

B2B and D2C Commerce Suite For Manufacturers

Whether you're selling to distributors or directly to customers, doing business online has become the new norm. Gone are the days of placing orders at the speed of email, phone or fax. Your buyers need the ability to research your products, place orders, and manage their account, 24/7.

By adding an online sales channel, like an eCommerce storefront or self-service portal, you can embrace the global shift to online purchasing and transform the way you engage with distributors and customers.

Dynamicweb is a B2B and D2C Commerce Suite for manufacturers that can be easily customized to meet your unique industry requirements. More than an online shopping cart, we support complex product selling with advanced features like custom quotes, customer-specific pricing and rules, and integration to Configure-Price-Quote (CPQ) software.

Dynamicweb has more than 4,000 customers worldwide, including Winnebago, Boca Bearings, Hewitt Manufacturing, Aircraft Specialties, and Ibanez.



24/7 online ordering and self-service

Empower customers to research products, build quotes, plan multiple orders, pay invoices, and manage their account at their convenience. Provide customer-specific pricing, inventory availability, and personalized catalogs in real-time.



Secure portals for distributors and customers

Configure virtually any business process in the front-end and provide advanced self-service capabilities for different customer types.



Rich product information management

Provide detailed products and documentation to inform and assist your customers. Distribute product information across all your channels, like your website, print catalogs, third-party marketplaces, self-service portals and more.



Optimize front-end to back-end operations

Connected with your ERP and/or CRM, Dynamicweb automates data flow between sales orders, customer records, accounting, fulfillment and additional insights for front-end process optimization.



Expand your sales and marketing reach

Reach new markets and customers with greater online visibility and the ability to sell D2C and B2B in one platform.

Connect commerce to ERP and CRM

Dynamicweb integrates with your ERP, CRM and other systems to automate business processes from your website all the way to financials, inventory, fulfillment and customer records.

Our flexible API allows us to connect with virtually any point in your ERP and CRM without the need for expensive customizations.



One platform to fuel your entire digital strategy

Dynamicweb unlocks new digital sales channels, but your capabilities will go well beyond eCommerce. We're a complete suite of tools that grow your digital presence, including eCommerce, Product Information Management (PIM), Content Management (CMS), and Digital Marketing Automation. We integrate seamlessly with your ERP and CRM to improve operational efficiencies and connect data for better decision-making.



B2B and D2C eCommerce and self-service portals

- Work with multiple orders
- Search and filter products
- Product recommendations
- Order history and reordering
- Unlimited product SKUs and variants
- Secure login and user-based rules
- Configure-price-quote (CPQ) integration
- Customer-specific pricing
- Invoice payment center
- Shipping fee calculation
- Multi-storefront management
- Multilingual, multi-currency
- Loyalty programs and tailored promotions
- Real-time order status and shipment tracking

Product Information Management (PIM)

- Distribute product information to e-procurement systems, websites, marketplaces, catalogs, and more.
- Product data workflows
- Easily import & export in numerous formats
- Search across product structures and languages
- Automate product catalogs
- Product completeness scoring
- Unlimited products
- Digital asset management (images, videos, pdf's, URLs, etc.)
- Integration to online data pools
- Integration to marketplaces

Content Management System (CMS)

- 100% website customizability
- Web content personalization
- Drag-and-drop design features
- Content authoring
- Multi-website management
- Mobile-responsive
- Webpage versioning and workflows
- Edit and resize images in real-time
- Rich content like blogs, press releases, events, poll, forums, etc.
- Empower customers and partners to download their own product lists and spec sheets

Digital Marketing

- Segment customers by purchase history, website behavior, and more
- Personalize customer experiences and communications at scale
- Automate email marketing
- A/B testing
- Built-in SEO recommendation
- Create webforms and landing pages to generate leads and engage visitors
- Track website visitor behaviors
- ERP & CRM integration
- Build cross-sell and upsell features into your experiences, like product recommendations and incentives

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