

# Episerver Commerce

for Microsoft Dynamics 365



# Episerver Commerce and Microsoft Dynamics 365 now deliver unified commerce in the cloud

- Take the next step in your digital transformation
- Connect Microsoft Dynamics 365 to Episerver Commerce
- Quickly launch digital commerce sites and channels
- Use business logic from Dynamics 365 Operations
- Ensure accurate customer data is shared everywhere
- Get a single view of all customer interactions.

# Overview of 365 and Episerver Commerce benefits

## The next step in your digital transformation

Microsoft Dynamics 365 enables retailers and manufacturers to integrate ERP and CRM into a single, cloud-based solution. This helps companies break down silos and standardize data and business processes.

Now Dynamics 365 users can take their digital transformation one step further. By connecting Dynamics 365 to Episerver Commerce, they can easily create a world-class digital commerce website.

## Quickly launch digital commerce channels

Episerver Commerce is a complete commerce suite, including product catalogs, order and promotions management, and multisite capabilities. The solution includes out-of-the-box integration with Microsoft Dynamics 365, AX, NAV, LS Retail, and CRM suites.

This integration enables Microsoft Dynamics users to launch digital commerce channels faster and at a lower cost.

## Use business logic from Dynamics 365 for Finance and Operations

Beyond an integration, Episerver's solution uses business logic from Dynamics 365 to power your ecommerce website. You can set up, configure and launch your ecommerce channel from within Dynamics 365 for Finance and Operations, including products, pricing and promotions.

## Accurate data shared everywhere

The built-in integration between Episerver Commerce and Dynamics 365 means that companies can easily unify commerce data and customer experiences across all channels. The integration ensures that all data for orders, products, pricing, and promotions is automatically shared.

## A single view of all customer interactions

Since all customer records are synchronized, companies using Dynamics 365 CRM get a single view of all customer interactions. This makes it easy to give customers relevant, personalized experiences whether they are in-store or online.

# Key features of the Dynamics 365 integration

Episerver Commerce is part of the Episerver Digital Experience Cloud™, a unified platform for digital commerce, content and marketing. By integrating Episerver's platform with the full functionality of Dynamics 365, you can deliver better experiences with a complete overview of customer interactions.

Episerver Commerce	with Microsoft Dynamics 365
<b>Commerce management</b>	Configure and launch online channels from within Dynamics 365 Operations
<b>Experience management</b>	Import images, videos and other assets from SharePoint.
<b>Order management</b>	Process all orders into Dynamics 365. Enable omnichannel fulfillment. Import store inventory records.
<b>Product catalog and commerce management</b>	Import offline promotions. Import products and pricing.
<b>Customer management</b>	Sync offline orders to customer profiles. Send customer activity to CRM for case and opportunity management.
<b>Episerver Personalization</b>	Import customer data to personalize the shopping experience.
<b>Data management platform</b>	Enrich customer data profile with offline and online data.

# Easily create omnichannel digital experiences

## Create and preview in one screen

The Episerver Digital Experience Cloud™ enables you to easily unify omnichannel experiences that drive top-line growth.

Every piece of content you create is automatically optimized for PC, mobile and tablet screens. When updating content, you can instantly preview it in real time for multiple screen formats.

Episerver's solution uses Azure infrastructure and Azure Web Apps, which means it is a fully managed platform with pre-built, back-end solutions. This enables you to focus more on what matters: your business.

## Bolia doubles sales with unified commerce

### Bolia.com

Danish furniture designer Bolia doubled its sales by delivering unified commerce experiences across its digital commerce site, physical stores and independent dealers.

Because Bolia's product specifications are synchronized between Episerver Commerce and Microsoft Dynamics, customers can design made-to-order furniture online and have it shipped to their home. This feature, just one example of their unified commerce, is responsible for half of Bolia's online revenue.

The results of the solution are impressive:

- **12% increase in web conversions**
- **56% increase in mobile revenue**
- **224% increase in revenue from dealers.**

“Our focus is fully on creating extraordinary experiences for our customers wherever we meet them.”

### Line Bering Larsen

International Marketing & Omnichannel Director, Bolia.com.

# Launch digital commerce channels faster and at a lower cost

## Time to value

The Episerver Digital Experience Cloud is designed to be easy to implement and connect to other business systems. The platform has been built on standards-based .NET frameworks and well-documented APIs.

Episerver's solution includes all the benefits of an elastically scaling cloud-based solution, such as application-level SLA and easy upgrades. Episerver consistently beats other platforms with extraordinary time to value.

