

systema AI



Dynamics 365 (F&O) for eCommerce

Instruction Guide:

Implementing Systema AI Recommendations

18 June 2020

Prepared by: Systema AI Pty Ltd

For: Dynamics 365 (F&O) eCommerce Clients

Document Information

Title	Systema AI ISV Connector
Document Name	Instruction Guide
Document Author and Title	Alpa Nangia (Head of Delivery)
Document Owner	Patrick Hamilton, (CTO)
Version	Draft
Purpose	This document is created to assist Dynamics 365 clients in implementing Systema AI recommendations on their eCommerce platform.

Glossary of Terms

Term	Definition
Microsoft AppSource	Microsoft AppSource is an App Store for business applications such as Office 365, Dynamics 365, Power BI, or separate Azure web apps.
Microsoft Dynamics 365 Commerce	Microsoft Dynamics 365 Commerce is an omnichannel e-commerce solution that allows users to build a website, connect physical and digital stores and deliver personalized experiences.
E-commerce storefront	The e-commerce storefront is the customer-facing website rendering system of Dynamics 365 Commerce. It is built on the React.js framework and uses a combination of server-side and client-side rendering to deliver responsive web experiences for one or more online channels.
Site Builder	Site builder is the web-based authoring interface for the content management and storefront website rendering systems. It provides a what-you-see-is-what-you-get (WYSIWYG) editor for site managers and content authors who perform the day-to-day workflow tasks of managing and producing the marketing content for the e-commerce experience.
Power Apps	Power Apps is a low code/no code application platform that allows enterprises to digitize business operations by easily building line of business applications.
Model-driven Apps	Model-driven apps provides a no-code or low-code component approach to app development. Model-driven apps run with the new Unified Interface client which provides a responsive accessible design running in browsers and on popular mobile devices.

Common Data Service	Common Data Service lets you securely store and manage data that is used by business applications. Data within Common Data Service is stored within a set of named entities.
Custom Workflow Activity	Custom workflow activity provides the facility to extend out of the box model-driven app workflows.
LCS	Lifecycle Services (LCS) for Microsoft Dynamics is a cloud-based collaboration portal that customers and their partners use to manage and assist with Microsoft Dynamics 365 for Finance and Operations projects.

1 Solution Overview

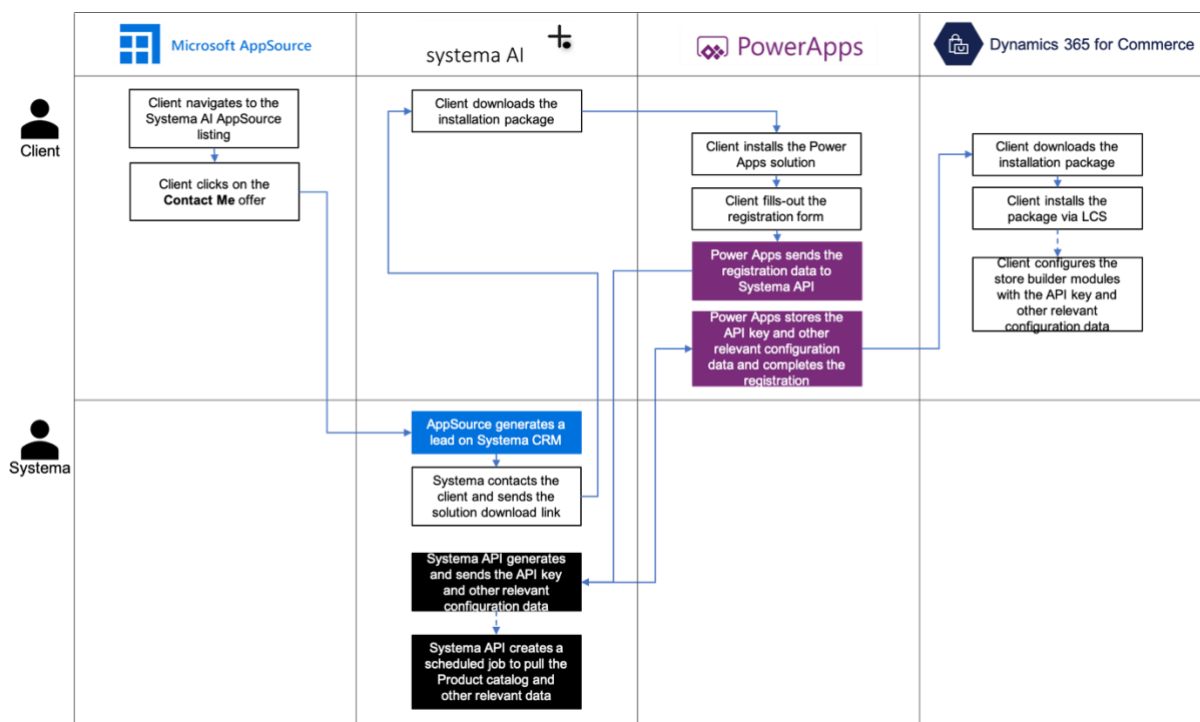
Systema AI personalised recommendations is comprised of two main components, the Administration Application (“Administration App.”) and the Systema AI Commerce Modules package.

- The Administration app is a Microsoft PowerApps solution that provides the facility for a Dynamics 365 (D365) client to register on Systema AI for the purpose of obtaining recommendations, and also acquire access the Systema Client Dashboard.
- The Systema AI Commerce modules contain script components, which enable the tracking and mapping of user events. The Commerce modules also contain pre-built carousels, which enables Systema’s recommendations to be shown on the Product Page, through the use of Systema’s Adaptive Recommendations API.

These capabilities allow D365 eCommerce clients to use AI-enabled recommendations to increase sales and revenues, and improve customer engagement.

The following diagram describes the flow of installing and configuring Systema from the AppSource, onto the client’s D365 eCommerce instance.

