Optimizely

Optimizely DXP Connector for Dynamics 365 Commerce

March 2025

Optimizely & Microsoft Partnership

Optimizely's has created a proprietary accelerator for Optimizely Commerce Connect.

It is built using best practices for implementation with any ERP integration but specifically focused on Microsoft Dynamics 365.

It ships with a native connectivity with Microsoft Dynamics 365 Commerce and is extensible to any business requirement.

The Call for a Unified Commerce Vision

Providing a unified vision and solutions capable to meet the digital user new expectations.

Combining strong business applications (ERP) capabilities with powerful front-end experiences at every touchpoint.

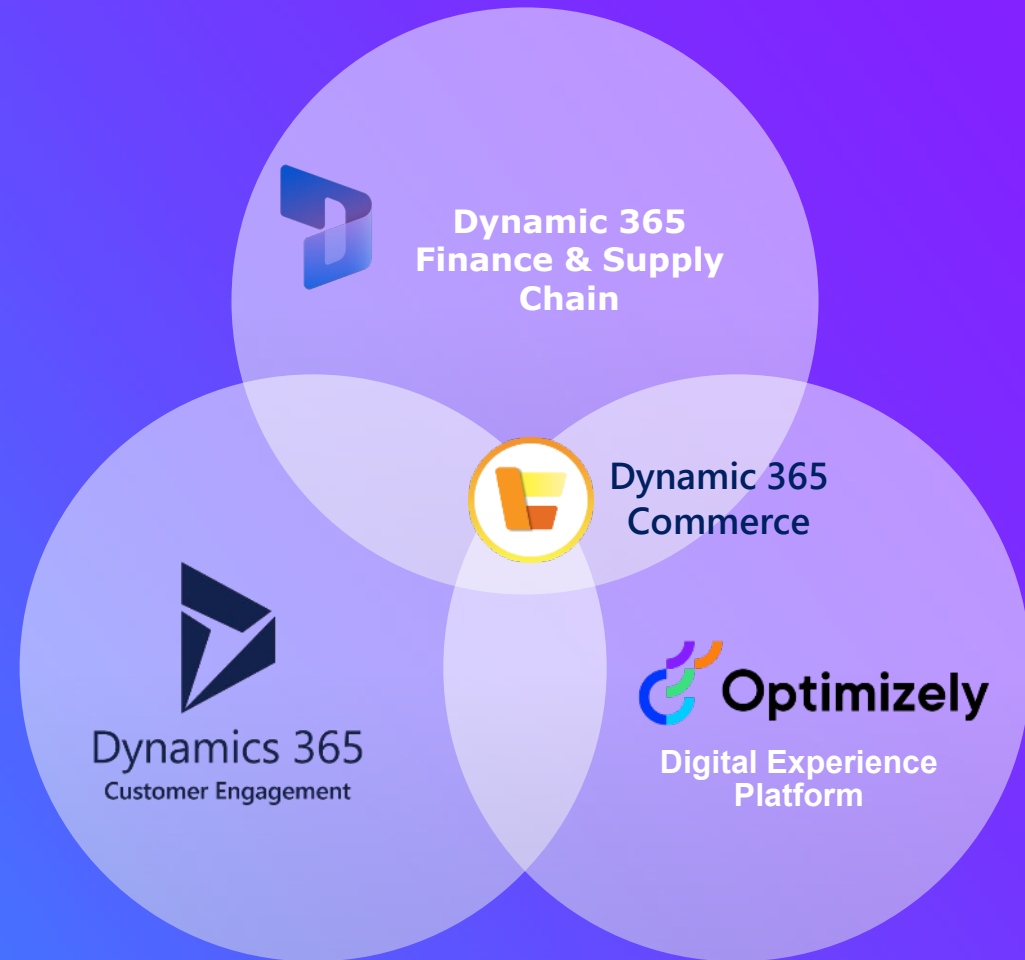Enabling businesses with

Seamless Unified Experiences

Efficient and connected operations

Modern and future-proof technology solution and cloud infrastructure

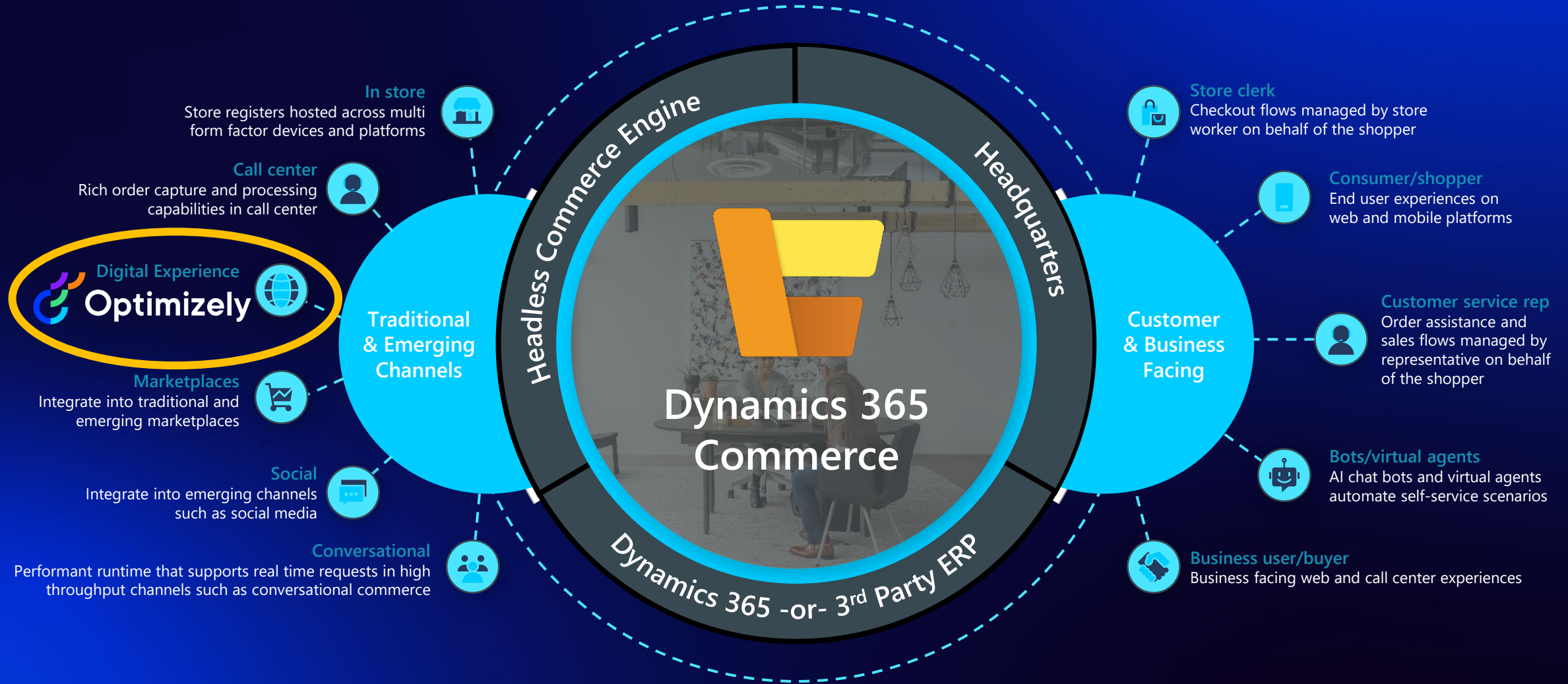**Data driven insights through a single a point of truth**

