

# The only platform combining Ecommerce, CMS, PIM and Marketing

Deliver powerful customer experiences across  
all channels with one integrated platform.

The bottom half of the page features a large, abstract graphic design. It consists of several overlapping, semi-transparent shapes in various shades of blue and white. The shapes are organic and flowing, creating a sense of movement and depth. The background is a solid, vibrant blue, which makes the lighter, semi-transparent shapes stand out prominently.

# One platform for your entire digital world

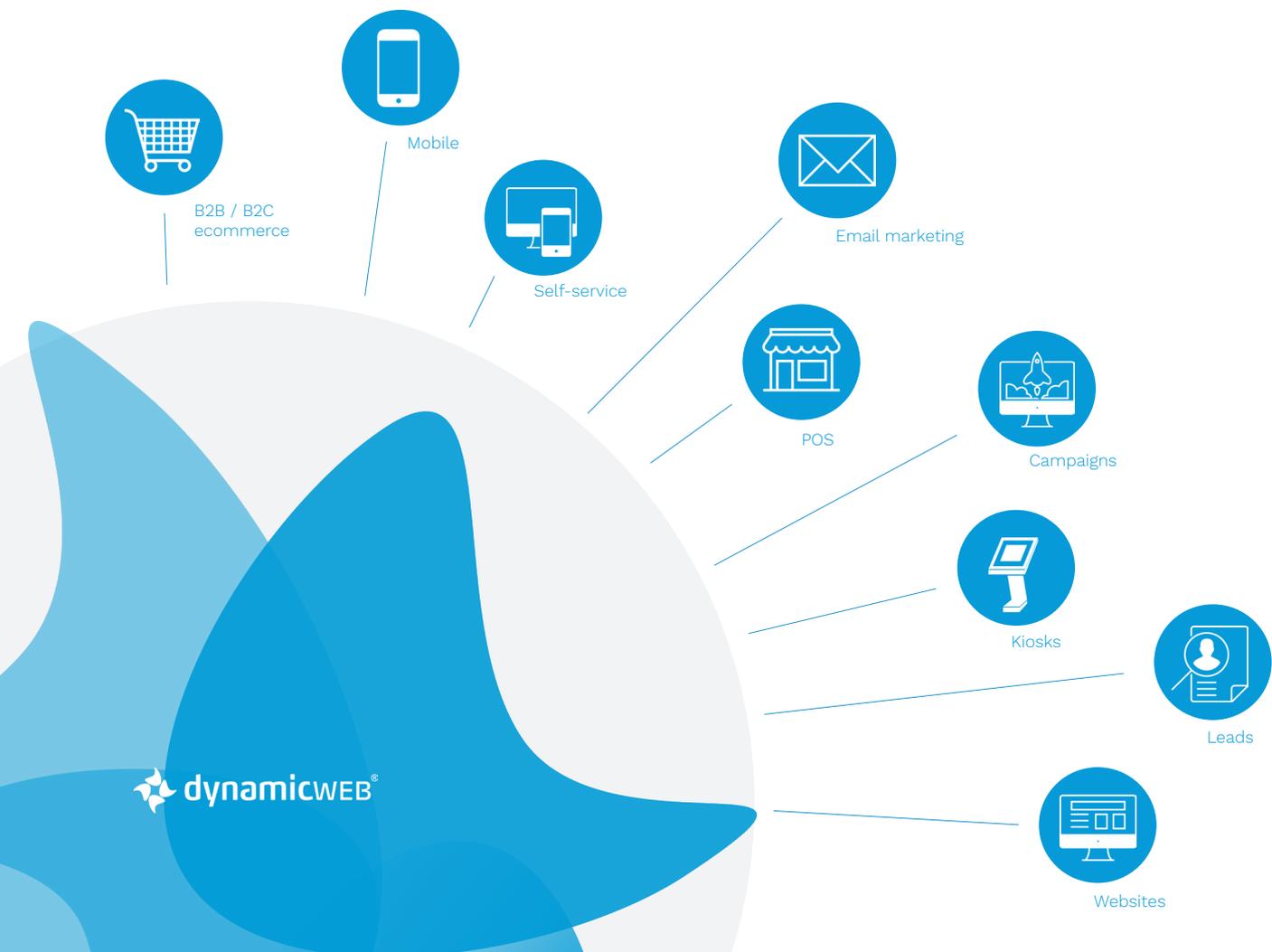
To win and best serve customers in today's rapidly changing, hyper-competitive world, every organization needs to be agile, responsive and personal.