## Benefits

- Extensions and integrations are easy to create and maintain, thanks to well-documented developer APIs, .NET and REST that stay consistent over upgrades.
- Full integration with Microsoft Dynamics for product catalogs, translations, relations, variants, retail kits, assignments made to groups and agreements, and order management.
- Regular weekly releases with additional business value. You choose when to seamlessly upgrade.

## Jenson USA focuses on the customer experience



Jenson USA offers more than 30,000 items for the bicycle enthusiast online and at retail locations in Corona and Riverside, California. In 2011, Jenson USA was named to the Internet Retailer's Top 500 list of America's largest e-retailers.

The company chose Episerver Commerce for Dynamics 365 for its ability to optimize conversions, while delivering an integrated digital experience platform. This empowers Jenson USA to focus more on the customer journey as opposed to deployment and integration concerns.

**“Jenson USA does the majority of our business online, which makes the customer experience vital in all channels.”**

### **Jeff Bolkovatz,**

Director of IT, Jenson USA.

# Personalize experiences using artificial intelligence

## Personalization powered by AI

Using artificial intelligence, Episerver Commerce can automatically generate personalized experiences and product recommendations based on behavioral data. Create new product ranges instantly to showcase your products through different experiences.

Episerver Personalization, a suite of personalization solutions, also includes intelligent insights. The solution tracks every visit, click, email and purchase to help you quickly improve campaigns and experiences.

## Benefits

- Always show the right products to the right customers at the right time.
- Boost your average order value by automatically analyzing visitor behavior to upsell and cross-sell merchandise.
- Increase conversions with automatically personalized emails triggered by real-time behavior.

## Hawes & Curtis personalizes products on landing pages



**HAWES & CURTIS**  
JERMYN STREET  
LONDON

Hawes & Curtis, a UK-based luxury clothing company, uses Google Shopping campaigns to drive qualified traffic to their site. They wanted to provide personalized products and experiences to visitors when they arrived.

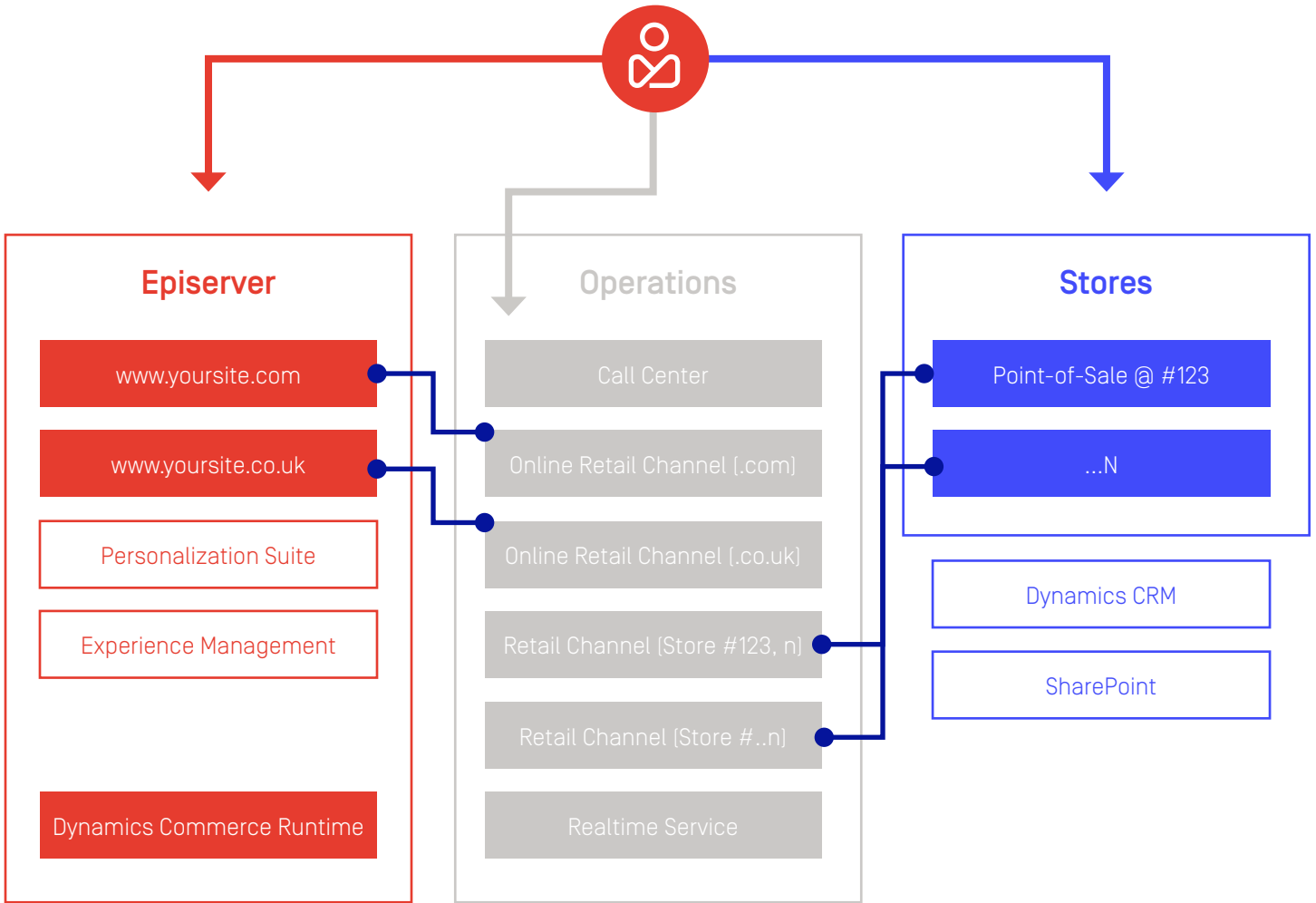
The company selected an Episerver solution to personalize products on landing pages. The solution analyzes every visitor, their individual customer journeys, and actions of similar customer, then personalizes product recommendations based on this data and merchandising strategies.