to deliver unified commerce experiences and operations.

Industry Blueprint Solution Leveraging Microsoft Dynamics 365 & Optimizely Digital Experience

Dynamics 365 Commerce
Unified Omni-channel Commerce

In store
Store registers hosted across multi form factor devices and platforms

Call center
Rich order capture and processing capabilities in call center

Digital Experience
Optimizely

Marketplaces
Integrate into traditional and emerging marketplaces

Social
Integrate into emerging channels such as social media

Conversational
Performant runtime that supports real time requests in high throughput channels such as conversational commerce

Traditional & Emerging Channels

Headless Commerce Engine

Headquarters

Dynamics 365 -or- 3rd Party ERP

Dynamics 365 Commerce

Customer & Business Facing

Store clerk
Checkout flows managed by store worker on behalf of the shopper

Consumer/shopper
End user experiences on web and mobile platforms

Customer service rep
Order assistance and sales flows managed by representative on behalf of the shopper

Bots/virtual agents
AI chat bots and virtual agents automate self-service scenarios

Business user/buyer
Business facing web and call center experiences

Understanding the Features

To support the ongoing growth of the feature set available in the Commerce connector, features are categorized in four different types, for which all types have its own process of analysis, testing and documentation.

Provides low to no extensibility in the functionality, and are meant to be taken as-is, following industry best-practices.

Provides a framework for integrations with D365 Commerce and is based on a multi-layer approach for easier project-specific implementation.

Provides a starting point for common functionalities following industry best practices and are meant to be adapted to client's needs.

Provide demonstration purposes features to showcase the potential of the Optimizely Commerce Connect platform.

Two Architecture Approaches

There are two standard architectural approaches to act as a foundation for new e-commerce deployments utilizing Optimizely and D365 Commerce. These approaches help standardize the deployment method to streamline process, reduce confusion, and reduce duplication efforts.

Unified Cart Experience

Utilizes most of the external commerce engine of D365 to create a unified experience across different touchpoints. It mostly relies on real- time D365 Commerce APIs.

This architecture is used when digital experiences focuses on the unification of touchpoints.

Dedicated Cart Experience

Utilizes most of the Optimizely commerce engine to create an optimal digital experience. It mostly relies on asynchronous integration with D365 Commerce.

This architecture is used when digital experiences focuses on the digital touchpoint, including extensive personalization.

Integration Services

To simplify and accelerate eCommerce implementations with back-end (D365) integrations, Thinkmax has created a connector comprising of code infrastructure to asynchronously synchronize entities to and from D365 Commerce and Optimizely Commerce Connect.

The connector is built with the following characteristics:

Data Synchronization: Synchronizes data between D365 Commerce and Optimizely.

Business Logic: Applies business rules during the integration, such as transforming data into the required format or enforcing business constraints before sending it to the destination system.

Error Handling & Monitoring: Provides mechanisms to monitor the integration flow, handle errors, and ensure that data transfers are completed successfully and accurately.

Automation: Automates business processes by allowing different systems to interact without manual intervention, such as automating order processing, inventory updates, or financial reporting.
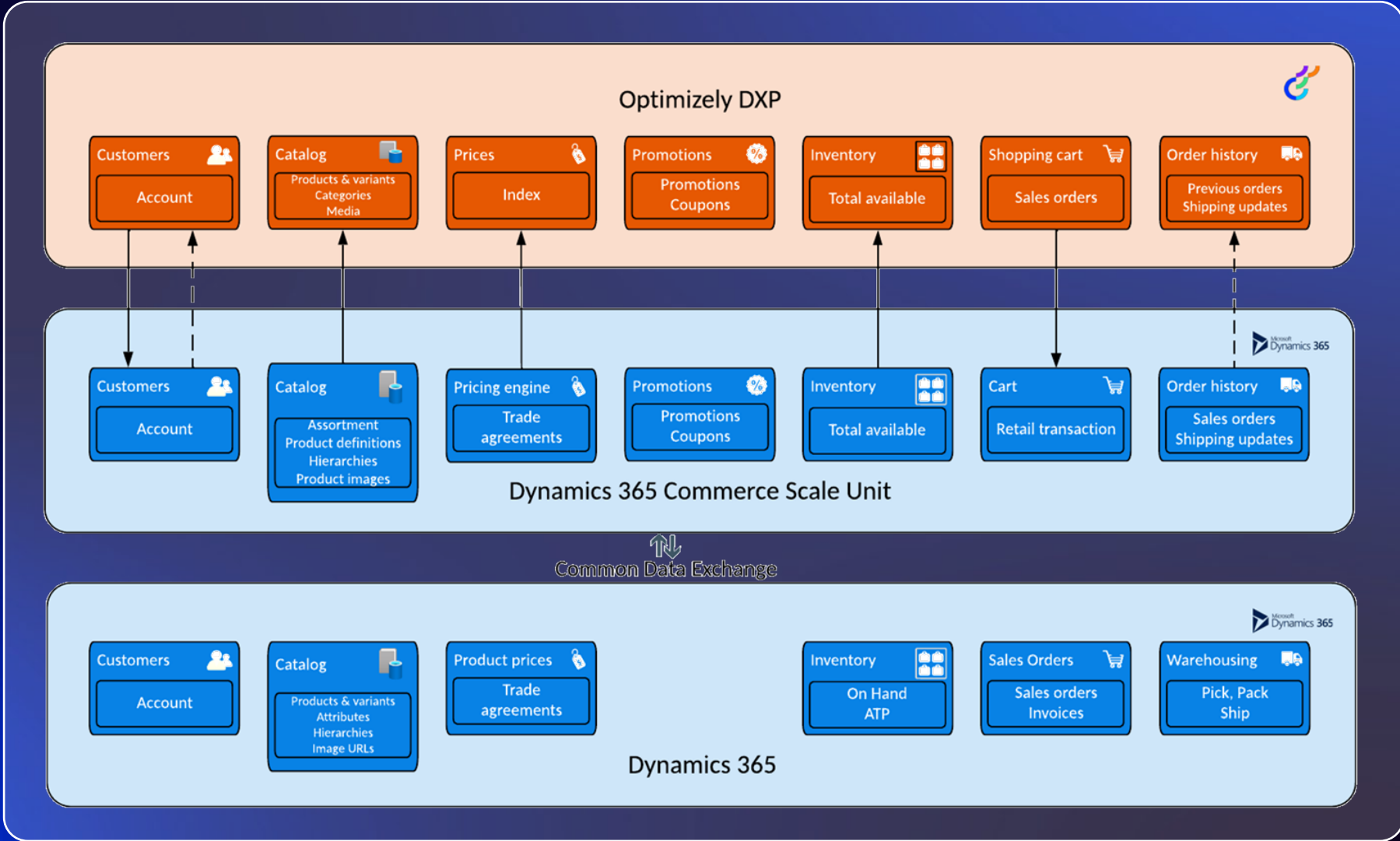
Communication Protocols: Translates data formats and communication protocols between D365 and Optimizely, ensuring compatibility and smooth data flow with a separation of concerns with changes in one system having minimal impact on others.

