Promotions: Coupons, Order Promotions, Item Discounts, Product Category Discounts, Buy One Get One (BOGO) offers, Mix and Match offers, One-off and multiple-use Coupons, Limited Time promotions.

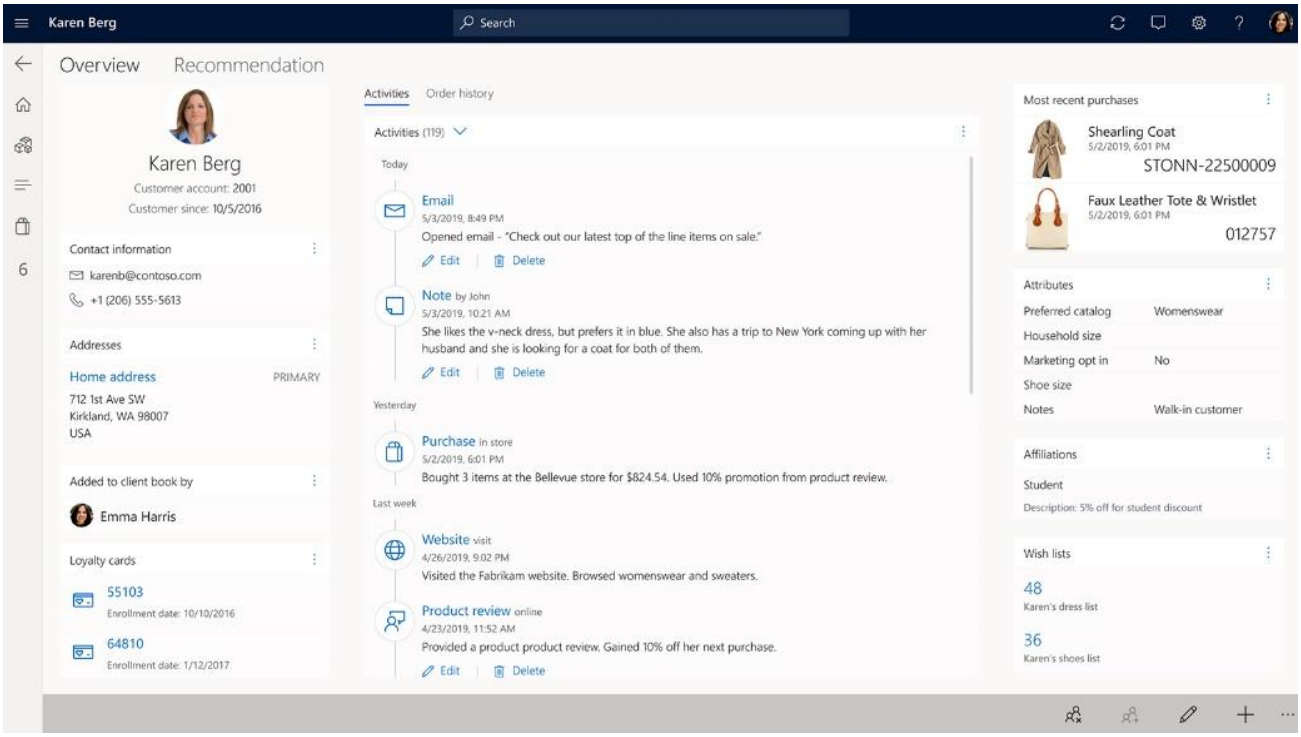
Catalog and Content Search: Auto-suggestions for search for products, categories with support for relevant keywords.

Upsell and Cross-Sell: Increase basket size with product recommendations for cross-sell and up-sell including Customers who bought this also bought this, Customers who viewed this ended up buying this, Customers who viewed this also viewed this.

Product Ratings and Reviews: Customer opinions, ratings and reviews of products with ability to mark reviews as helpful. Sorting availability by Most helpful reviews, recency. Administrator panel for ratings moderation, analytics and and management.



Clienteling: Comprehensive view of your customer including Customer profile, Order and Return History, Cross-channel customer preferences. Product and service recommendations, Automatic offers, Cross-sell and Up-sell, Purchasing insights, and loyalty programs. Use clienteling tools to gain a comprehensive view of your customer and respond to their needs at every level of engagement, based on customer profile, history, and preferences that flow across physical and digital channels. Empower your employees to foster lasting relationships through intelligent recommendations, insights, and loyalty programs.


