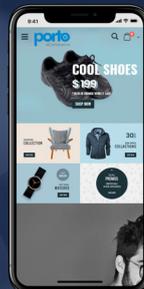
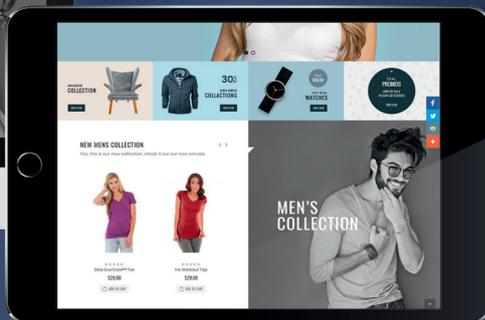
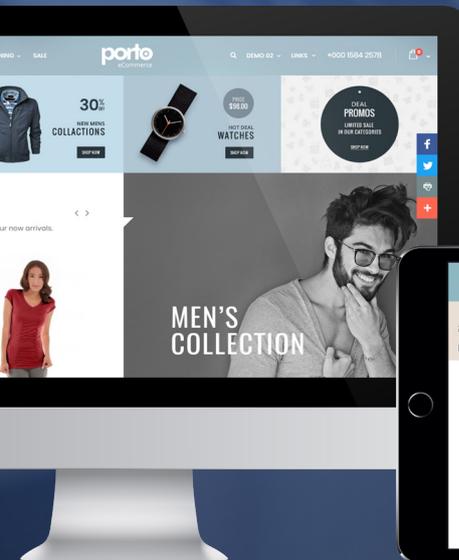




NP Ecommerce

The best e-commerce platform integrated with the strongest ERP system.



Gold
Microsoft Partner



Next generation e-commerce solution

This generation of e-commerce solutions offers a seamless shopping experience right from entering the site to completing an order. It is a tool that puts customer experience first.

To ensure new and returning customers to your web store, it is important to deliver a good shopping experience. Your customers' online shopping experience impacts their overall brand perception of your business. The web store of the future does not add complexity to the shopping experience – it removes it. In the end, a next generation web store will improve customer satisfaction and drive sales.

Increase your ROI

Save resources and become more efficient by linking your e-commerce system with an ERP system. NaviPartner's web store solution, NP Ecommerce, is integrated to Microsoft Dynamics 365 Business Central – an ERP system, that unifies your business.

NP Ecommerce is based on Magento 2 – the market's best open-source e-commerce platform. With NP Ecommerce you lay the groundwork for a structured and optimized course of business. Free resources and focus on developing your business instead of maintaining data.

Are you interested in experiencing how the e-commerce platform, NP Ecommerce, can make a difference to your online retailing company?

Scan the QR code and get a 30-day trial of NP Ecommerce.



Make your customers happy

Streamline your business by utilizing technology to offer the best possible customer experience.



Develop your business

We host and support your web store for you to focus on developing your business.



Always updated inventory

Sold products are subtracted from your inventory as the online store is integrated with your ERP system.

Future-proof web store

- Seamless customer experience
- Boost online presence
- Automatic bookkeeping
- Control of inventory level
- Overview of the business.



E-commerce platform ready for omnichannel retailing



Work smarter, not harder

With the web store solution, NP Ecommerce, retailers work in Dynamics 365 Business Central in regards to financial management, accounting, order handling, web store, inventory management, and statistics. Only design changes are carried out in Magento.

Ready for the future

You will get a complete system with unlimited opportunities for adding additional web stores, companies or brick-and-mortar stores in harmony with your growth. With this solution, retailers lay the groundwork for future growth and cost savings.

Access 24 / 7

You always have access to your business data in NP Ecommerce and Dynamics 365 Business Central no matter if you are in the store, at home or in a holiday cottage – as long as you have internet access. This gives you the freedom to work when and where you desire.

Constant development

NaviPartner's Development Center continuously carries out new projects to ensure that our solutions are at the forefront with the requirements and expectations of the market. In other words, we can offer retailers some of the best tools available to run a healthy and modern business.

Go omnichannel

Omnichannel retailers can choose to expand their web store with a POS system. NP Ecommerce is integrated to Business Central with the result that the retailer only has to work in one system and can provide customers with a seamless shopping experience.

