avensia Storefront

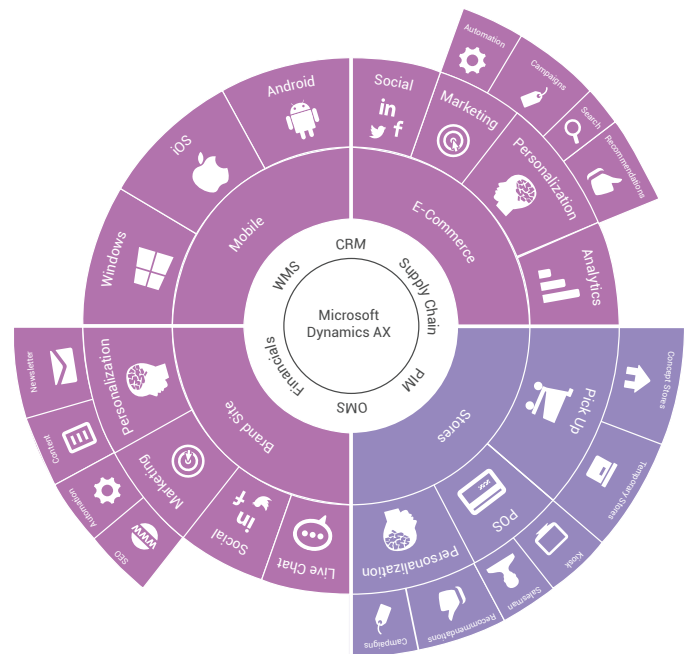## Avensia Storefront for Microsoft Dynamics AX

Avensia Storefront is a 100% cloud-compatible turn-key e-commerce solution that implements unified commerce to help you build a thriving omnichannel retail business.

By making all channels operate under the same business logic and with the same data, Avensia Storefront enables real-time communication between Microsoft Dynamics AX and Episerver's web platform. A move that saves up to 40% of project costs.

The solution comprises both the Avensia Storefront connector that constitutes the seamless integration, as well as a fully functional and customizable e-commerce starter site. Allowing you to focus on what you know best – your customers.

Microsoft Dynamics AX is an ERP system for big players – not least in the retail industry. Within it, you have applications running finances, sales and operations working together with all the familiar Office applications you already know.

Avensia Storefront extends the system's reach even further with a comprehensive e-commerce solution that connects retail operations features with Episerver, a leading e-commerce, CMS and digital marketing platform, Gartner's Magic Quadrant Leader.

A two-part e-commerce solution

Utilizing Microsoft Dynamics AX business logic in communications across all systems, the Avensia Storefront connector allows for seamless import of all product catalog information to Episerver. All this information is thus made searchable and instantly available for your e-commerce solution.

In addition, the Avensia Storefront starter site provides you with a fully functional and customizable web shop that utilizes all retail features available in Microsoft Dynamics AX, including the controls distributed for the complex checkout flow.

Building an omnichannel retail ecosystem

Equipped with streamlined system integrations, customizability, Azure cloud compatibility and all the features needed for a modern e-commerce solution, the Avensia Storefront package sets your business on course to establish a scalable and thriving omnichannel retail ecosystem.

- Save up to 40% of total project cost
- Start up your project with revenue earning site
- Same business rules and information in all channels
- Personalization features available across all channels
- On site drag and drop administration for web and mobile
- Extensive add-on components available
- Fail safe integration with recovery and logging
- Extendable integration framework
- Standard integration interfaces of Dynamics NAV, LS Retail & Episerver

Microsoft Dynamics AX for Retail

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