Figure 1 - Solution Flow Diagram



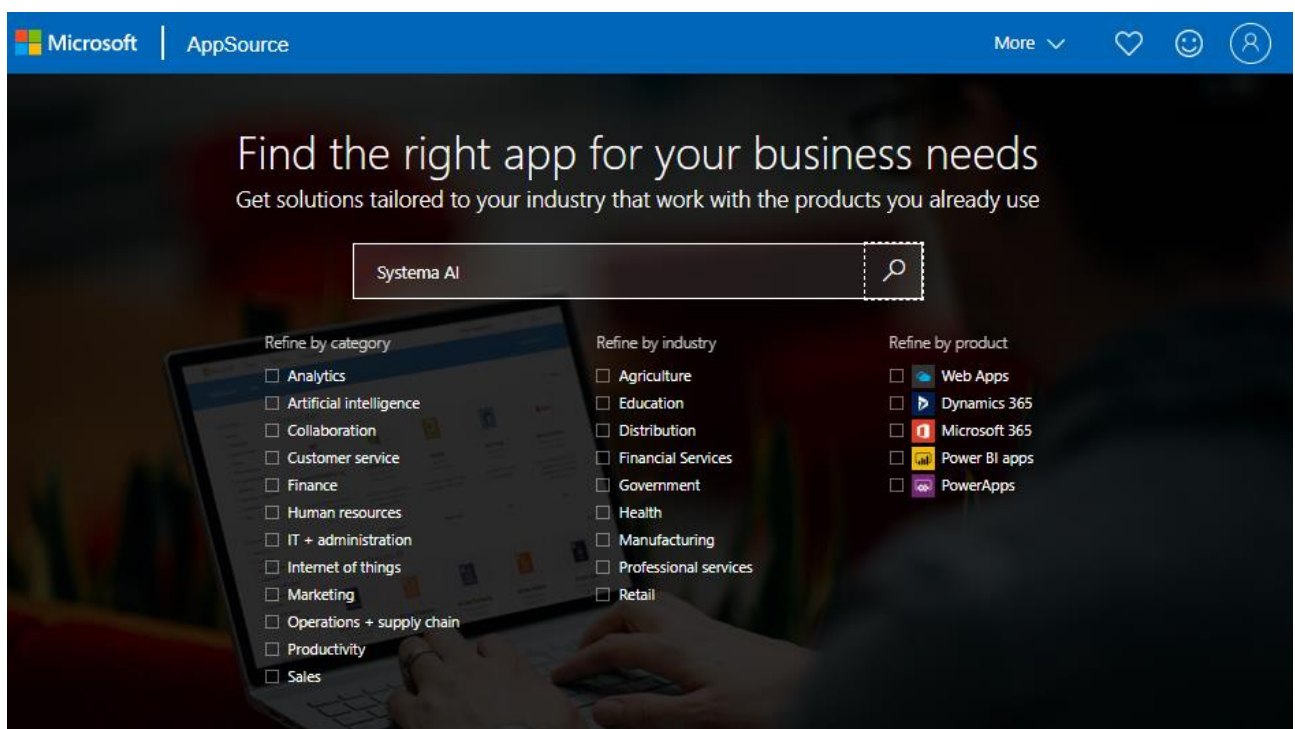
The process starts on the AppSource with the client browsing the Systema AI listing and subsequently clicking on the “Contact Me” offer. A lead will be generated on the configured Lead Management System, which Systema can use to contact the client. Systema will then send the Administration App. (along with the installation instructions) to the client.

Once the client completes the registration process, the download link will be made available. This allows the client to download Systema's AI Commerce Modules package, along with installation instructions. After downloading the package, the client can navigate to Life Cycle Services (LCS) to upload and deploy the solution. Systema's AI Recommendations are now available on the Product Detail Page (PDP) of the Client's Dynamics 365 eCommerce platform.

2 Solution Implementation – from AppSource to Client D365 eCommerce

This section describes the installation and configuration of Systema AI recommendations for eCommerce using the Microsoft Commerce storefront.

1. From the AppSource Marketplace ([Microsoft AppSource](https://appsource.microsoft.com)), search for Systema AI

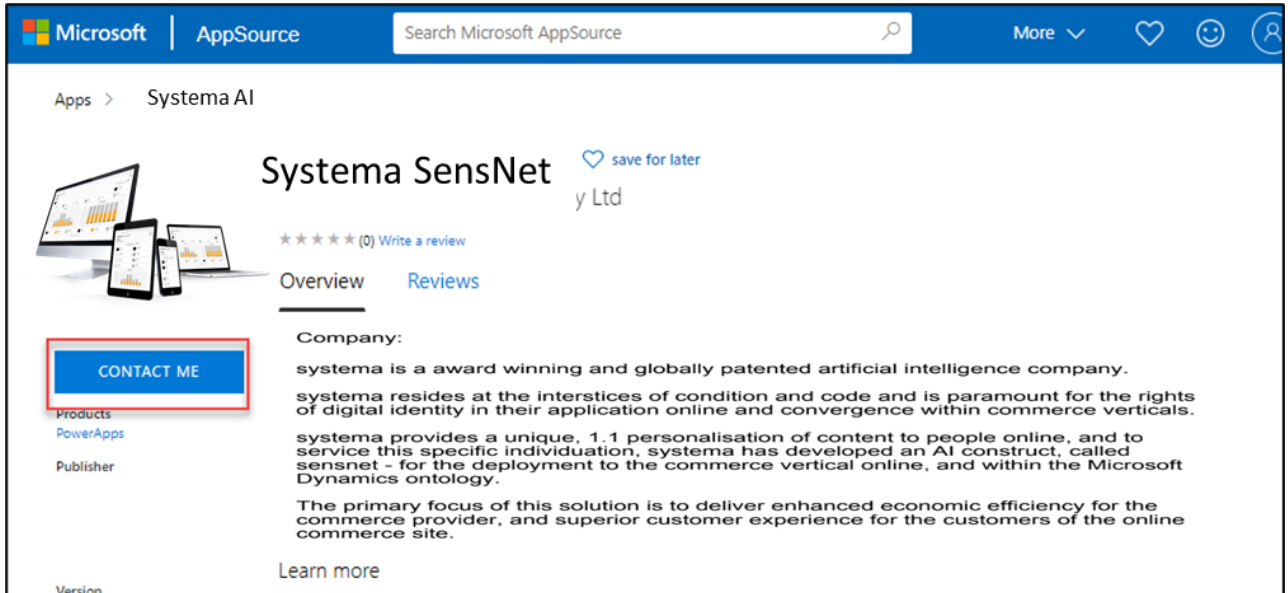


Top app results

[See all](#)

2. On the offering page, click Contact Me

(Sample image used for illustration purposes only)



Microsoft | AppSource Search Microsoft AppSource

Apps > Systema AI

Systema SensNet [save for later](#)

Systema AI Pty Ltd

★★★★★ (0) [Write a review](#)

Overview [Reviews](#)

CONTACT ME

Products
PowerApps
Publisher


Version

Company:
systema is a award winning and globally patented artificial intelligence company.
systema resides at the interstices of condition and code and is paramount for the rights of digital identity in their application online and convergence within commerce verticals.
systema provides a unique, 1.1 personalisation of content to people online, and to service this specific individuation, systema has developed an AI construct, called sensnet - for the deployment to the commerce vertical online, and within the Microsoft Dynamics ontology.
The primary focus of this solution is to deliver enhanced economic efficiency for the commerce provider, and superior customer experience for the customers of the online commerce site.

[Learn more](#)

3. Verify your contact details then click on the “Contact Me” button

One more thing ...



Systema SensNet
Systema AI Pty Ltd

This app requires some basic profile information. We have pulled your Microsoft Account data to help you get started. AppSource will save your information for next time.