Proposed Approach

Solution Architecture

Microsoft Dynamics 365

(1)

D365 Finance & Supply Chain

| Warehouse Management | Finance, Bank and Accounting | Supply Chain Operations |
| Inventory & Order Management | Procure to Pay | Order to Cash |

↕

D365 Commerce HQ

(2)

D365 Commerce Headquarters

| Products, Pricing, Promotions | Customers | eStores |

↕

(3)

D365 Commerce Engine

CONNECTOR

(4) **(5)**

| **D365 Store App** | **Kiosk/Apps** | **Optimizely DXP** |

↕

(6)

| D365 Customer Insights | D365 Connected Store | D365 CE |
| D365 Power Platform | Dynamics 365 Fraud Detection | **Etc...** |

External Systems

| Legacy Systems |
| Payments and Gift Cards |
| Vendor External Systems |
| Others |

Data Integration Layer

Store/Kiosk Hardware

| POS Terminals |
| Time and Attendance |
| Others |

Solution Architecture

Extensibility

Any non-standard integrations can be implemented through D365 Commerce via custom APIs.

The Commerce Integration Services in Optimizely can be extended to use any external API quickly and easily.

Utilizes OData calls to the D365 Commerce Scale Unit.

Data mappings are performed in Optimizely code.

The world leader in digital experience

10,000+
global customers

1,700+
employees across 21 locations

700+
implementation and technology partners

10
'Leader' recognitions by Gartner, Forrester, and IDC

2M+
experiments run on Optimizely

370%
return on investment

Source: The Total Economic Impact™ of Optimizely Digital Experience Platform

Leader ↗↗↗↗↗↗

Gartner® Magic Quadrant™
Digital Experience Platforms   2020-2025

Leader ↗↗

The Forrester Wave™
Digital Experience Platforms   2021, 2023

x7 A LEADER
Gartner Magic Quadrant
Content Marketing Platforms (2018-2024)

x2 A LEADER
The Forrester Wave, Content Management
Systems (2021, 2023)

x2 A LEADER
IDC MarketScape,
Worldwide Full Stack CMS (2023)

x2 A LEADER
IDC MarketScape for Enterprise
B2B Digital Commerce (2020, 2023)

LEADER
IDC MarketScape,
Hybrid Headless CMS (2023)

LEADER
IDC MarketScape, Enterprise
Headless Digital Commerce (2024)

LEADER
IDC MarketScape,
Midmarket Headless Commerce (2024)

LEADER
The Forrester Wave:
Commerce Solutions for B2B (2024)

LEADER
The Forrester Wave:
Experience Optimization Solutions (2024)

LEADER
Gartner Magic Quadrant
Personalization Engines (2025)

A recognized Leader in personalization

2025 Gartner® Magic Quadrant™
for Personalization Engines

The Forrester Wave™:
Experience Optimization Solutions, Q4 2024

#2 for 'Ability to Execute'
#2 for 'Completeness of Vision'

#1 for 'Current Offering'
#1 for 'Strategy'

Where you need to be invested now

Personalization is essential

71% of consumers expect companies to personalize experiences; 76% get frustrated when this doesn't happen. (McKinsey)

Headless deploys rich content faster

91% of consumers want to see more online video content from brands. (Oberlo)

Omnichannel is back

60-70% of consumers are shopping in an omni-channel way (McKinsey)

Security is more important than ever

48% of consumers appreciate the convenience of personalization so long as their data is secure (Twilio Segment)

Optimizely helps customers find success in three main areas

Content Management

Experiment And Optimization

Commerce

build better content experiences

optimize all customer touchpoints

maximize every digital interaction

Powered on Azure and built on .NET CORE

Take advantage of new features and capabilities

Some of the first things you will notice with ASP.NET Core are:

Significant improvement in performance across the board (up to 1,200% in certain areas)

Release cycles are faster with community participation due to it being open source

The overall development process is faster and easier

Platform hosting and development of the platform is supported on different OS (Windows, Linux, and MacOS)

The change in speed will have a positive impact to customers visiting the website, the business users who manage the website

The Optimizely Difference

Optimizely CMS & Commerce Connect

Centralized commerce and content management

Manage content and commerce within the same interface to create a complete unified experience for editors and visitors alike

Use multi-catalog & multisite support to easily launch campaign sites, unlock additional B2C and B2B channels

Coupled with Optimizely's CMS

Pre-integrated with Optimizely's CMS for increased time-to-market and compatible with all other Optimizely product for maximum extensibility

Content creation for omnichannel growth

Intuitive interfaces for marketers and merchandisers to work in a WYSIWYG environment

Drag & Drop components on your canvas, preview across multiple environments

Integrate Confidently

Minimize integration complexity with access to marketplace connectors and business critical solutions to ensure a single source of truth and reduce risk

Centralized Commerce and Content Management

→ **More than just product information**
Publish product experiences to educate customers and partners about your products

→ **Transact your way**
Enable customers to self-serve with authoritative product information; display pricing, connect visitors to sales, or request a quote