Extensive experience

With more than 25 years of experience in developing IT solutions for the retailing industry, NaviPartner has acquired unique skills in delivering complete retail solutions.

On the following pages, you can read more about the features in NP Ecommerce and the benefits they give retailers.

Build a great customer experience

Recent years have been revolutionary for e-commerce businesses. The online retail sales keep rising as more customers shop online. How do you make sure to differentiate yourself from competitors and get your share of the online sales?

One of the keys to success as a e-commerce retailer is building a great customer experience.

Seamless shopping experiences

A way for web stores to improve customer experience is by optimizing the supply chain. By improving your supply chain, you ensure your site has updated inventory information, great delivery options and easy return policies. It is also important to have a good customer service, as it is a big part of the overall experience, when customers visit your online store.

Invest in your customer experience

A great shopping experience meets the customers' needs and make them want to revisit the web store. Retailers who successfully implement a customer experience strategy achieve higher satisfaction and increased revenue.

On the next two pages you can see, how you meet the expectations of the customers and increase sales.

How to offer a great customer experience

There are many ways to differentiate your e-commerce store from your competitors. Here we list four of the most important features in regards to creating a good online experience.

#1 Mobile customer experience

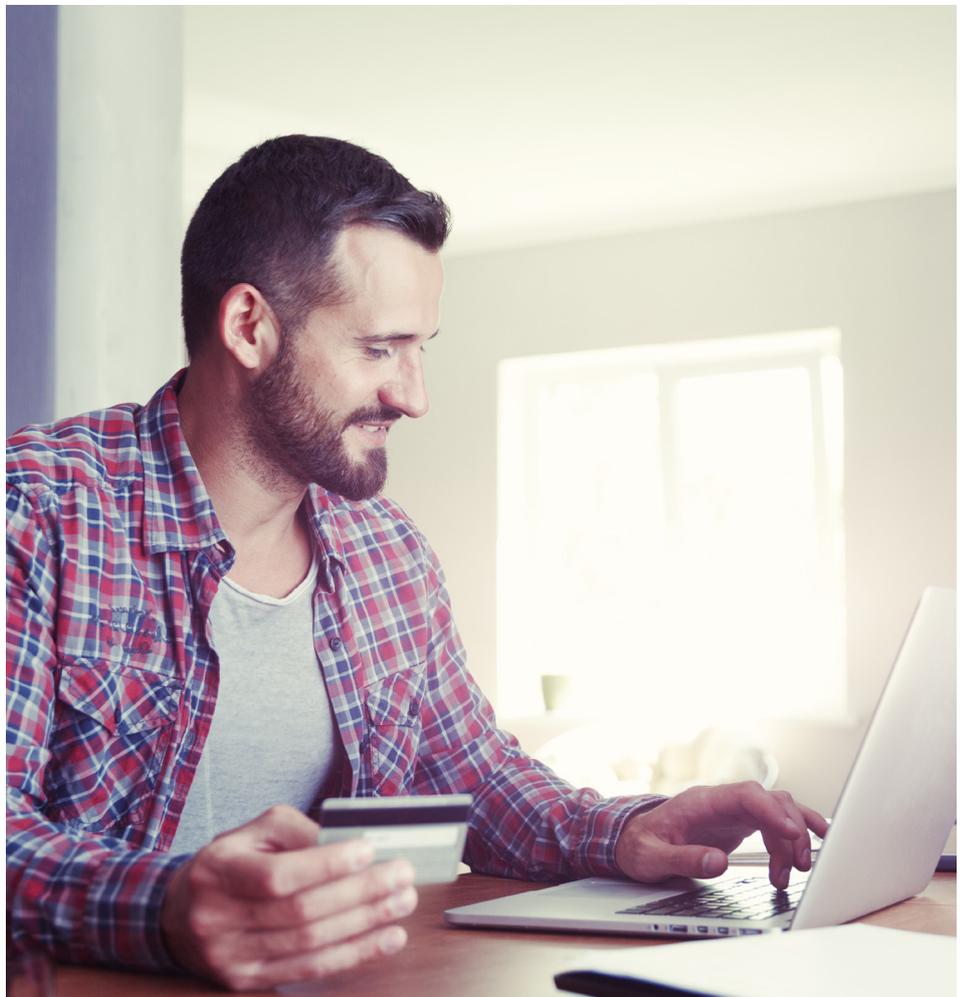
Online shopping has proven that it is here to stay. Now more than ever, the consumers are using their smartphones for product research and purchases. For you to create a good shopping experience online, you need to make sure your site is mobile-friendly.