Name *

Work email *

Job title

Company

Country / region

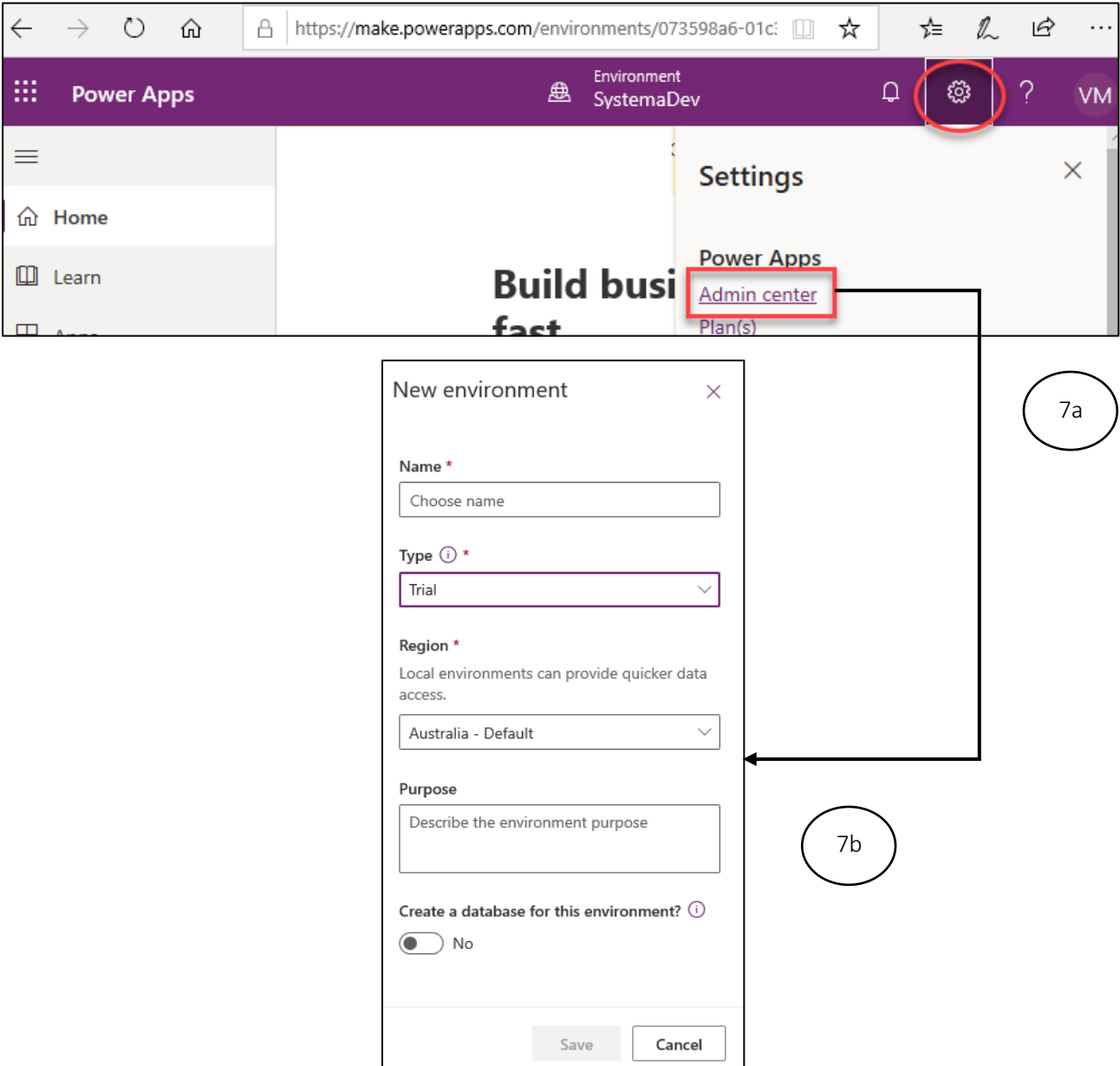
Phone number *

By clicking Contact me, I give Microsoft permission to share my supplied [contact information](#) so that the app provider or Microsoft can contact me to discuss my requirements. I'll contract directly with the provider about deployment, pricing, terms of use, and the privacy statement. Rights to use this app do not come from Microsoft. See the [Microsoft AppSource terms](#) for more information.

You're signed in as Vanessa Erika dela Merced (vanessa.delamerced@barhead.com).

- Client's details are captured in an Azure Table (more information [HERE](#)) or in Systema's backend CRM
- Systema will then re-direct clients to the location of the packaged Administration App. This location will also hold the Instruction Guide, which describes the installation and configuration process.
- The client will then go to the URL provided in the Instruction Guide and download the packaged Administration App.
- All D365 Business Application users are entitled to free (limited) Microsoft PowerApps usage. The client will have to install the Administration App via <https://powerapps.microsoft.com/>.

Please note - as a pre-requisite, a client must have an existing PowerApps environment with an available database. If not, first time clients can opt to create a Trial environment for free via the Admin Centre.

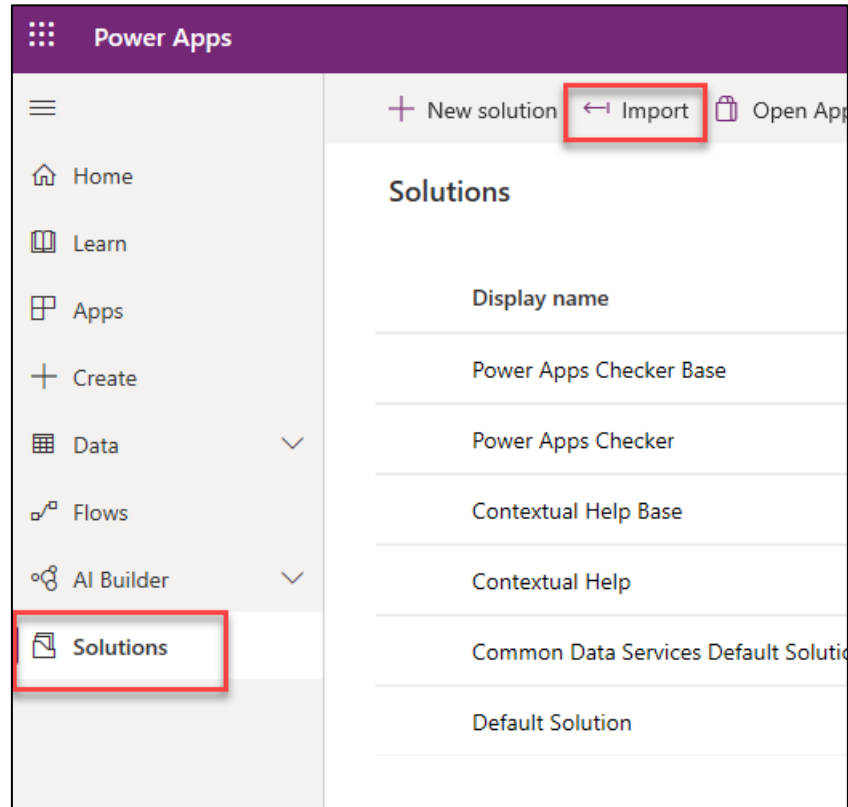


The screenshot displays the Microsoft Power Apps Admin Center interface. The browser address bar shows the URL <https://make.powerapps.com/environments/073598a6-01c>. The top navigation bar includes the 'Power Apps' logo, the environment name 'SystemaDev', and a settings gear icon circled in red. A 'Settings' dialog box is open, with the 'Admin center' link highlighted in red. Below this, a 'New environment' dialog box is shown, containing the following fields and options:

- Name ***: A text input field with the placeholder 'Choose name'.
- Type ⓘ ***: A dropdown menu set to 'Trial'.
- Region ***: A dropdown menu set to 'Australia - Default'. A note below reads: 'Local environments can provide quicker data access.'
- Purpose**: A text input field with the placeholder 'Describe the environment purpose'.
- Create a database for this environment? ⓘ**: A toggle switch set to 'No'.