Therefore, the ability to interact with and service customers through different channels and communicate a consistent message is essential. Yet not all organizations are capable of supporting new digital channels with their current IT systems.

Dynamicweb's All-In-One platform brings the digital world together in one powerful platform.

It empowers you to deliver great customer experiences across channels by combining Web Content Management, Ecommerce, Product Information Management (PIM), and Marketing in a single platform. With Dynamicweb, all your content can be reused and personalized - your customers will benefit from this.

Thousands of businesses run more than 12,000 websites on Dynamicweb. They rely on great Microsoft .NET technology and Dynamicweb's ability to scale, customize and integrate with other systems.



# 4,000+ great customers worldwide



Read more customer cases  
[www.dynamicweb.com/customers](http://www.dynamicweb.com/customers)

# Say goodbye to multiple systems!

With Dynamicweb, you don't need a bunch of different systems to manage your website, Ecommerce, extensive product data and newsletter distribution. Dynamicweb offers Content Management, Ecommerce, Product Information Management (PIM), Digital Marketing and Integration tools in just one platform.

Dynamicweb saves you time and money, but most importantly, all of your data is in the same platform ready to deliver personalized messages that increase conversions.

**Integration Framework** to connect to every 3rd party system – including turnkey integration for the whole Microsoft Dynamics family

**Content Management** that provides flexibility to deliver content for web and mobile use and SEO optimization



**Product Information Management (PIM)** to enrich, validate and publish your product data to owned channels, marketplaces and catalogs

**Ecommerce** for both B2B and B2C with customer self-service, loyalty schemes and product recommendation

**Marketing** for real-time personalization, automated marketing campaigns and transactional emails

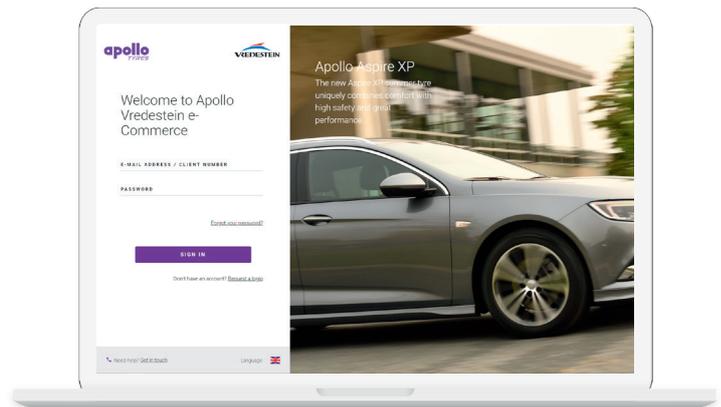
# Great B2B and B2C customers



## Global B2B Ecommerce

Apollo Vredestein is a leading supplier of tires for private and industrial use, selling to 100 countries worldwide.

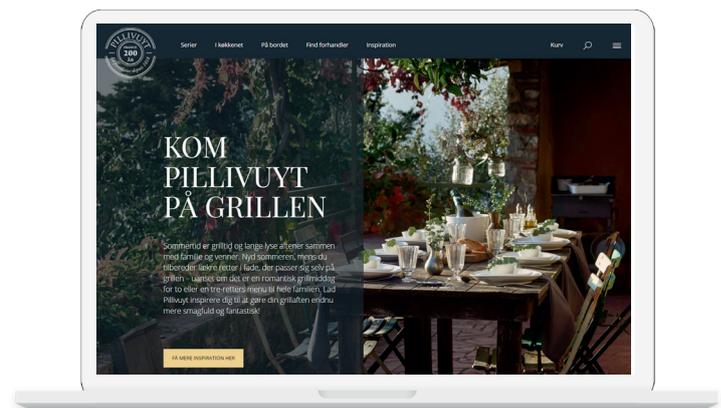
With Dynamicweb, Apollo Vredestein empowers their retailers with 24/7 self-service access to customer specific prices, real-time price calculation and automated order flows. All available in 15 different languages.