→ **Handle complex pricing**
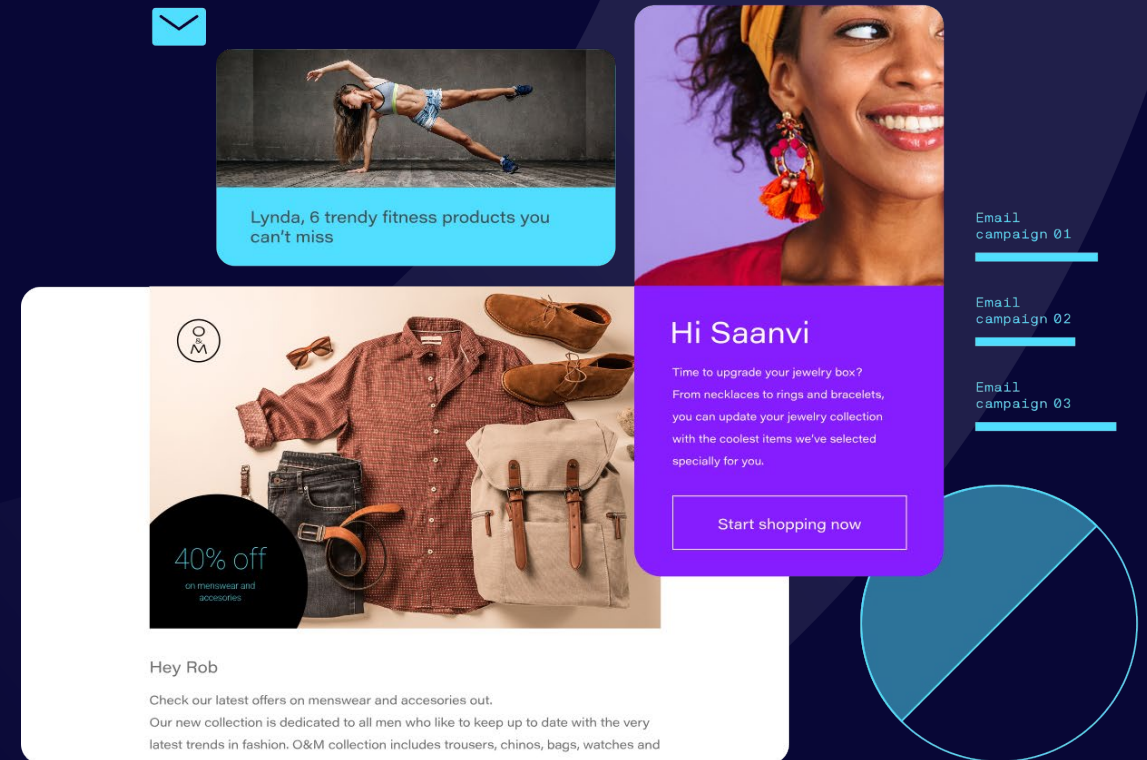Import customer specific pricing and terms from your ERP system

Approve order

pproval

Cart
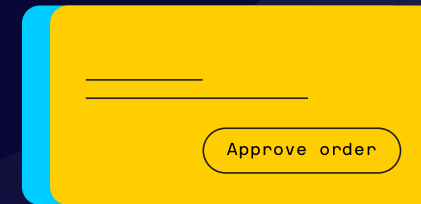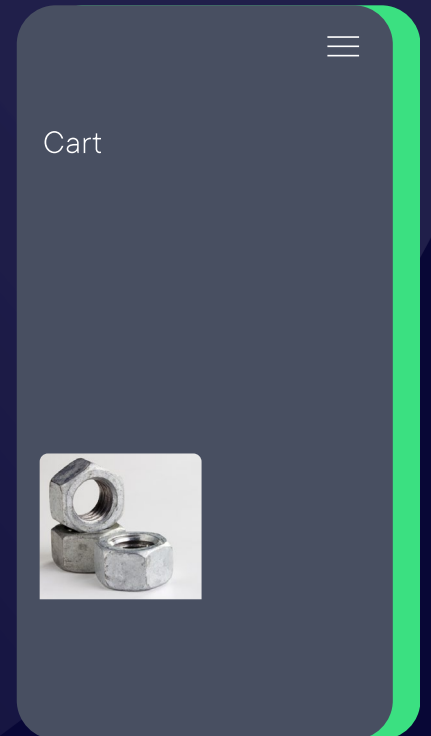
Headless or Coupled Architecture

→ **Build "headlessly" for mass scale or multichannel deployment using expert solutions and support**

→ **Easily remove, add, or integrate individual services & components when your requirements change**

Lynda, 6 trendy fitness products you can't miss

Hi Saanvi

Time to upgrade your jewelry box? From necklaces to rings and bracelets, you can update your jewelry collection with the coolest items we've selected specially for you.

Start shopping now

40% off
on menswear and accesories

Hey Rob

Check our latest offers on menswear and accesories out.
Our new collection is dedicated to all men who like to keep up to date with the very latest trends in fashion. O&M collection includes trousers, chinos, bags, watches and

Email campaign 01

Email campaign 02

Email campaign 03

Content **Creation** for Omnichannel Growth

→ **Remove guesswork and previews**
Live, on-page editing including layout

→ **Get more value from your assets**
Reusable blocks and page elements

→ **Preview before publishing**

→ **Ensure products, content and layout are approved**
Use workflows to manage publishing approvals

+28%

X

A/B test

Integrate Confidently

→ **Optimizely's Commerce Connect integrates with any commercially available SaaS platform**

→ **Easily integrate your tech stack to bring new use cases to market quickly**

→ **Access our Connect Platform for building low-code/no-code integrations**

Accelerate Commerce Revenue

Scotts Miracle·Gro

+13%
Increase in conversions

New Era

+64%
Increase in conversion rate

motoral

+13%
Of online orders delivered through personalized recommendations

ROYAL CANIN®

+26%
Revenue growth in 18 months

MURDOCH'S RANCH & HOME SUPPLY

+250%
Increase in homepage conversations

Enhancing your CMS with the ability to transact and retain at scale.

- ✓ Catalog Management
- ✓ Content management
- ✓ Cart and checkout
- ✓ Promotions Campaigns
- ✓ Optimizely Product Recommendations
- ✓ Segmentation and personalization
- ✓ Multisite and Multi-region Management

Draw attention with engaging product content

Catalog Management

Streamline, automate, and reduce errors in catalog management.