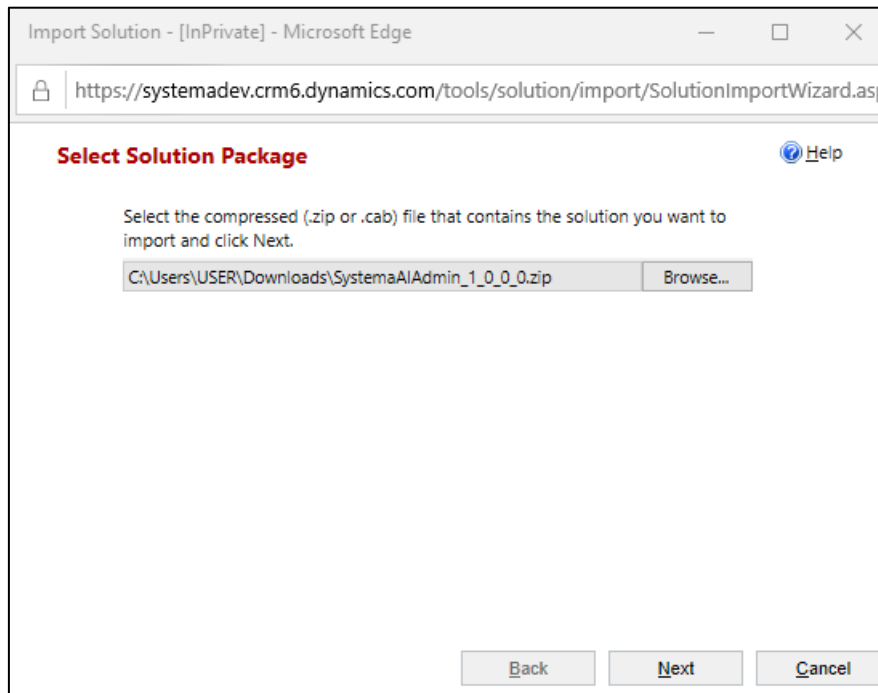
At the bottom of the 'New environment' dialog are 'Save' and 'Cancel' buttons. A red box highlights the 'Admin center' link in the Settings dialog, with a line connecting it to the 'New environment' dialog. Two callouts, '7a' and '7b', are present: '7a' is a circle next to the 'New environment' dialog, and '7b' is a circle next to the 'Save' button.

- Once the trial environment is ready, the client will need to import the solution package from the link provided by Systema. This will be done inside <https://powerapps.microsoft.com/> > Solution > Import area.

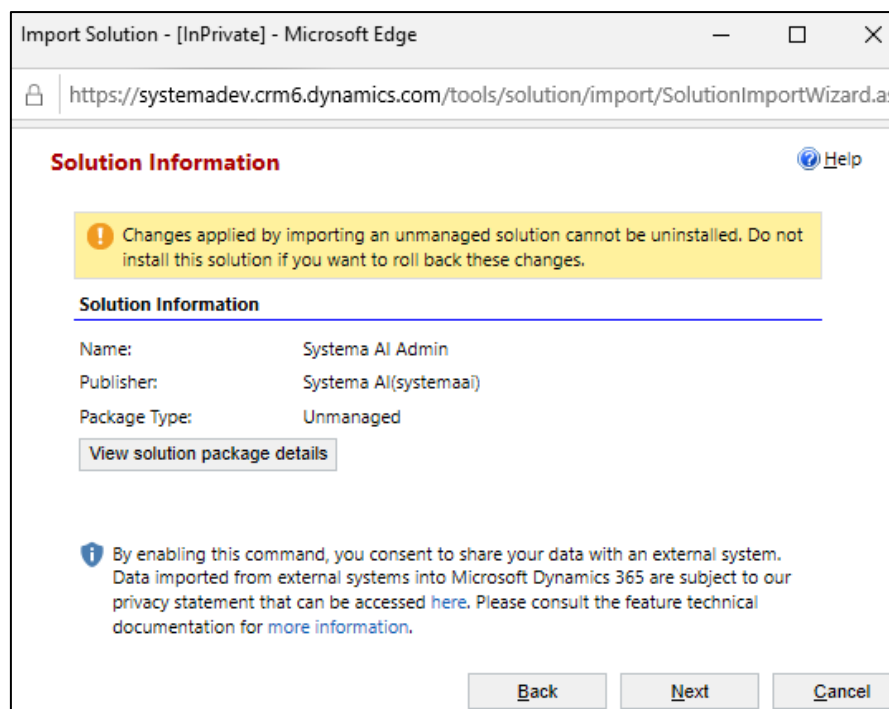


- A wizard will then appear to prompt the user to begin the next steps necessary for importing the solution