## Branded B2C Ecommerce

Pillivuyt is a French high-quality porcelain design and manufacturing company with 200+ years of experience.

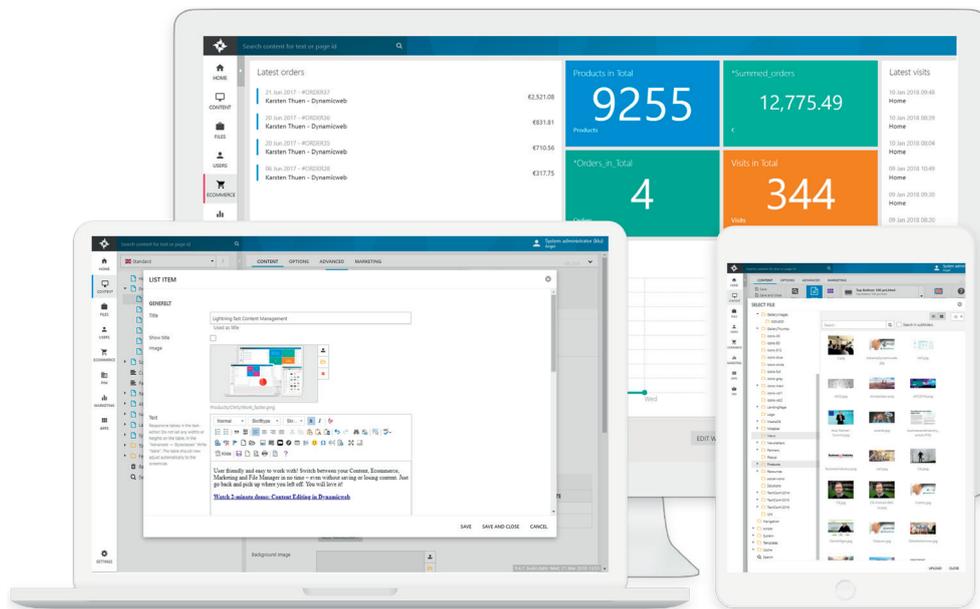
To increase digital awareness and sales, Pillivuyt uses Dynamicweb for presenting products in a highly visual and inspirational B2C ecommerce universe that looks great on any device.



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# Content Management

Dynamicweb is built to deliver a powerful customer experience for all devices and to all channels. It is user-friendly and scales to handle all of your content needs, even across multiple languages. Manage multiple websites with content editor roles.



## Customer experience

- Build responsive sites for different devices
- Deliver a consistent message to multiple devices and channels
- Personalization to deliver targeted and relevant content in real-time



## Handle your content

- Operate multilingual sites from one platform
- Use drafts, compare versions, and setup workflows
- Supports all content types: video, text, images, gifs, and tracking scripts