+ Manage catalogs, custom attributes, UOM, catalog restrictions, and more across multiple sites, all at once

+ Display pricing, connect visitors with sales, or request a quote

Commerce
Connect
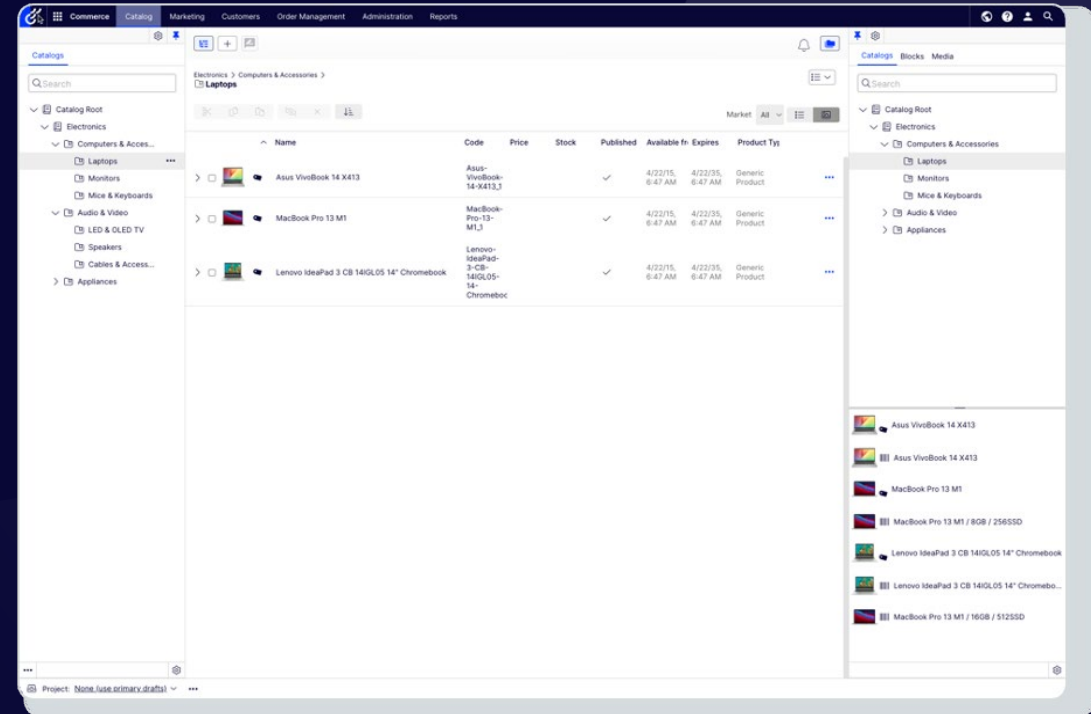
Draw attention with engaging product content

Content management

Use a proven CMS to create and publish new content without any development work to increase speed-to-market

+ **Remove guesswork** using live on-page editing including web layout

+ **Get more value from your assets** with reusable blocks and page elements

+ Use integrated workflows to manage publishing approval

Commerce Connect
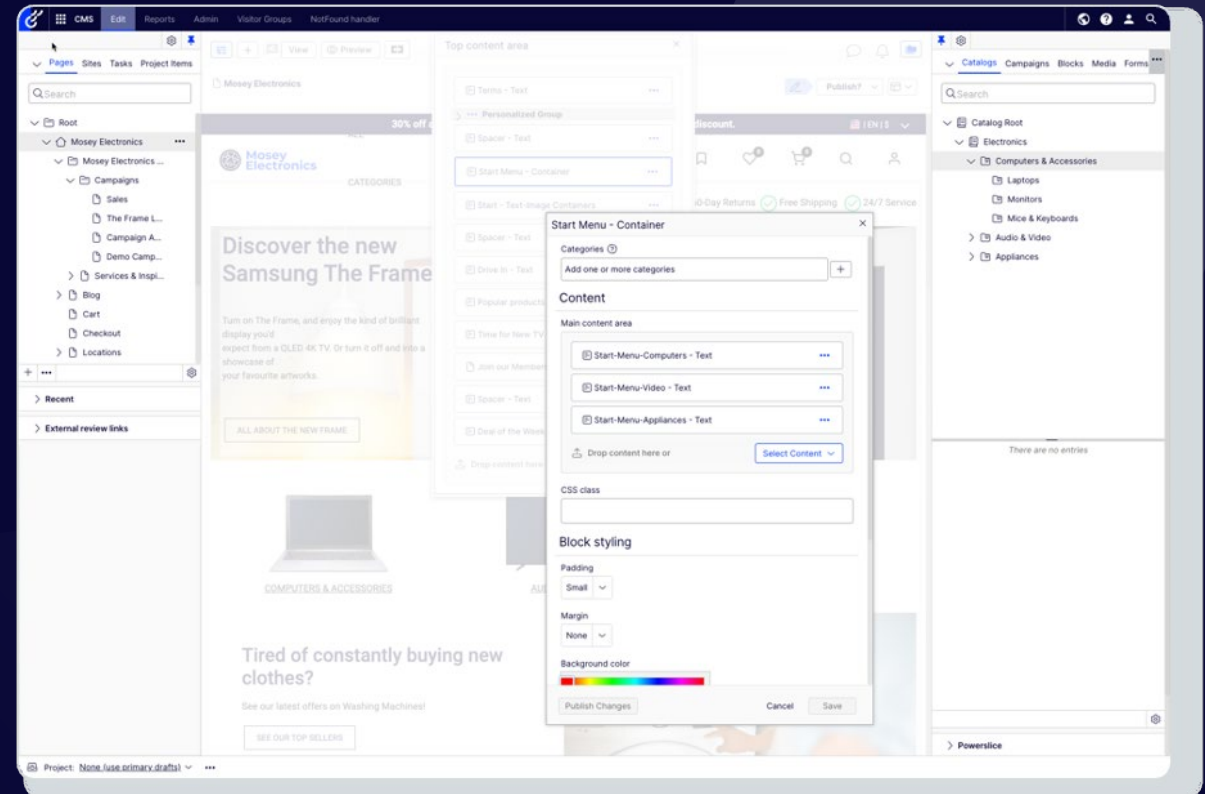
Increase cart size and conversions

Commerce Connect

Cart and checkout

Customizable checkout workflows to tailor your customers checkout experience and increase conversions.