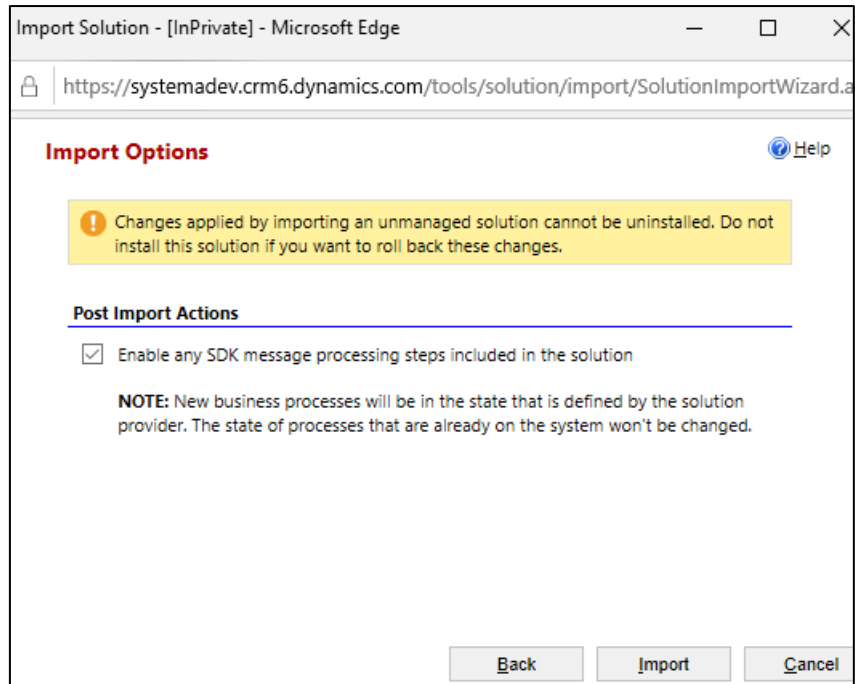
9a



9b

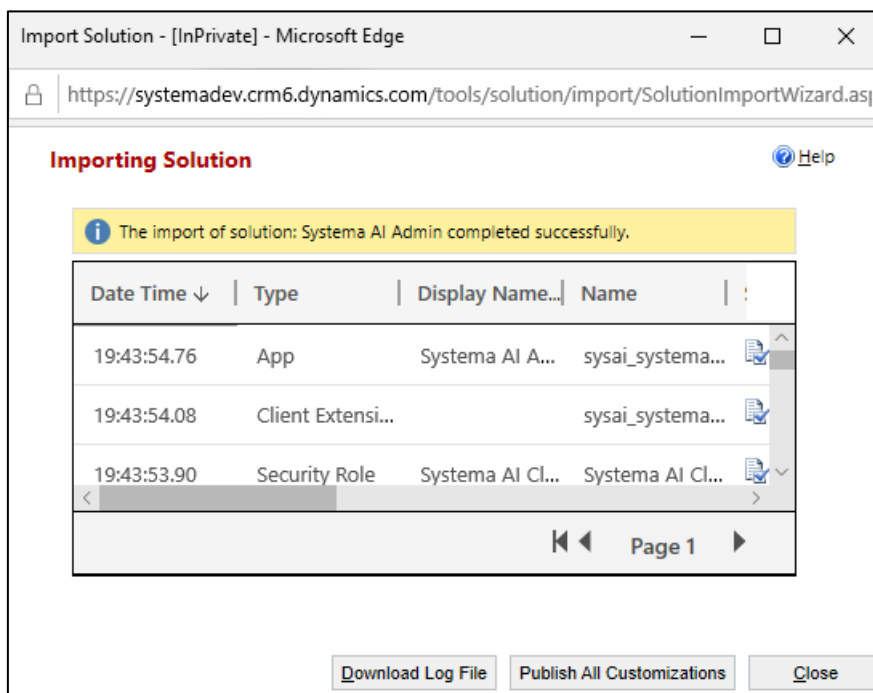


9c

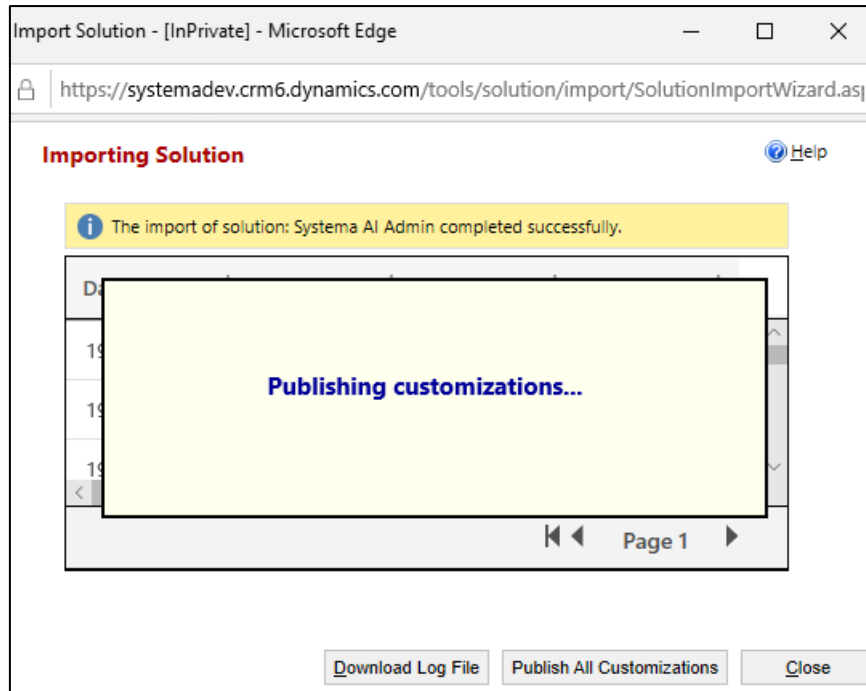


10. Click "Publish All Customization" then close

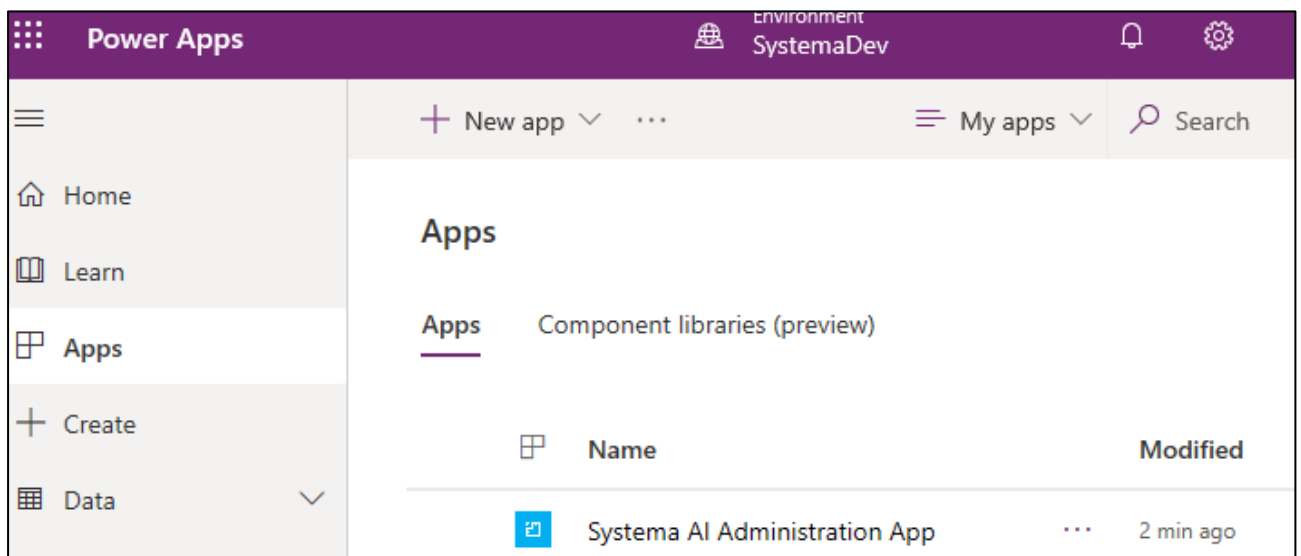
10a



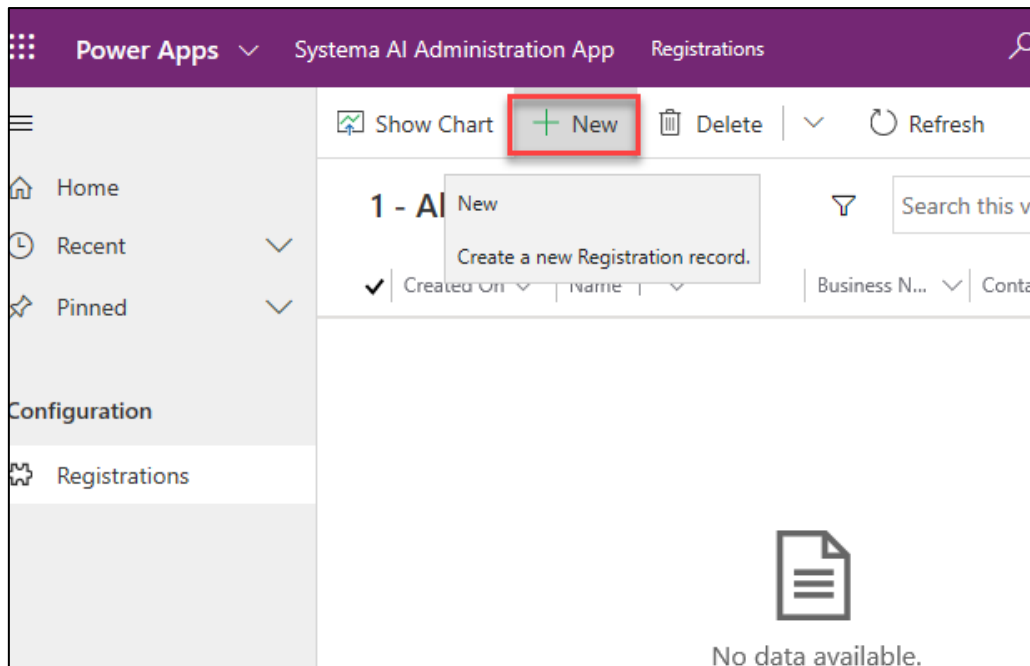
10b



11. The Solution will then be available for use under the Apps Module

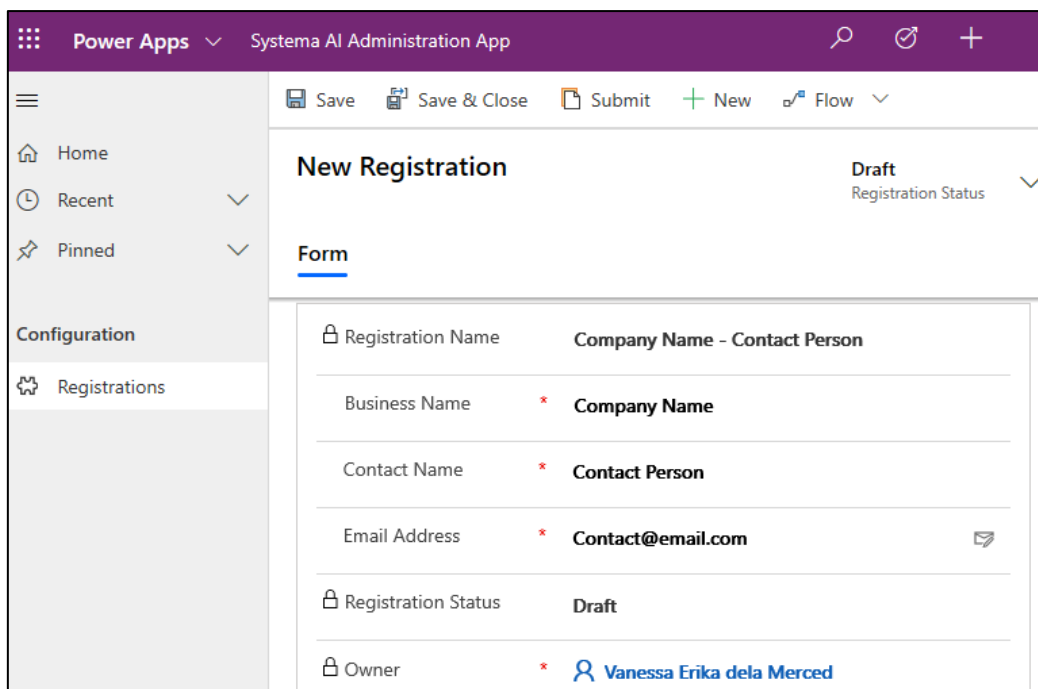


12. To begin Registration, the client will need to open the form by clicking on the “New” button





13. The client will need to fill in all the required fields before clicking the “Submit” button. (Information on how to provide client details, is included in the Instruction Guide, via the “Contact Me” option.)

13a



The screenshot shows the 'New Registration' form in the Power Apps interface. The top navigation bar includes 'Power Apps', 'Systema AI Administration App', and icons for search, refresh, and a plus sign. Below the navigation bar, there are icons for 'Save', 'Save & Close', 'Submit', '+ New', and 'Flow'. The form title is 'New Registration' with a 'Draft' status and 'Registration Status' dropdown. The form is titled 'Form' and contains the following fields:

Registration Name	Company Name - Contact Person
Business Name *	Company Name
Contact Name *	Contact Person
Email Address *	Contact@email.com 
Registration Status	Draft
Owner *	 Vanessa Erika dela Merced

13b

Access Token	
Access Token URL	https://tokenurl.com 
Client ID	Client ID
Client Secret	Client Secret
Scope	Scope

13c

Commerce Storefront	
Are you using a D365  Commerce Storefront?	Yes, we are using the D365 Commerce Storefront