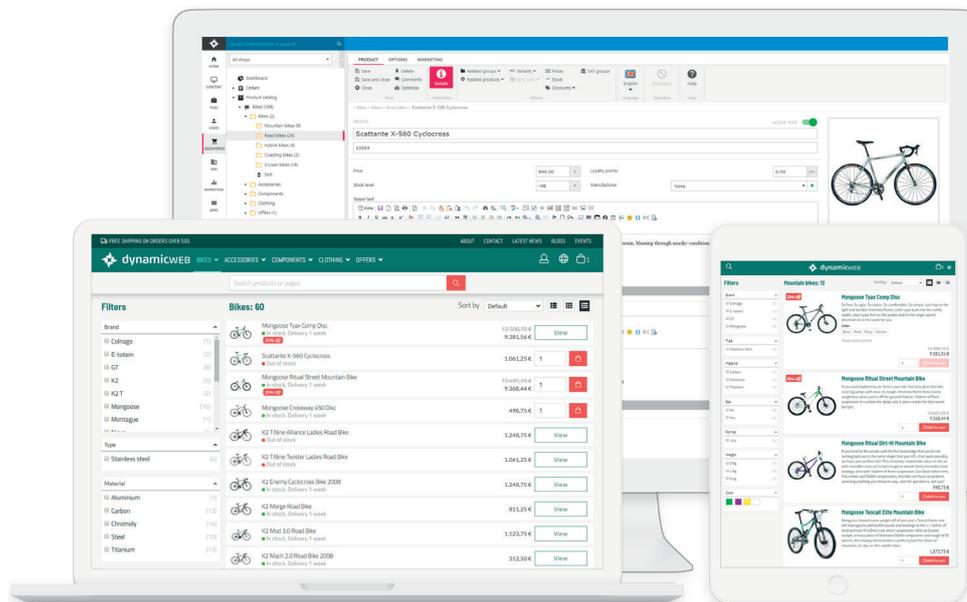


## Scale and customize

- Based on scalable Microsoft .NET technology
- Create your own apps or integrate with other systems
- Use our extensibility framework to extend or change behaviors

# B2B and B2C Ecommerce

Optimize conversions, simplify complex B2B and B2C business processes, develop your business relationships, increase your bottom line and service your customers through all channels with personalized experiences.



## Customer experience

- Personalization to deliver targeted and relevant products and emails
- Multi-channel publishing and support for all devices
- Suggested type ahead site search and product filtering



## Growth drivers

- Integrated email marketing automation including abandoned cart reminders
- Operate multiple B2B and B2C stores in one platform
- Multi-languages, currencies payments and taxes

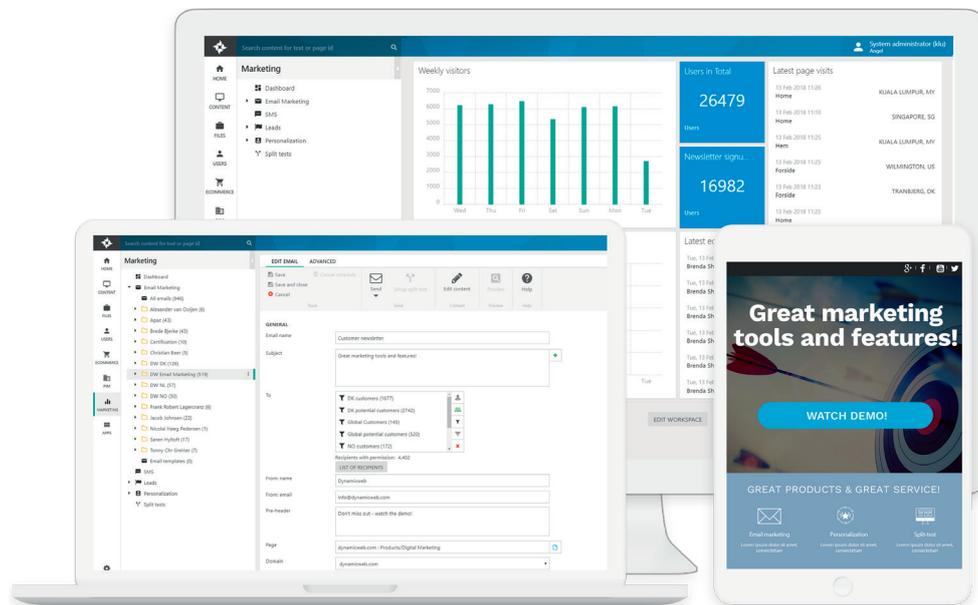


## Process optimization

- Self-service for reorder, returns and order history
- Customer-specific prices and discounts from the ERP
- ERP integration for product data, invoicing, credit check etc.

# Digital Marketing

Dynamicweb combines automated email marketing, content personalization, lead gen scoring, precise user segmentation, and split tests to wow existing customers and win new ones.



