



SANA: e-Commerce for Dynamics NAV



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When it comes to adding a web store to your Dynamics NAV system, you don't have to depend on standard web stores and complex interfaces any longer. Sana Commerce offers an out-of-the-box web store which directly interacts with your system, processes orders 24/7 and provides accurate order and inventory information to your consumers and business customers, real-time if needed.

Sana Commerce delivers a professional environment which optimally supports your online sales and services with your consumers, business customers and sales representatives. Our outstanding and innovative Dynamics NAV e-Commerce interface guarantees a seamless exchange of all relevant information between your system and your web store, real-time if desired. **And, Sana Commerce delivers a Starter Site that enables your online business to be up and running quickly and easily, allowing a rapid return of investment.**

In addition, Sana Commerce supports multiple stores on a single NAV implementation. Besides, Sana Commerce offers the possibility to service consumers (B2C), business customers (B2B) or both (B2X) in a single store within a fully multilingual and multi-currency solution.

Advantages of Sana Commerce:

- Built for Dynamics NAV: No redundancy of data (products, discounts, orders, customers, etc), Sana simply hooks into the knowledge (business rules) and information which is already available in NAV
- Direct and accurate access to catalog data, customer specific prices, inventory and (historical) order data
- Reduces errors and costs in your sales back office
- Services your customers by granting them direct access, around the clock
- Sales representatives can access Dynamics NAV, 24/7, to place and maintain orders for their customers
- Quick implementation is ensured by using the Sana Commerce Starter Site
- Fits all needs since the SDK allows full freedom in customizing the out-of-the-box web store

Empower your sales force and customers

Tired of handling orders on the phone? Processing fax and e-mail orders while repeatedly looking up information? Then Sana Commerce is your preferred option. Your business customers and sales representatives can order directly and around the clock, using the Sana's B2B web store. This store connects real-time to Dynamics NAV, using NAV's business logic and data.

Therefore, customers automatically see their own prices and inventory, taking into account customer specific pricing, discount and inventory rules which are already available in NAV. The "My Account" functionality allows instant access to order status and order history and supports management template orders.

This way, the customer is no longer dependent on your sales force. Quality of service improves, costs and probability of errors decline.

Conversion – all that counts

With Sana Commerce, you have a B2C e-Commerce application which ensures high conversion rates. Our solution offers features such as 'Rate & Review' allowing customer created content and 'tell-a-friend', all of which are available out-of-the-box. Our stand-alone Dynamics NAV interface takes care of handling high-traffic of consumers without putting your ERP system at risk. The result is a clear and attractive web store, in line with your corporate image and offering an inviting overview of your products. Thanks to a user-friendly user interface and safe online payment methods, Sana Commerce ensures great results.

Quick & Comprehensive

Our "Ready to Run" Starter Site ensures a quick 'go-live' by providing a complete web store out-of-the-box. It allows management of your store's content, commercial product descriptions and images and even allows the posting of news items. Also, if you demand a highly customized implementation, Sana's e-Commerce Software Development Kit (SDK) supports developers to comply with virtually any requirement or necessity you may have regarding your online store.

Innovative technology

From the start, Sana Commerce was developed as a web store for Dynamics NAV. Having over 15 years of e-Commerce experience, Sana Software applied this knowledge and experience with state-of-art Microsoft .NET technology. We developed innovative e-Commerce web services to connect to Dynamics NAV, also to Navision 4 and 5. And of course we also support NAV 2009. This way, we can assure a reliable, simple and true connection.

More information

Interested in the many standard features, extension possibilities and the rapid implementation of Sana Commerce? Please contact us! Also check out Sana's web site at www.sana-commerce.com, where you can find online demos of Sana Commerce.

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