Hawes & Curtis was able to surface recommendations suitable for return visitors while implementing intelligent merchandising strategies for all visitors.

The results:

- **Conversions are up by 26%**
- **Revenue per session has risen by 32%**
- **The bounce rate is down 10 percent%**

### Your Customers



## Episerver Commerce for Microsoft Dynamics 365

Data points shared across systems.



Orders



Product



Price



Inventory



Customer



Discounts



Loyalty

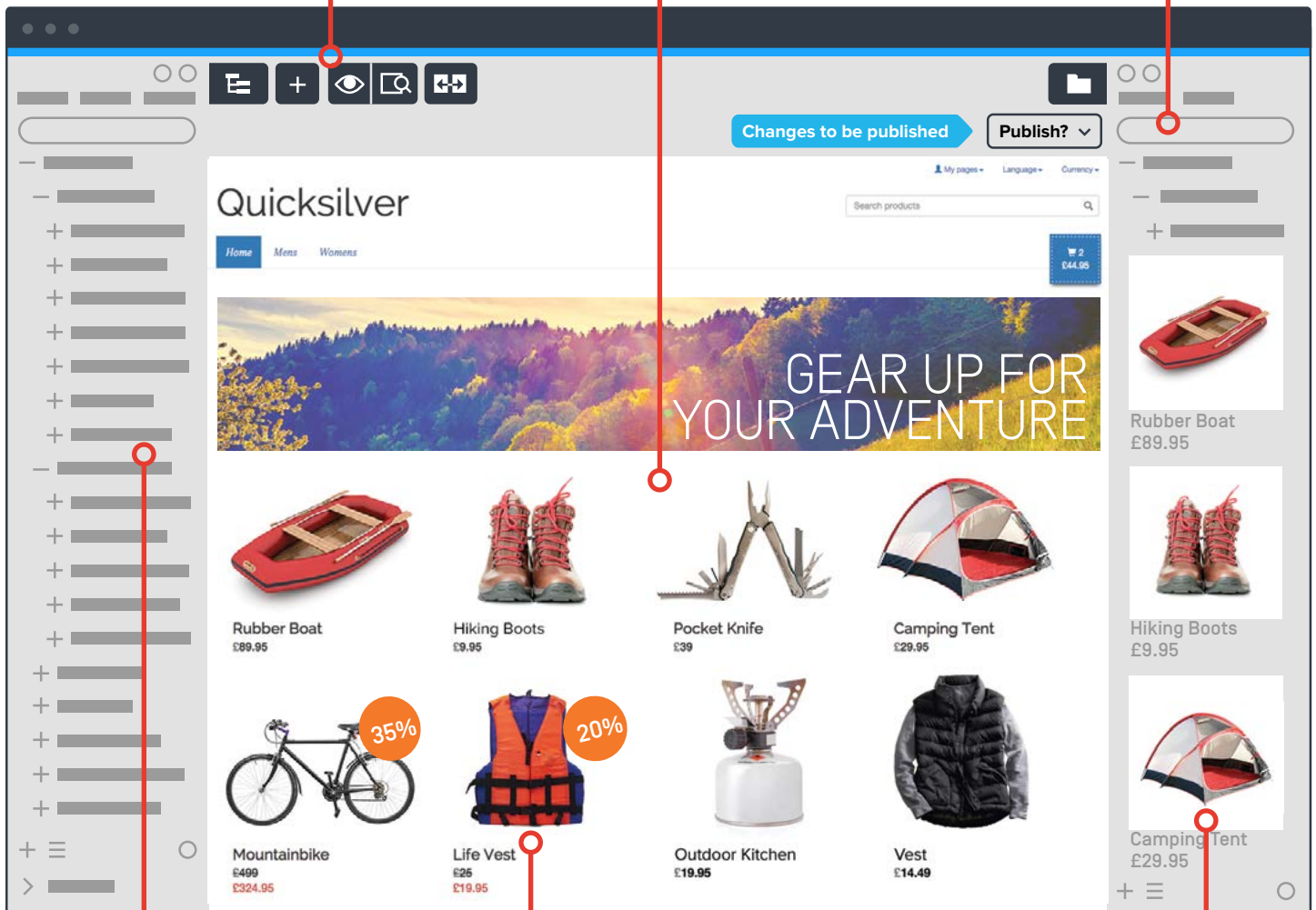


# Deliver engaging experiences backed by unified data

Preview content and products for all channels, including mobile and in-store terminals.

Mix product and content in a rich, engaging experience.

Quickly find catalog products using our enterprise-search product, Episerver Find.



Manage all sites, markets and customer experiences from a unified interface.

Use advanced personalization and promotional discounts to maximize sales.

Optimize with built-in A/B testing for content, images, color and page layout.

# Optimize content and search results with machine learning

## Automatically optimize content

The Episerver Digital Experience Cloud provides tools to automatically test and optimize any content or campaign, so you can drive more sales.

The platform has a self-optimizing multivariate testing feature that intelligently learns which content or feature block works best with your customer segments, and automatically displays that more often to help you improve performance over time.

## Benefits

- Get an instant view of how your experience is performing with A/B tests on pages, products, promotions, text and design elements.
- Get SEO insights that are built into every page, with real-time recommendations to improve your search rankings.
- Leverage additional marketing apps with Digital Experience Hub™ add-ons for SEO, analytics, marketing automation and optimization.

## Episerver Personalized Find



Episerver Personalized Find is an enterprise site search solution that uses artificial intelligence to help customers find exactly what they are looking for.

The solution personalizes the products in search results based on a customer’s purchase history, web browsing and email behavior. It also includes faceted navigation that gives users control over the attributes they are looking for, such as color, price and size.

