

Columbus® | Once you know how...



# Columbus eCommerce

Growing your Business through Online Excellence

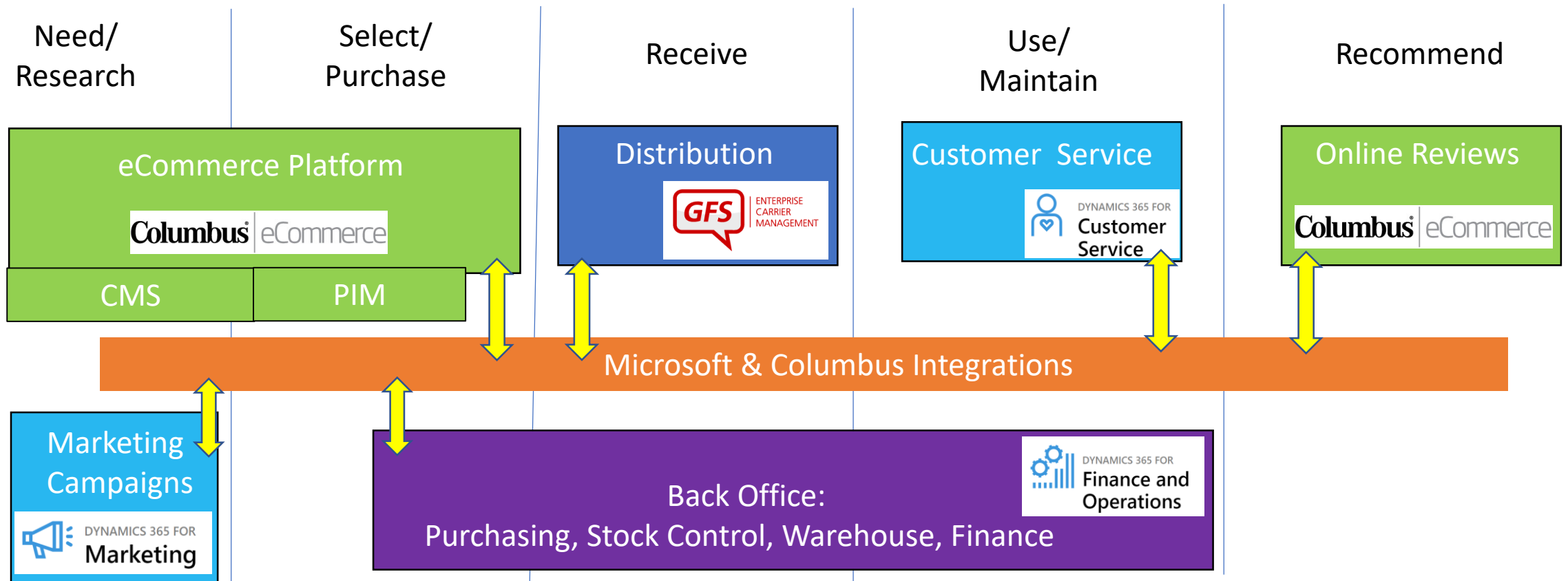
# How well does your Business Support the Online Buying Cycle?

---



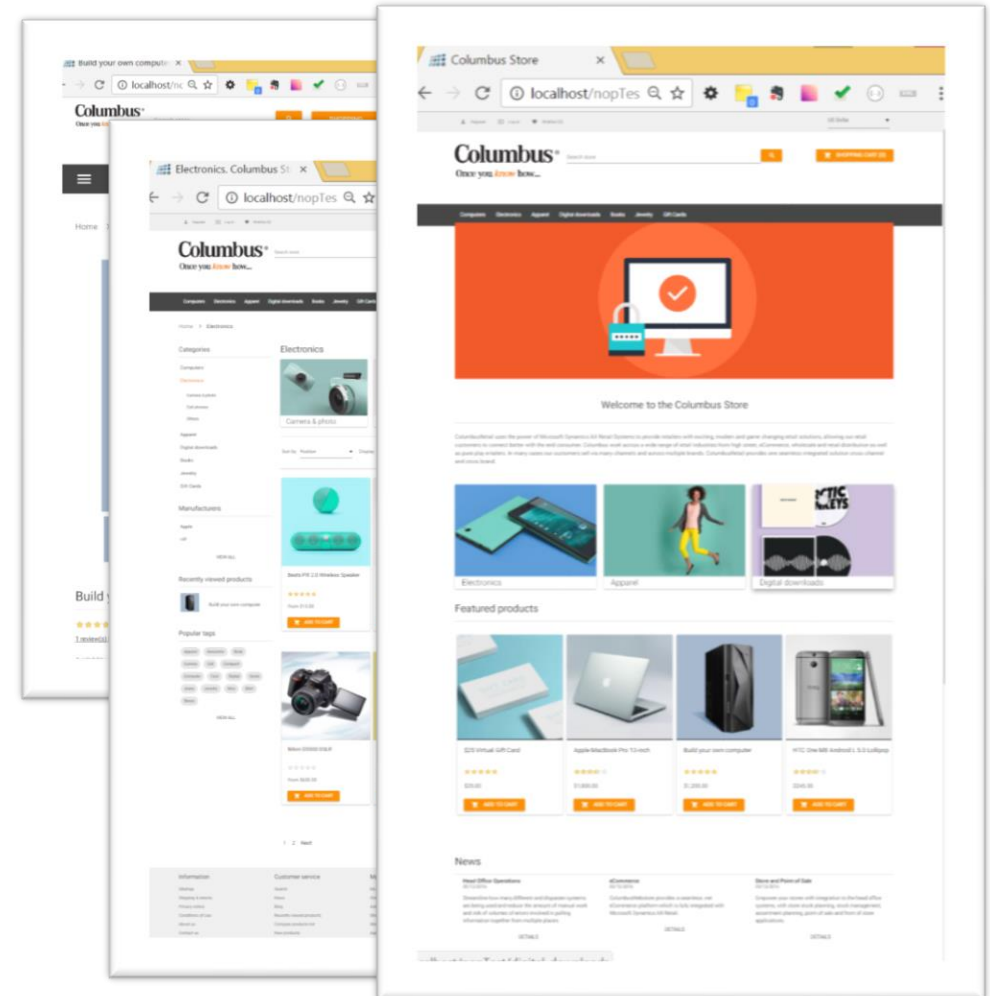
- Most businesses have a collection of systems that deal with different elements of the customer's buying cycle
- Often these systems can't provide a holistic view of a customer and don't take advantage of the full stack of information captured against a customer reducing the lifetime value of that customer
- Blockers exist at different stages of the buying cycle that inhibit growth in sales, these can system related