Karen Berg
Search
Overview
Recommendation
Karen Berg
Customer account: 2001
Customer since: 10/5/2016
Contact information
karenb@contoso.com
+1 (206) 555-5613
Addresses
Home address
PRIMARY
712 1st Ave SW
Kirkland, WA 98007
USA
Added to client book by
Emma Harris
Loyalty cards
55103
Enrollment date: 10/10/2016
64810
Enrollment date: 1/12/2017
Activities
Order history
Activities (119)
Today
Email
5/3/2019, 8:49 PM
Opened email - "Check out our latest top of the line items on sale."
Edit
Delete
Note by John
5/3/2019, 10:21 AM
She likes the v-neck dress, but prefers it in blue. She also has a trip to New York coming up with her husband and she is looking for a coat for both of them.
Edit
Delete
Yesterday
Purchase in store
5/2/2019, 6:01 PM
Bought 3 items at the Bellevue store for $824.54. Used 10% promotion from product review.
Last week
Website visit
4/26/2019, 9:02 PM
Visited the Fabrikam website. Browsed womenswear and sweaters.
Product review online
4/23/2019, 11:52 AM
Provided a product product review. Gained 10% off her next purchase.
Edit
Delete
Most recent purchases
Shearling Coat
5/2/2019, 6:01 PM
STONN-22500009
Faux Leather Tote & Wristlet
5/2/2019, 6:01 PM
012757
Attributes
Preferred catalog
Womenswear
Household size
Marketing opt in
No
Shoe size
Notes
Walk-in customer
Affiliations
Student
Description: 5% off for student discount
Wish lists
48
Karen's dress list
36
Karen's shoes list

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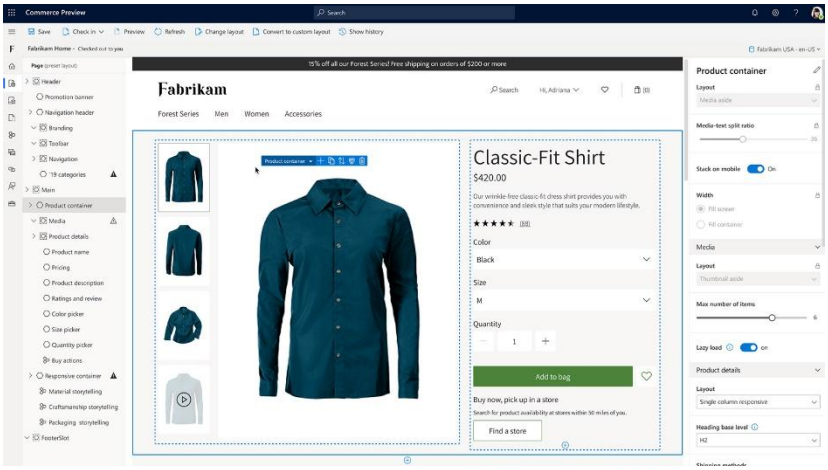

Everything to build and run digital commerce

Streamline your business with an end-to-end commerce solution that scales to your needs across traditional and emerging channels. Built-in web authoring and development tools enable you to create engaging and intelligent digital storefronts, while a connected marketing and commerce platform enables seamless management of content, assets, promotions, inventory, and pricing across channels.

The Microsoft Dynamics 365 Commerce solution is mobile-optimized for phones, tablets and other mobile devices.

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About Unify Dots

Unify Dots helps you connect the Dots by providing business solutions that enable digital transformation. Unify Dots specializes in CRM, Customer Service, Customer Insights, Ecommerce, ERP, Order Management, Field Service, Inventory, Procurement, Project Operations, Marketing Automation, Sales Automation, Supply Chain, Point of Sale, and Warehouse Management solutions.

Unify Dots operates in Asia Pacific, Australia, New Zealand, Europe, North America and across the globe with a local touch. Unify Dots is also committed to improving the world and has pledged donating at least 25% of its profit towards the case of helping educate children from low-income families in developing countries.

Contact Unify Dots

Email us at **info@unifydots.com** to get more information on implementing Microsoft Dynamics 365 Commerce or contact us by calling one of our office locations or visit us at https://unifydots.com

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