+ Use multi-page checkout to create seamless purchase experiences

+ Improve customer satisfaction and conversion rates

+ Integrated shipping, fulfillment, and payment options for simplicity
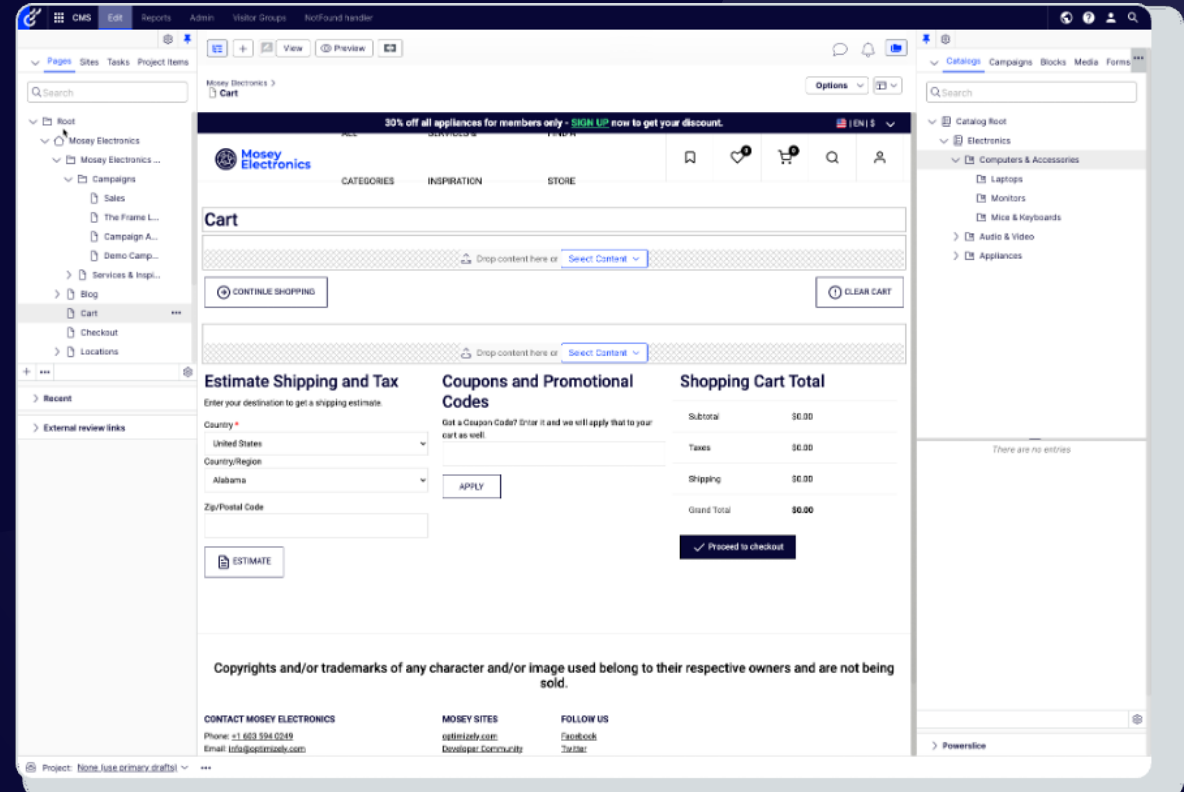
Target buyers with ease

Promotions campaigns

Easily create promotions based on user web activity

+ Use Visitor Groups to target similar audiences with content that converts

+ Reach abandoned cart users with relevant offers to help customers complete their checkout

+ Edit promotions to drive conversions and increase average order value

Commerce Connect

Deliver meaningful customer engagement

Product Recommendations

Create personalized carousel product recommendations based on user web activity

+ Know which products were viewed, purchased together, or added to cart to improve recommendation relevance

+ Set recommendations down to the user and use AI to grow content relevance over time

+ Easily track recommendation performance results to understand impact
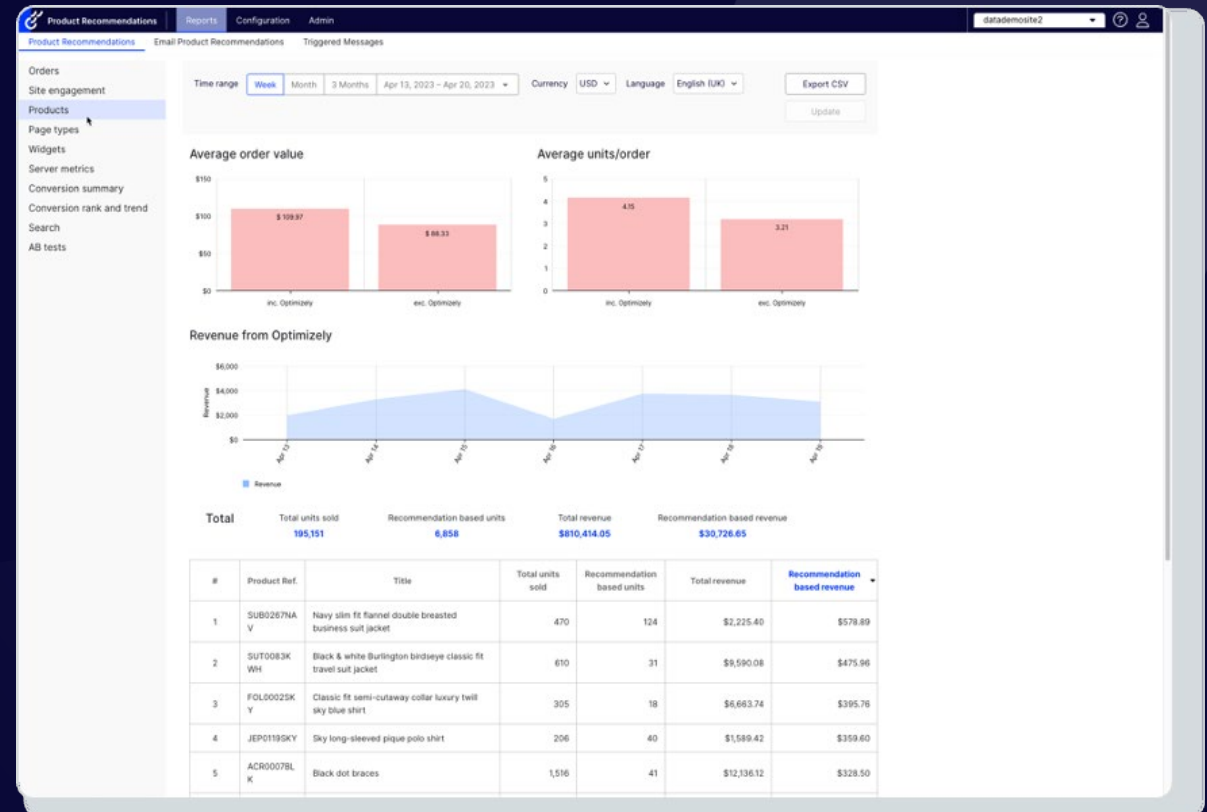
Increase targeting precision