#2 Delivery as a differentiator

A way for you to differentiate yourself from your competitors is by offering the most optimal delivery option. As an alternative to your competitors, you could offer day-to-day delivery, delivery at a certain time or free delivery and returns.

#3 Mobile payments

Mobile payments has become a popular choice for consumers shopping online due to its easy, fast and accessible service.



#4 User experience

The consumers are now used to completing sales with a few clicks in no time. Therefore, it is important to have an e-commerce site, that is user-friendly and easy and fast to navigate in.

Utilize the tools in NP Ecommerce

NP Ecommerce brings web stores owners the tools necessary to attract more customers, sell more products and increase revenue. Everything evolves around upgrading the customer experience.

The importance of Search Engine Optimization

Today, Search Engine Optimization (SEO) is even more important due to digitalization and the change in customer behaviour. Consumers expect a fast, seamless shopping experience whenever they visit a web store.

The purpose of SEO is to be visible, when consumers make searches online. If your web store does not meet the expectations of the consumers, they will quickly return to searches and choose another option. A bad customer experience will result in low conversion and returning visitors' rate – and you will lose customers.

Test the speed of your web store

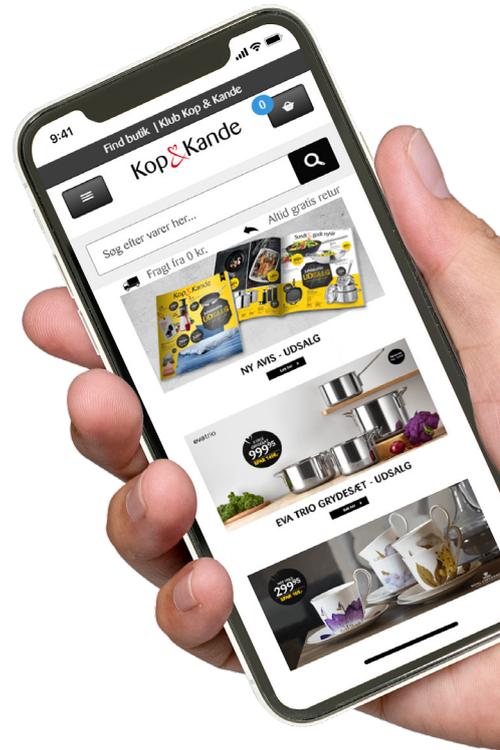
Google's search engine rewards websites and web stores that offer the best possible user experience. If you are the owner of a slow site it will not only affect the user experience. It will also result in a higher bounce rate. Google will punish the site by giving you a lower rank in searches.

Create relevant content

To ensure a high ranking in Google searches, it is important to deliver high-quality content to your online visitors. Their online experiences will impact their overall brand perception of your business. The digital shopping experience should, therefore, be frequently updated and optimized to get your customers to revisit.

Get high ranking with NP Ecommerce

With NP Ecommerce, you will get a web store that performs with optimal speed. Only updated data is transferred from Magento to Business Central to ensure a high performance. To get a high Google rank, you should be certain that your site's friendliness is optimal, your payment process not suffers from disconnections, and consumers can choose the payment methods they prefer. If you create relevant content and succeed with these parameters, you will experience an increased customer base.



Efficient inventory management with RFID

Most retailers know the importance of efficient inventory management processes. With RFID, you can be sure which items are in stock and not disappoint your customers.

Without sufficient insight into your inventory, supply chain, and processes, your online store may lose sales due to missing items in the warehouse. With an RFID device, you can quickly scan the inventory without having to scan every single barcode. In this way, RFID helps you keep track of your inventory level.



With a great overview of your inventory management processes, you make sure your customers' ordered items are in stock. Insight into your inventory levels helps you avoid out-of-stock situations. All the registered items are synced to the ERP system with information on pricing, discount and inventory level.



Scan and watch a video about RFID.

Standard features in NP Ecommerce

NP Ecommerce is an extended version of Magento's standard store. We have added a wide range of features that are included in all four e-commerce plans.