# An Integrated Set of Systems from Columbus and Microsoft Removes system related Blockers to Business Growth



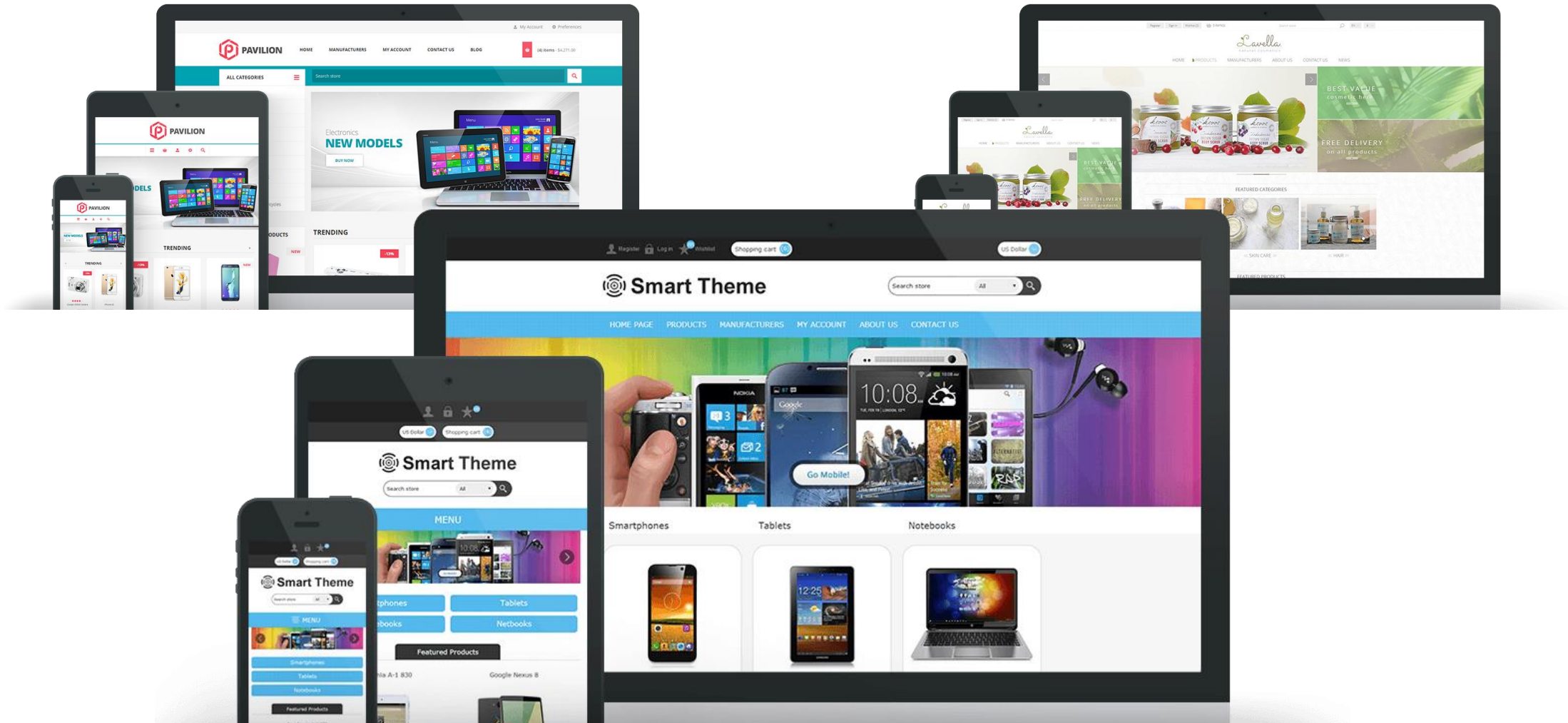
# At the Heart of the Solution is a Powerful eCommerce engine from Columbus

- Core Data Controlled from Dynamics
- Layered Development (Plugin Tech)
- Feature Rich
  - B2B2C Pricing Model from Dynamics
  - Promotions Model from Dynamics
  - Customer Level Catalog from Dynamics
  - Faceted Search
  - Customer Self Service Account Section
  - Responsive Design
  - Multiple Themes / Designs out of the box
  - Integration to Power BI



# Which is Quick to Implement owing to a set of Templated Designs

---



# Example Customers