Segmentation and personalization

Capture data from customer sign-ups to target based on account-level data

+ Create personalized offers that convert

+ Import or create your own segments

+ Segment by behavior, device, and location
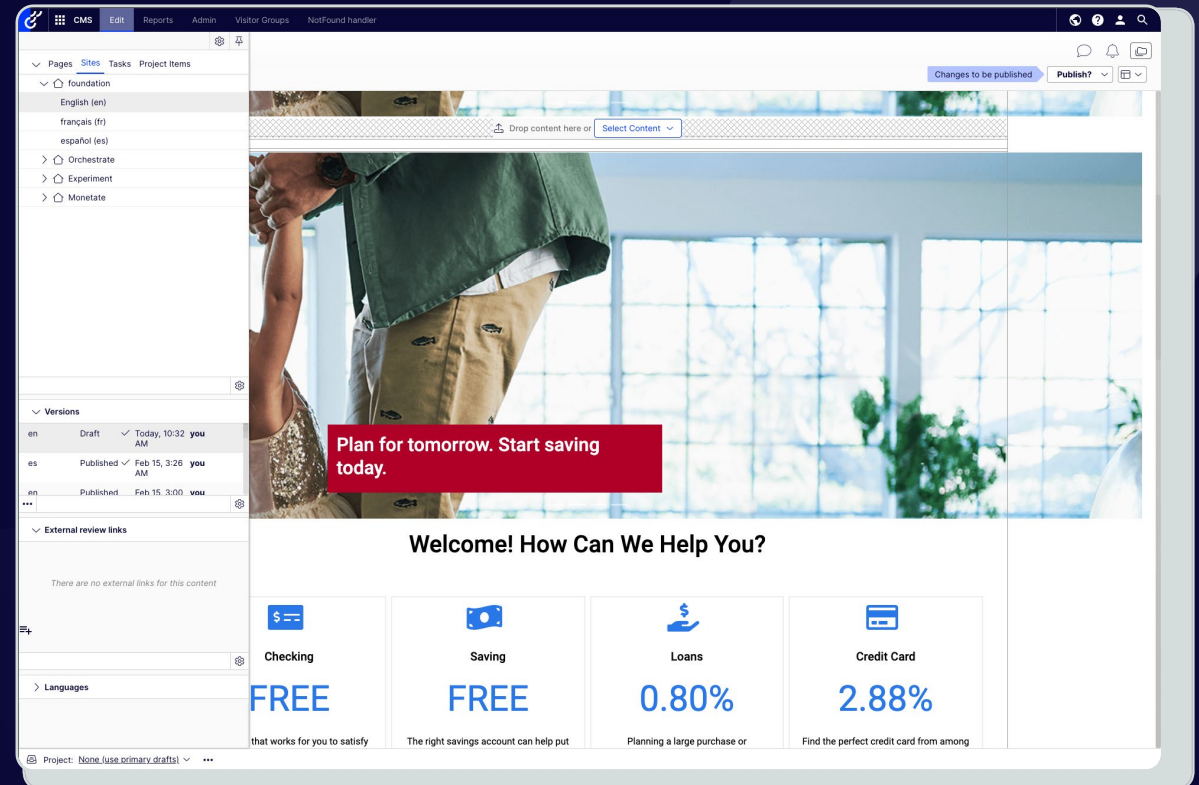
+ Personalize content for each group of visitors
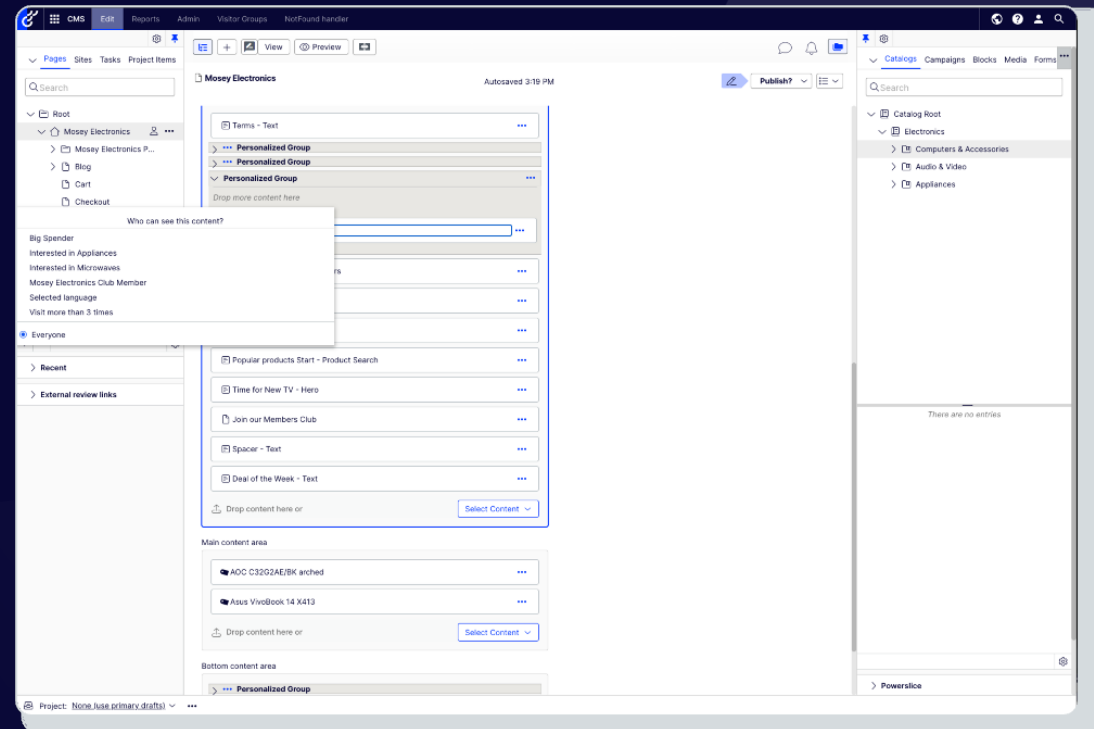
Deliver compelling commerce experiences anywhere

Commerce
Connect

Multisite and Multi-region Management

Manage multiple brands and site anywhere you need it.