Choose between four different e-commerce plans

With NP Ecommerce we offer four different plans for your online store. In order for you to choose the right pick for you e-commerce business, you should have an overview of the features the web store should encounter in order for you to reach your overall business goals.

Depending on your needs and goals, you can choose from four e-commerce plans: Basic, Pro, Premium and Enterprise. Have a look at what is included in the different plans and how they differ from each other. Additionally, all plans include a number of standard features that are listed below.

Content Management

- **Admin**
Make configurations to your site
- **Design**
Select a responsive design option
- **Static blocks**
Create content and display on the site
- **Image Carousel**
Make your visitors curious with images
- **Widgets**
Place distinct types of content on sites
- **Maintenance mode**
Make the site offline if you need to.

Catalog

- **Layered Navigation**
Filter category pages with products attributes to a more refined list
- **Hide Empty Category**
Automatically hide empty categories from the site if it runs out of products.

Basic

Simple is good

Includes all the basics for starting a brand new web store.

- ✓ Lots of standard features
- ✓ Option to add basic add-ons
- ✓ Option to add basic design templates
- ✓ Hosting of web store
- ✓ Free update of application
- ✓ Unlimited number of admin accounts
- ✓ Regularly updated add-on selection.

Pro

Grow your business like a pro

Everything you need for a growing e-commerce business.

- ✓ Lots of standard features
- ✓ Option to add basic and pro add-ons
- ✓ Option to add B2B solution
- ✓ Option to add **basic and pro design templates**
- ✓ Hosting of web store
- ✓ Free update of application
- ✓ Unlimited number of admin accounts
- ✓ Regularly updated add-on selection.

Customer

- **Account creation**
Get your customers registered on your site with a one-page form
- **Product Sharing**
Increase the reach of your products by using social network sharing features
- **Emails**
Send multiple emails like order information or order processed
- **Newsletter Subscription**
Make regular email campaigns to make your customers engaged in your brand.

SEO

- **Sitemap**
Inform search engines where to crawl the website to know about the content
- **Meta**
Add high-value keywords in both the meta title and meta description
- **URL**
Take full control of the URLs by setting links for each page or product
- **Structured Data**
Send explicit information to search engines about the type of content.

Premium

Your unique branding

Stand out from the crowd with your own site design.

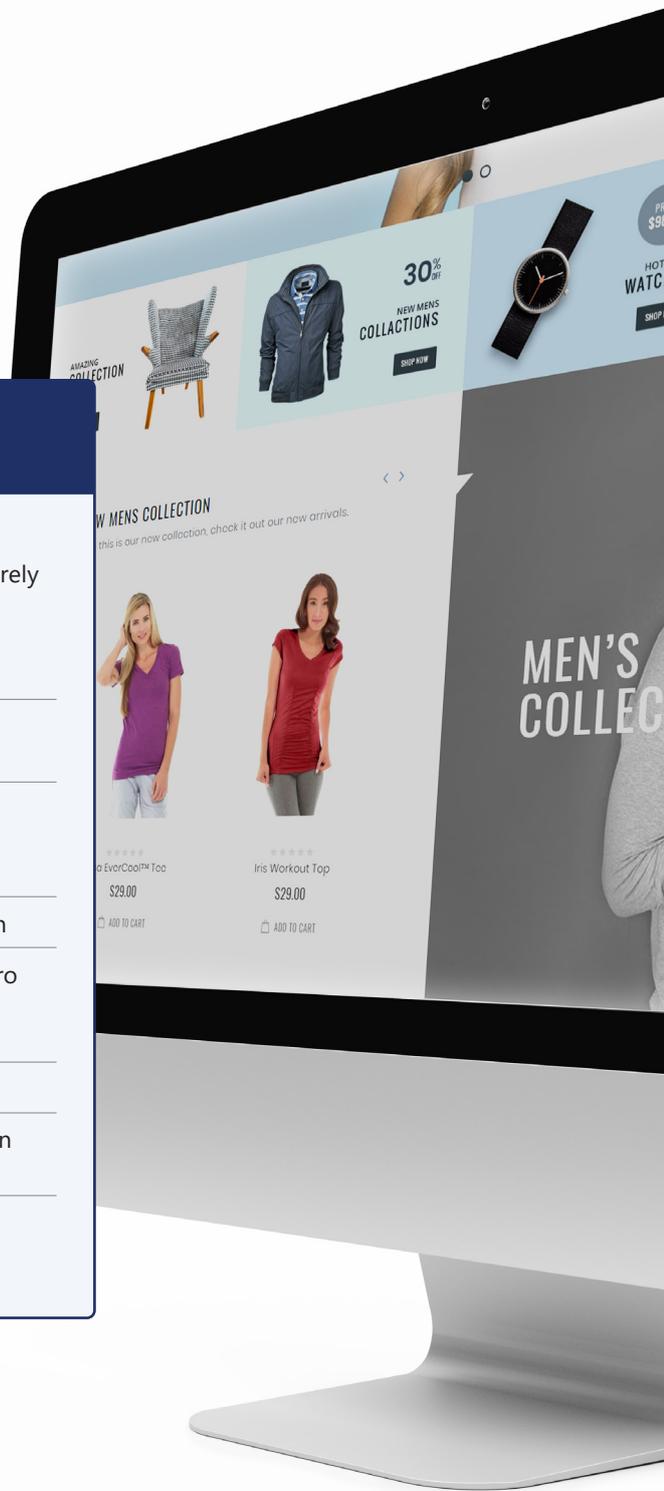
- ✓ Lots of standard features
- ✓ Option to add basic, pro, and premium add-ons
- ✓ Option to add B2B solution
- ✓ Option to add basic and pro design templates or a **unique design**
- ✓ Hosting of web store
- ✓ Free update of application
- ✓ Unlimited number of admin accounts
- ✓ Regularly updated add-on selection.