## Customer experience

- Personalization to deliver targeted and relevant content and emails
- Content adaption for all devices like mobiles and tablets
- Multi-channel capabilities for consistency across channels



## Email marketing

- Personalized emails based on behavior or segmentation
- Automated campaign triggers based on metrics or behavior
- Leverage ERP integration to segment customers based on purchase history

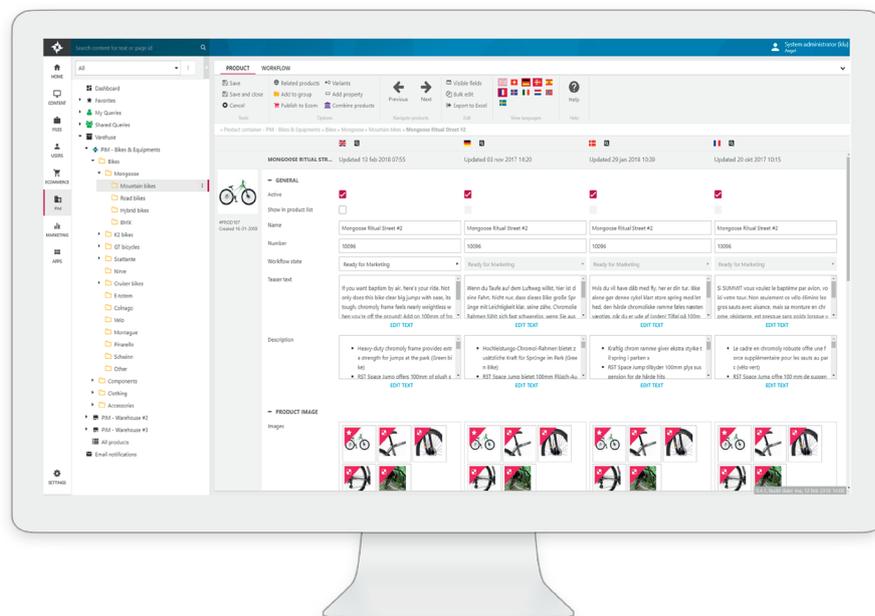


## Lead generation

- Build landing pages with compelling forms and CTAs
- Improve customer data through the CRM integration
- Optimize content for SEO with keyword analysis tool

# Product Information Management (PIM)

Working with Dynamicweb Product Information Management (PIM) means fewer applications, integrations and systems. It is fast and inexpensive to implement and maintain, and it comes with both frontend and backend access.



## Less complexity

- PIM and Ecommerce co-exist in the same platform or PIM as stand alone
- Faster implementation compared to other PIM systems
- Manage product relationships and use live frontend preview



## Backend capabilities

- Monitor changes with dashboards, workflows and email notifications
- A user interface that supports multiple content roles
- Enrich, group and organize your products and variants

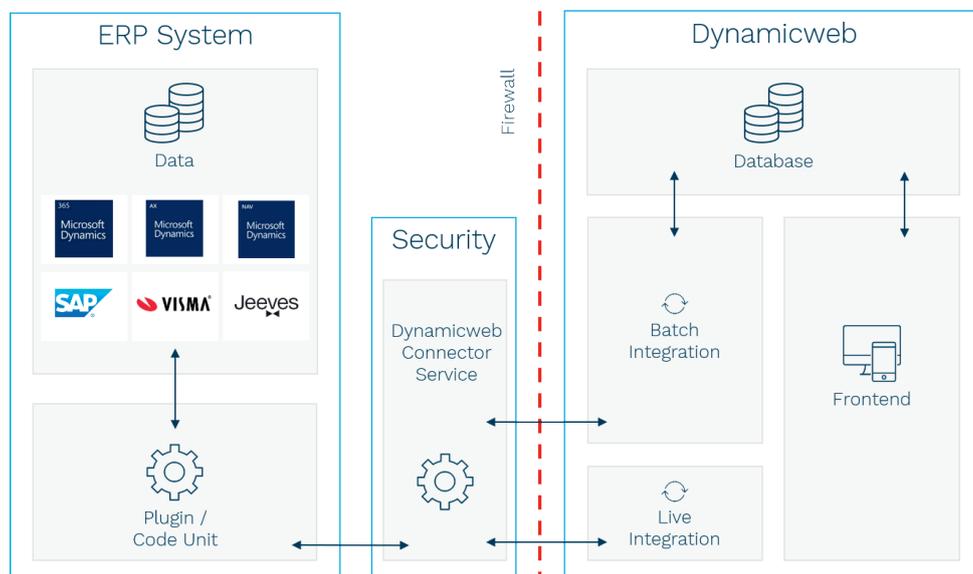


## Frontend capabilities

- Standard frontend with self-service for partners, dealers, etc.
- Download product data & digital assets in relevant formats
- Deliver feeds to marketplaces, channels and printed catalogs

# Integration Framework

Dynamicweb's open Integration Framework gives you an advanced starting point that includes standard templates for integration to systems like Dynamics NAV, AX, D365, Business Central and other systems.