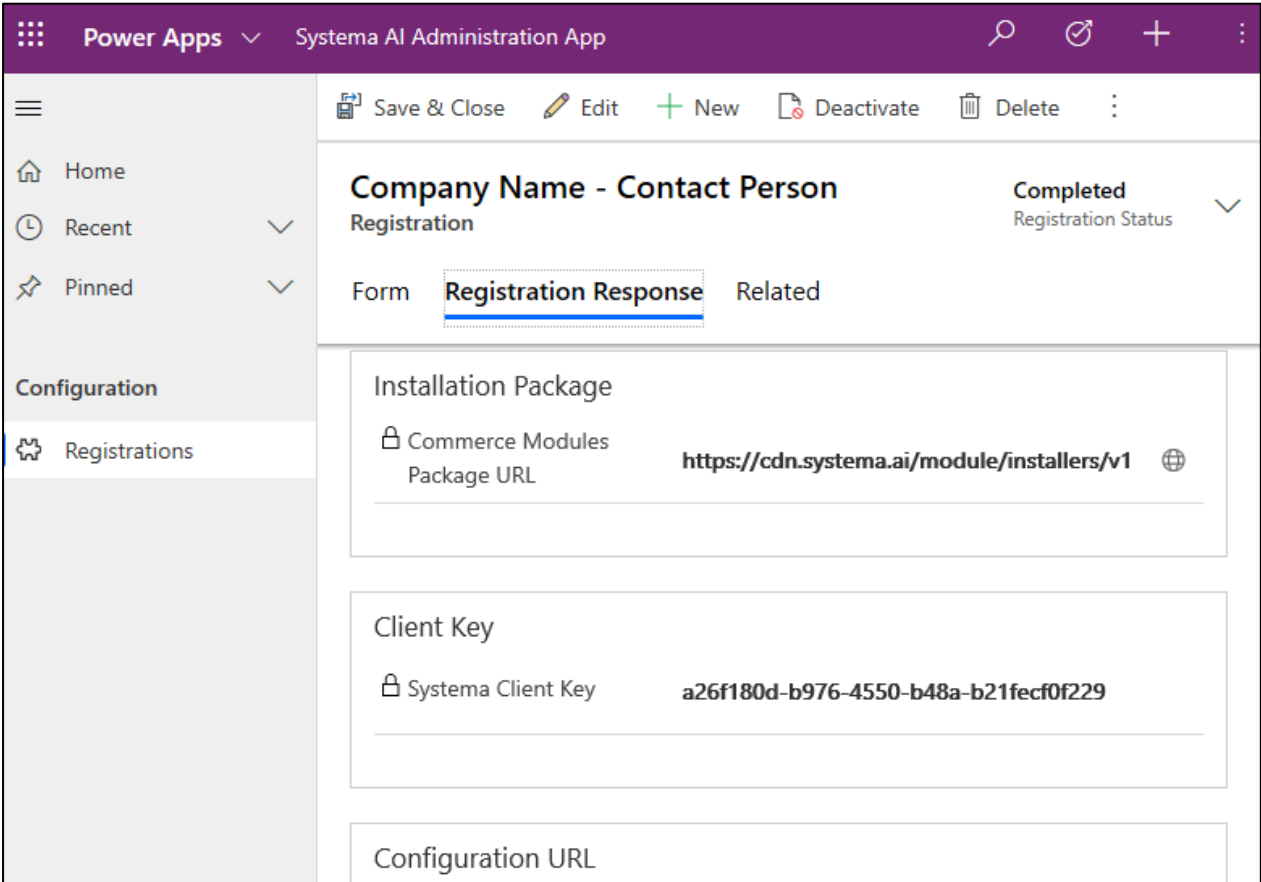
13d

Registration Submission

Are you sure you want to submit this form?
Once submitted, form cannot be edited.

Yes

14. Once the “Submit” button is clicked, the form will connect to Systema AI via the API and the “Registration Response” form will be populated.



Power Apps Systema AI Administration App

Save & Close Edit New Deactivate Delete

Company Name - Contact Person Registration **Completed** Registration Status

Form Registration Response Related

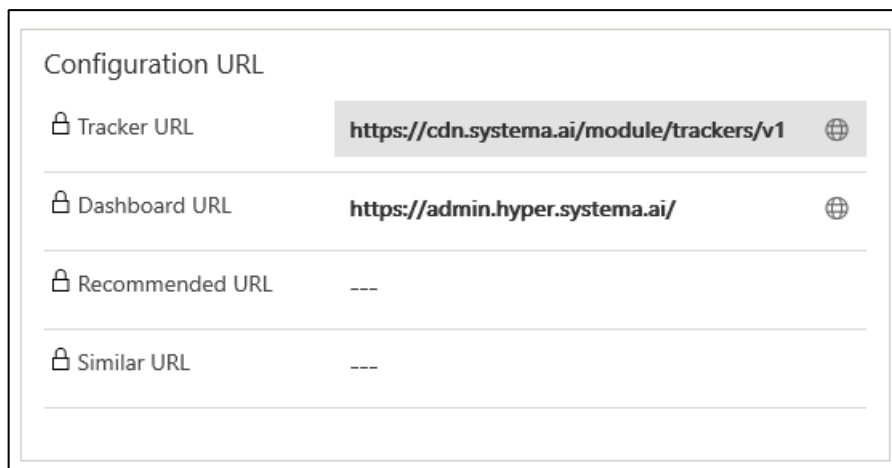
Installation Package

Commerce Modules Package URL <https://cdn.systema.ai/module/installers/v1>

Client Key

Systema Client Key [a26f180d-b976-4550-b48a-b21fecf0f229](#)

Configuration URL



Configuration URL

Tracker URL <https://cdn.systema.ai/module/trackers/v1>

Dashboard URL <https://admin.hyper.systema.ai/>

Recommended URL ---

Similar URL ---

14a

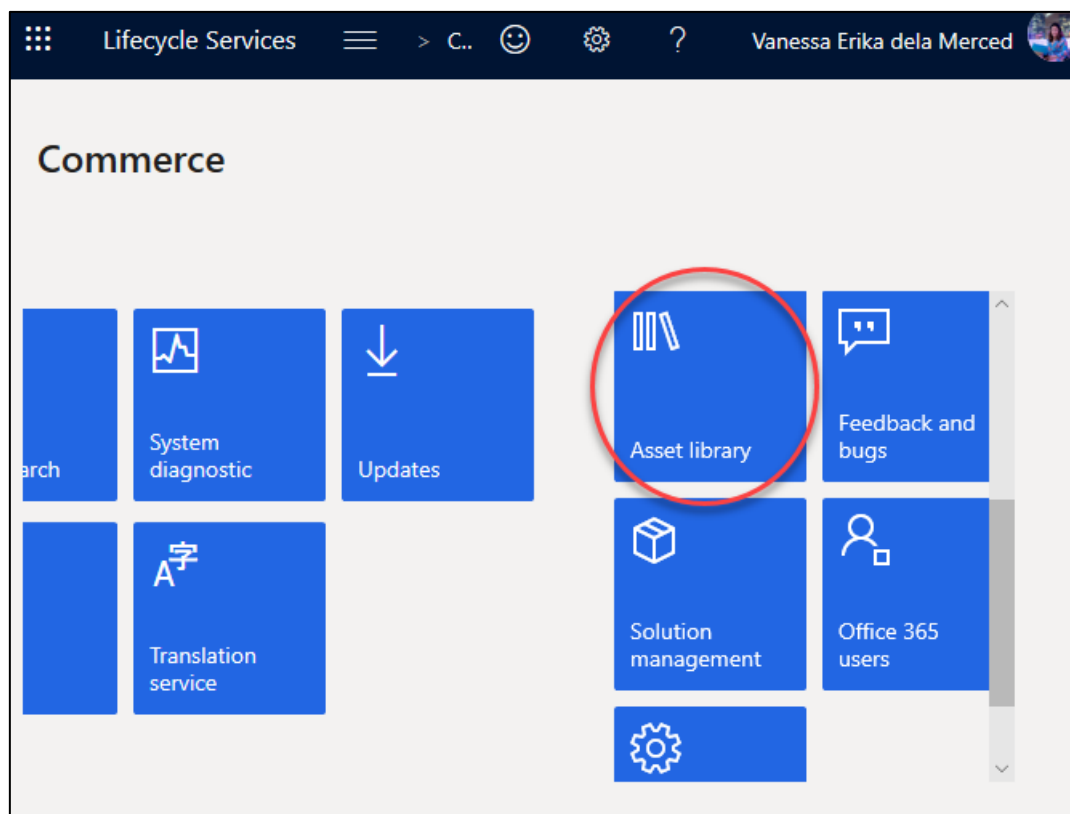
14b

15. The client will then need to access the Commerce Customization package via the link provided on the Registration Response form.