Enterprise

The sky is the limit

Customize your web store entirely and make it your own.

- ✓ Lots of standard features
- ✓ Option to **customize standard features**
- ✓ Option to add basic, pro, premium and enterprise add-ons
- ✓ Option to add B2B solution
- ✓ Option to add basic and pro design templates or a **unique design**
- ✓ Hosting of web store
- ✓ Unlimited number of admin accounts
- ✓ Regularly updated add-on selection.



Cart and Checkout

- **Promotions**
Set promotional prices or coupons for specific stores or products
- **Shipping**
How long will it take a customer's order to be brought home?
- **Payment**
Use our secure payment method in the checkout process
- **Giftwrapping**
Offer a giftwrapping option in the cart or at the checkout.

Product

- **Multiple Images**
Assign product images to your products to better showcase the unique features
- **Zoom**
You have the option to add a zoom on the product images
- **Video**
You can replace the product image with a video for greater visual effect
- **Wish list**
Allow your customers to save items they wish to buy later on a wish list.
- **Display Only**
Exhibit an upcoming product that cannot be added to cart
- **Ratings and Review**
Customers can give feedback through comments or give star ratings
- **Brands**
Giving brands to your products makes them available on other product lists
- **Compare**
Compare product information with a comparison button.

Add-ons for NP Ecommerce

Are you interested in building the exact web store that matches your specific needs? Have a look at some of our Add-on features for NP Ecommerce.

Catalog

Advanced Stock Status ● ● ● ●
Manage the stock status on products with custom messages.

Improved SEO options ● ● ● ●
Our custom SEO module makes your content more visible to search engines.

Advanced Search ● ● ●
Autocomplete text in the search bar and show product previews when typing.

Advanced SEO ● ● ●
Automates most SEO settings and saves the time and money for SEO specialists.

Product badges ● ● ●
Display a badge on top of the product images and attract attention.

Popups ● ● ●
Use eye-catching popup boxes to promote products or inform of special features.

Smart Product Lists ● ● ●
Build enhanced product catalogs from predefined criteria to group products.



Cart and checkout

ViaBill price tag ● ● ● ●
Let your customers try the products for 30 days before completing their payments.

GLS Shipping ● ● ● ●
Send your packages to customers in a comfortable and secure manner with GLS.

QuickPay ● ● ● ●
Offer payments with credit cards or mobile payments with QuickPay.

One-page Checkout ● ● ● ●
Create a one-step page checkout with minimum options for a fast checkout.

Marketing

Facebook Pixel ● ● ● ●
Measure the effectiveness of your Facebook advertising by understanding the actions people take on your store.

