

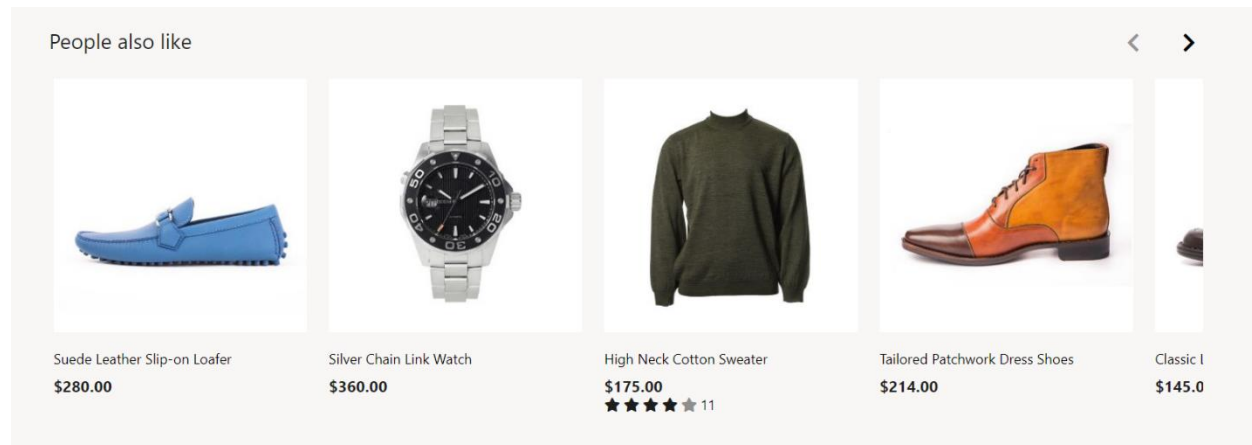
## Ecommerce with Microsoft Dynamics 365

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 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.

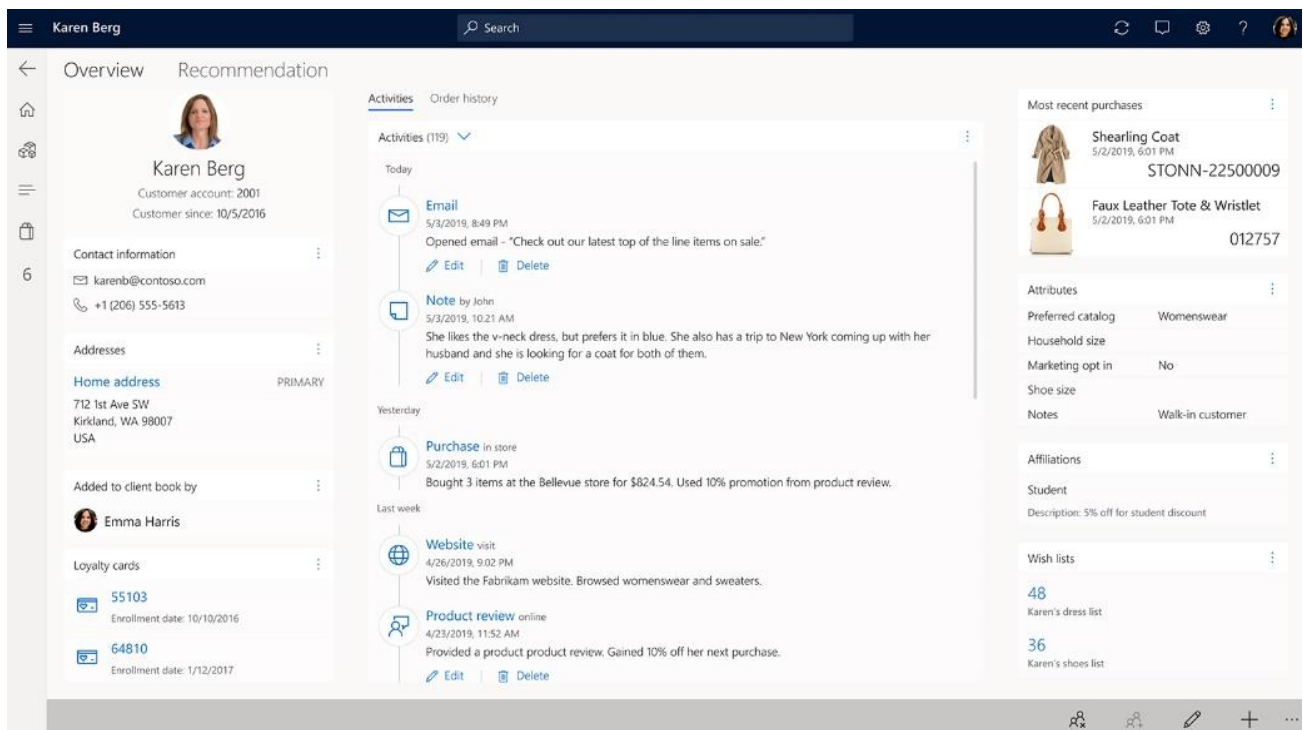
**Pricing:** Product pricing with ability to have tiered quantity discounts, customer-specific pricing.

**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.



The screenshot displays a customer profile for Karen Berg. The profile includes contact information (email: karenb@contoso.com, phone: +1 (206) 555-5613), a home address (712 1st Ave SW, Kirkland, WA 98007, USA), and loyalty cards (55103 and 64810). The central 'Activities' section shows a timeline of events: an email received on 5/3/2019, a note by John on 5/3/2019, a purchase in store on 5/2/2019, a website visit on 4/26/2019, and a product review online on 4/23/2019. The right sidebar shows 'Most recent purchases' (Shearling Coat and Faux Leather Tote & Wristlet) and 'Attributes' (Preferred catalog: Womenswear, Household size, Marketing opt in: No, Shoe size, Notes: Walk-in customer, Affiliations: Student, Wish lists: 48 and 36).