Machine-learning algorithms can determine an initial selection of products, which can then be filtered by business rules configured manually by merchandisers.

The results:

- **Higher search rankings**
- **More relevant experiences**
- **Increased revenue.**

# Adapt to new market trends and operational requirements

## Modern scalable cloud

With Episerver Digital Experience Cloud, you can focus on creating experiences for your customers, not on complicated infrastructure and licenses.

Since global scalability is built in, you don't need to worry about traffic peaks, new markets or changing needs – the platform is always on, and always ready for customers.

Select a cloud package at a level that suits you best, with elastic scalability and simple monthly payments. Support, monitoring and reporting, CDN and application management are always included.

## Benefits

- Page-level SLA with expert 24/7/365 global support to guarantee availability and performance.
- Only pay for what you use. When your business has seasonal peaks or spikes, the cloud solution will automatically adjust to them.
- Worldwide delivery from global data centers gives you computing power at the edge of the network, crucial for delivering highly personalized experiences.

## About Episerver

Episerver empowers digital leaders to easily create engaging experiences for customers – with measurable business results. The Episerver Digital Experience Cloud™ unifies digital content, commerce and marketing in one platform, including omnichannel solutions for intelligent personalization and campaigns. Founded in 1994, Episerver has offices in the US, UK, Sweden, Australia, Germany, Denmark, Finland, Norway, Poland, the Netherlands, Spain, South Africa, Singapore, Vietnam and the UAE.

## Our customers

At Episerver, we believe that digital transformation is a journey. We have been guiding customers for more than 20 years in providing outstanding digital experiences. Today our network of 880 partners, in 30 countries, supports 9,000 customers with 30,000 websites. Our customers include American Express, Canal Digital, Electrolux, KLM, Lloyds Bank, Mazda, Pizza Hut, Sony, Toshiba, and Walmart.

For more information, [visit episerver.com](https://www.episerver.com).