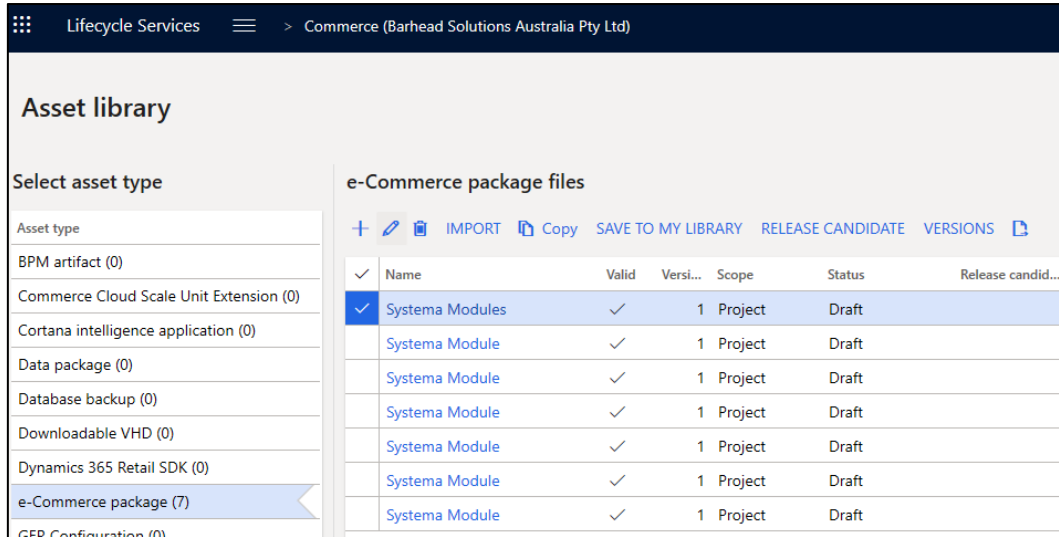


16. Once the Custom Package is downloaded, the client will need to access their LCS application and upload the package into their Asset Library

16a



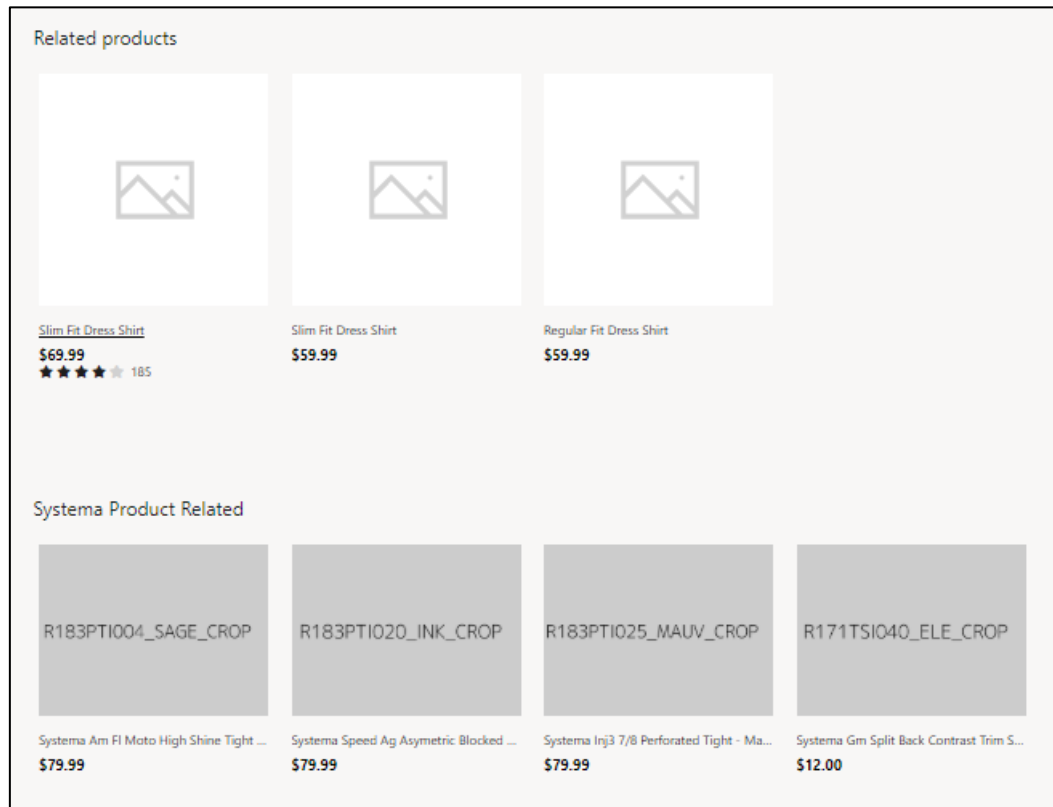
16b



The screenshot shows the 'Asset library' interface for 'Commerce (Barhead Solutions Australia Pty Ltd)'. On the left, there is a 'Select asset type' sidebar with 'e-Commerce package (7)' selected. The main area displays 'e-Commerce package files' with a table of assets.

<input checked="" type="checkbox"/>	Name	Valid	Versi...	Scope	Status	Release candid...
<input checked="" type="checkbox"/>	Systema Modules	✓	1	Project	Draft	
<input type="checkbox"/>	Systema Module	✓	1	Project	Draft	
<input type="checkbox"/>	Systema Module	✓	1	Project	Draft	
<input type="checkbox"/>	Systema Module	✓	1	Project	Draft	
<input type="checkbox"/>	Systema Module	✓	1	Project	Draft	
<input type="checkbox"/>	Systema Module	✓	1	Project	Draft	
<input type="checkbox"/>	Systema Module	✓	1	Project	Draft	
<input type="checkbox"/>	Systema Module	✓	1	Project	Draft	

17. The package will then be deployed to the associated D365 eCommerce storefront.
18. Once deployed, Systema’s carousel recommendation carousels will appear in the client’s storefront.



The screenshot shows a storefront layout with two sections: 'Related products' and 'Systema Product Related'.

Related products:

- Slim Fit Dress Shirt:** \$69.99, 5 stars, 185 reviews.
- Slim Fit Dress Shirt:** \$59.99.
- Regular Fit Dress Shirt:** \$59.99.

Systema Product Related:

- R183PTI004_SAGE_CROP:** Systema Am Fl Moto High Shine Tight ... \$79.99.
- R183PTI020_INK_CROP:** Systema Speed Ag Asymmetric Blocked ... \$79.99.
- R183PTI025_MAUUV_CROP:** Systema Inj3 7/8 Perforated Tight - Ma... \$79.99.
- R171TSI040_ELE_CROP:** Systema Gm Split Back Contrast Trim S... \$12.00.