Sort by: **Most helpful** Filter by: **All ratings**

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★★★★★  
**Drea**  
September 24, 2019

**Seemed ok, but then worst blister EVER!**

Tried wearing them for 3 days and got the worst blister I have ever had on the back of my right heel. They are completely unwearable, although when I received them months ago I thought they were stiff, but just needed to be broken in.

Was this helpful? (0) (0) | Report

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★★★★★  
**Sadie**  
September 23, 2019

**Exactly what I was looking for.**

I was nervous about buying shoes like this online, but turned out to be one of the best shoe deals I have found in a long time.

Was this helpful? (0) (0) | Report

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★★★★★  
**Jonathan**  
September 21, 2019

**Great fit and comfortable**

One can't go wrong with these . Great fit and comfortable.

Was this helpful? (0) (0) | Report

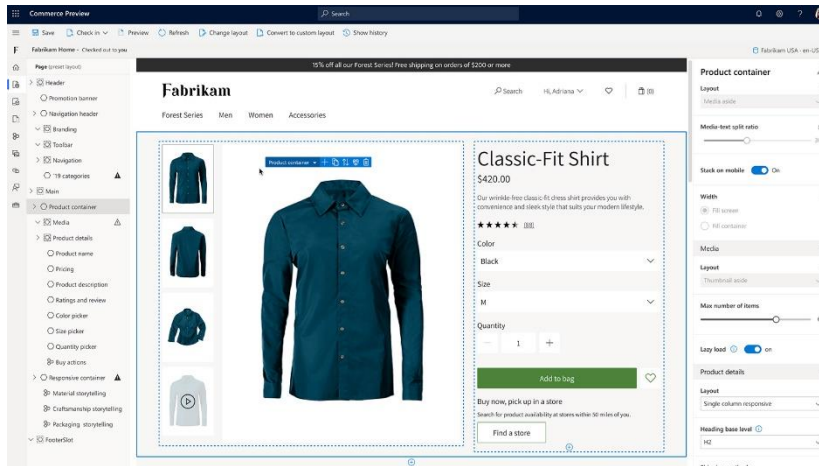
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★★★★★  
**Tate**  
September 21, 2019

**They run small**

I got them on sale, which is the only way you should get them. Just so you know, in spite of some of the sales materials, there's nothing hand cobbled in the USofA about them.

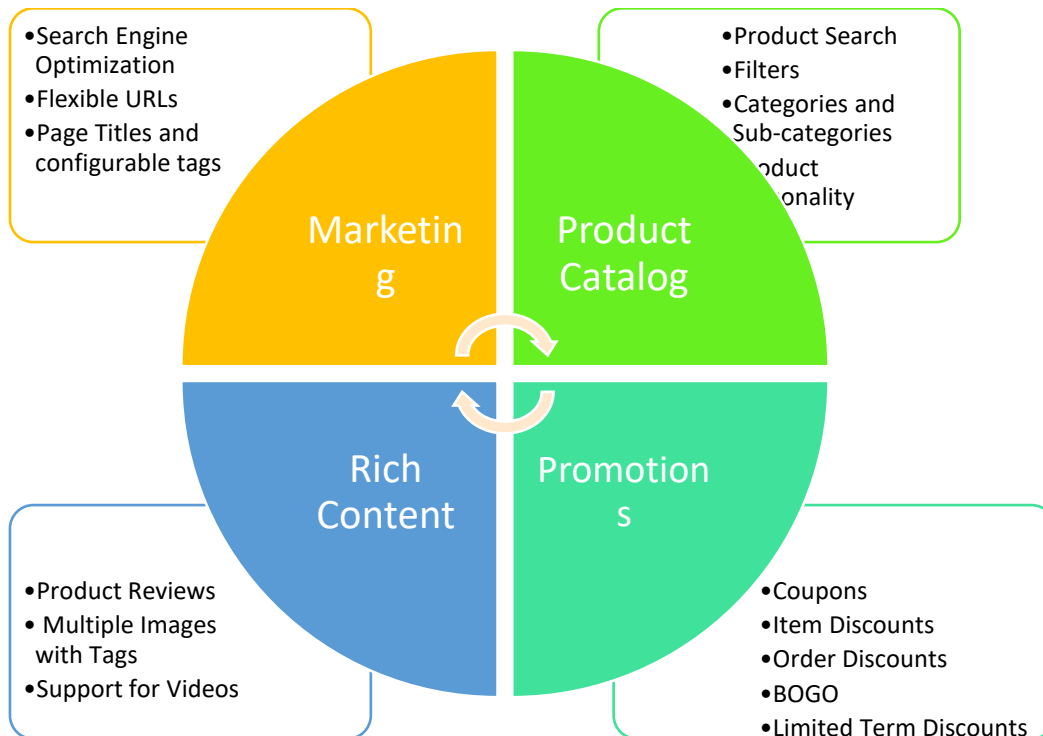
**Clienteling:** Comprehensive view of your customer including Customer profile, Order and Return History, Cross-channel customer preferences. Product and service recommendations, Automatic offers, Cross-sell and Up-sell, Purchasing insights, and loyalty programs. Use clienteling tools to gain a comprehensive 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.



## 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.

## About Unify Dots

Unify Dots helps you connect the Dots by providing solutions that enable digital transformation. Unify Dots specializes in Human Resources, Talent Management, Ecommerce, ERP, CRM, Customer Engagement, Field Service, Project Operations and Point of Sale solutions.



Unify Dots has local presence in Asia Pacific, Australia, New Zealand, Europe, North America and operate in a global scale 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](mailto: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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