Google Tag Manager ● ● ● ●
Track your visitor's behaviour on your online store. Collect as much information to make data-driven decisions.

MailChimp ● ● ● ●
Automate emails based on your customer data. Collect feedback after a purchase or make personalized product suggestions.

Instagram Feed ● ● ●
Link to your Instagram account and let your visitors go through your pictures and videos without leaving the site.

Social Login ● ● ●
Give your customers the opportunity to login your site via their social networking accounts like Facebook, Google etc.

TrustPilot ● ● ●
Harness the power of peer reviews so future customers can buy your products with confidence.

Product Feeds ● ● ●
Create product feeds for shopping engines like Google Shopping to attract more customers and drive sales into your store.

Email Attachments ● ● ●
Increase the potential of transactional emails by adding attached files when dispatching them.

Blog ● ● ●
Create a blog right inside your Magento store. Write attractive stories, reviews or mention new products as blog posts.

Design

Infinite Scroll



Remove the limits of pagination on category pages to give the customers a view of infinite scroll.

Smart Menu



Take control over the main menu by adding custom links at selected positions or by adding menu items.

Custom CSS



Take control of the site's styling and add the CSS code directly in the admin area with the CSS Editor interface.

Security

SSL Certificate



Add an SSL certificate to your URL and get https to your domain.

Cloudflare Free



Improve page speed and security with Cloudflare and get better search engine rankings.

Cloudflare Pro



Upgrade to Cloudflare Pro to increase the performance and security options even more by using Firewall features etc.

B2B

Pro B2B



Are you running a B2B online business? Utilize the many e-commerce features specified for B2B sales. Have a look at the B2B web store features on the following pages in this brochure.

Overview of add-ons depending on your e-commerce plan

Add-on modules	Basic	Pro, Premium and Enterprise
Catalog		
Advanced Stock Status	✓	✓
Improved SEO options	✓	✓
Advanced Search		✓
Advanced SEO		✓
Product badges		✓
Popups		✓
Smart Product Lists		✓
Cart and checkout		
One page checkout	✓	✓
ViaBill price tag	✓	✓
GLS Shipping	✓	✓
QuickPay	✓	✓
Marketing		
Facebook pixel	✓	✓
Google Tag Manager	✓	✓
MailChimp	✓	✓
Instagram feed		✓
Social Login		✓
Trustpilot		✓
Product Feeds		✓
Email Attachments		✓
Blog		✓
Design		
Infinite scroll	✓	✓
Smart Menu	✓	✓
Custom CSS		✓
Security		
Implementation of SSL Certificate	✓	✓
Cloudflare Free		✓
Cloudflare Pro		✓
B2B		
Pro B2B		✓

Module for efficient B2B e-commerce

With the B2B module, web store owners save time on everything from creating customer accounts to sending invoices to their B2B customers.



Create customer accounts directly in the shop

During the first meeting with a potential customer, you can create the company directly in the web store. This ensures that all data is correct from day one. Additionally, potential customers can create themselves in the system in order to be contacted. If the relationship develops towards a partnership, the customer already exists in the system.