## Customer experience

- Customer-specific catalogs, prices and terms from the ERP system
- Optimize delivery quality with real-time inventory information
- 24/7 real-time self service across all online channels



## Process optimization

- Scale your business with faster order to cash handling
- Re-use existing business logic from your ERP system
- Optimize your whole supply chain flow with integration



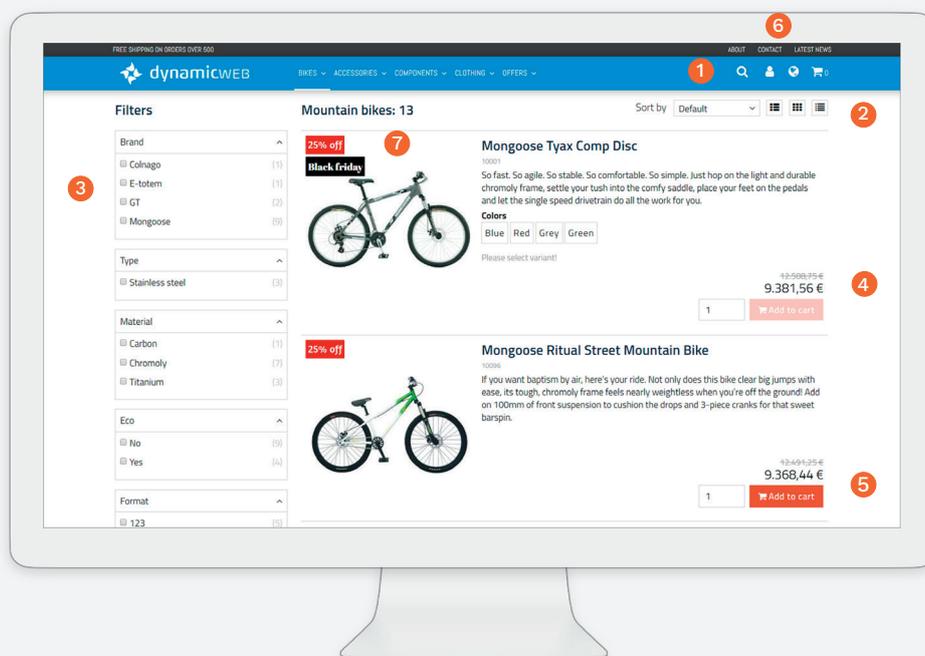
## Standard integrations

- Dynamics NAV, AX, D365, Business Central and LS Retail
- Marketing integration for Dynamics CRM and Salesforce
- Open Integration Framework for any other system (i.e. PowerBI)

# Rapid deployment through use of best practices

Our best practice framework allows you to deploy an integrated enterprise ecommerce solution in a fraction of the time required for traditional deployment. The best practice approach cuts time from the development process by leveraging configurable B2B and B2C ecommerce solution sets ready for adoption.

Based on industry-leading standards, these configurable solution sets are designed to match your corporate branding standards and support mobile devices and tablets.



1. Suggested search for better usability and conversions
2. Different product displays to accommodate simple and complex products
3. Narrow the numbers of products based on customer needs and preferences
4. Real time integration with inventory to avoid the display of sold out products
5. Customer specific prices directly from the ERP system
6. Customer center with purchasing history, re-order functions, RMA and customer information
7. Add discount labels to highlight campaigns like "Black Friday" etc.

# About Dynamicweb

Our All-in-One platform combines CMS, Ecommerce, Product Information Management (PIM) and Marketing capabilities to create powerful customer experiences across all channels.

Today, thousands of businesses run more than 12,000 websites with Dynamicweb. We serve customers internationally in close cooperation with 200+ certified partners in 13 countries.



[www.dynamicweb.com](http://www.dynamicweb.com)



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