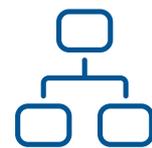
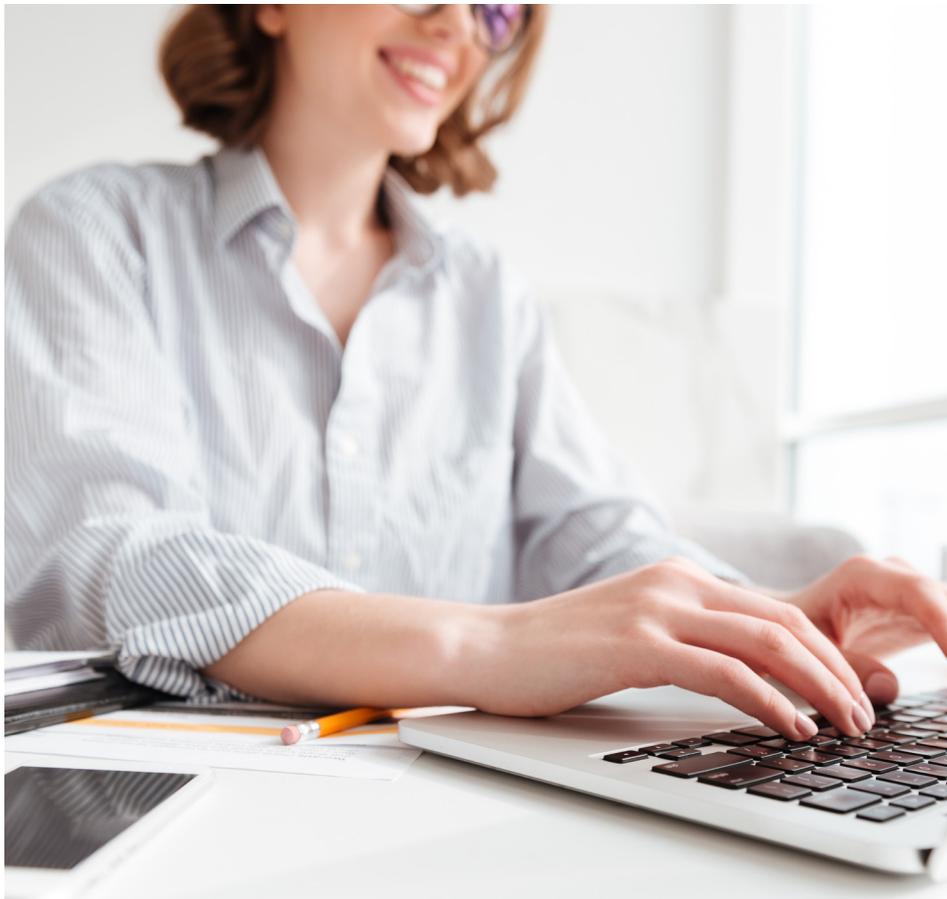
Be in control of payment and delivery addresses

Payment and delivery addresses are defined on user level. This ensures that the orders are delivered to the correct address if the customer has several locations. Additionally, the invoice can be sent to another address specifically requested by the customer. This means that you do not have to worry about deliveries sent to wrong addresses.



Automation makes the flow of orders more effective

Business Central manages the order process in the web store. As soon as a customer makes a purchase, the order is automatically transferred directly to Business Central. The web store owner avoids using different systems, receiving orders via mail or phone, and afterwards spending time on typing in the orders manually. This saves a lot of time.



Differentiated product display

The web store owner can manage which products are on display for specific customers or customer groups. This functionality makes it possible to manage several businesses in the same solution. The same web store can sell safety shoes to one company and sell running shoes to another, and at the same time, each customer can only see the exact products that are relevant.



Customers help themselves

In the account section, users can view reports from Business Central. For instance, you can give the users the possibility to download copies of invoices and credit notes or a custom-designed report that your organization uses. This saves you a lot of time by not having to answer various requests from existing customers.



Several web stores in the same solution

With a differentiated product display, the same NP Ecommerce B2B solution can contain several web stores. This could for example be a web store selling safety shoes to Company X, and another web store selling running shoes to Company Y.



Specific discounts for specific customers

An essential part of running a B2B web store is to be able to adapt prices specifically for the individual customer or customer group. The prices will only be visible for the individual customer. This function makes it possible to manage prices for individual customers, for businesses with few but large-volume customers, and for businesses with many but small-volume customers.



Visible discounts for specific customers

This function manages which discounts customers or customer groups get. The discounts are displayed when the customers are logged in to the web store. This makes the discount very visible to the customer. The function ensures that a customer with a 20% discount on a product with an original price of \$20 is shown both the original price, and the customer specific price of \$16.

Our new solution is way better than the old. When we change something in the ERP system, it only takes 5 to 10 seconds to register in the web store. It is vital for us that everything happens automatically and in reliable manner.

*Henrik F. Jensen,
IT Manager, Erik Sørensen Wine*

We would love to hear from you

About NaviPartner

NaviPartner's business areas include retail solutions for both physical stores and web stores, as well as café solutions and ticketing systems for attractions. We are more than 90 employees in Denmark and Mauritius. Our IT systems are used on more than 1,500 locations around the world.



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Get a trial for 30 days

Download a trial of the web store and ERP system. Scan the QR code or visit www.navipartner.com/get-trial