+ Same platform, catalog data, recommendation and search for all sites

+ Control language and location-specific promotions and offers

Joseph Ribkoff

Need

- Embarked on a plan for growth, aiming to expand its offering and global footprint quickly and efficiently

- Needed a myriad of operational efficiencies and capabilities, as well as better analysis and decision-making through improved visibility on operations, financials and performance

Strategy

- Implemented a transformative enterprise resource planning solution integrating Microsoft Dynamics 365, Finance & Operations and AX Is Fashion from independent software vendor (ISV) K3 Software

- Employed the Microsoft Sure Step Methodology to accelerate implementation, minimize business disruption and reduce risk

- Supported core organizational activities including manufacturing financial reporting, accounting, order processing, production, operations planning, inventory management, sales and distribution

Result

- Joseph Ribkoff is positioned for growth now and in the future

- Delivered efficiencies through process automation, alert and workflow integration, paperwork reduction, and accelerated month-end closing times

- Conveyed key performance indicators and provides real-time insights on trends, sales, supply chain and distribution.

- Automated payments, procurement, asset management, budgeting and customer service management

Royal Canadian Mint

Need

- Required continuous support on Dynamics AX
- Dynamics 365 platform upgrade from AX 2012
- Envision and design a modern technology architecture supporting a Unified One Mint Vision supporting omnichannel for various channels: B2B, B2C, and B2G

Strategy

- Defining modern and visionary Customer journeys to determine optimal and innovative experiences for all type of customers.
- Solution architecture to meet expected functionality and requirement with an open, secure and evolutive technology platform
- Leveraging the modern Microsoft Dynamics 365 platform with best of breed ISVs

Result

- A comprehensive roadmap with a structured governance to ensure optimal deliverables and timeline
- Initial compelling UX/UI delivered within analysis phase
- Evolving entire technology stack while continuing regular operation, ensuring change management and business processes.

CompTIA

Need

- Bring in-house their outsourced e-commerce site
- Target specific markets for growth opportunities
- Gain visibility on customer engagement
- Implement a new ERP to consolidate and replace array of current solutions
- Utilize familiar Microsoft technologies
- Make data-driven business decisions

Strategy

- Implemented Microsoft Dynamics 365 F&SCM alongside their existing CE deployment
- Harnessed Optimizely for its powerful CMS and Commerce capabilities to bring a new experience to a worldwide audience
- Embraced a new data architecture for enhanced reporting and business decision making

Result

- CompTIA is positioned to drive their own growth
- Improved control over their primary sales channel
- Improved business processes for end-to-end customer engagements
- Data-driven decision making

Eason & Son
In Collaboration with Thinkmax

Background

Eason & Son Ltd are the leading Irish book retailer, with headquarters in Dublin, Ireland. Like many traditional retailers, Eason have felt the pressure from large online competitors. With a physical footprint of over 60 outlets, for the large bookseller competition is formidable.

Solution

Optimizely Web Product Recommendations allowed Eason to delve into data-driven, automated product recommendations; while Optimizely Campaign and Reach empowered Eason's marketing communications through transactional emails with tailored content for each user.
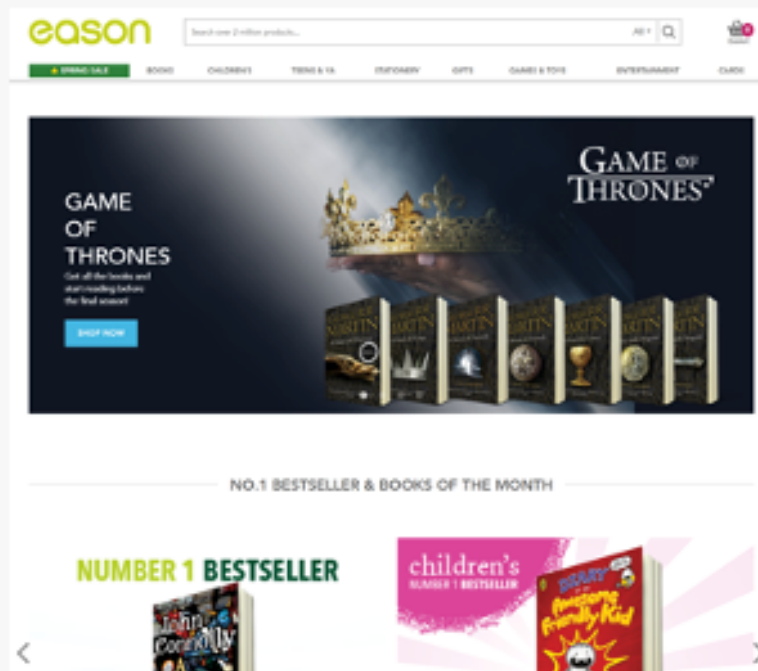
Outcome

2.3M Product items listed in online catalogue

€137M Operating revenue

49% Revenue uplift over Christmas period

Products: Product Recommendations, Search & Navigation
Solution: Orchestrate
Industry: Retail
**Partner**: Made to Engage

Goodwood

Background

Goodwood Estate is one of the England's most prestigious sporting venues. Owned by the Duke of Richmond, the estate spans over 11,000 acres and is renowned for hosting a variety of world-class events, including the Festival of Speed, The Qatar Goodwood Festival, and The Goodwood Revival.

Solution

Goodyear's Goodwood's upgrade to Optimizely CMS & commerce, along with the comprehensive redesign of their website have significantly enhanced their digital presence. The new website not only reflects the luxury and premium nature of the Goodwood brand but also provides an efficient and engaging user experience.
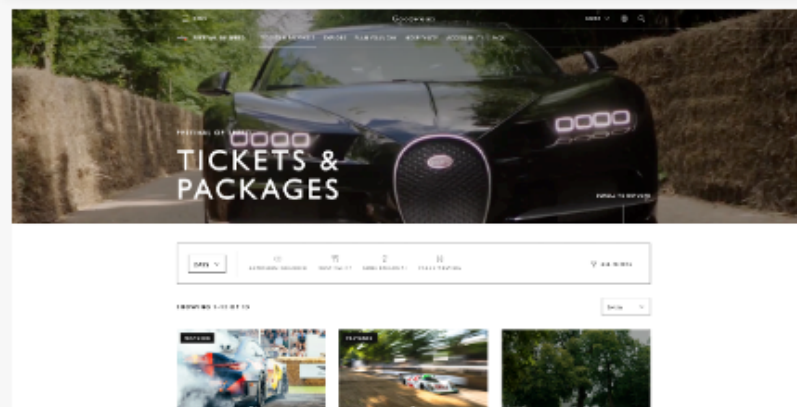
Outcome

54% — Increase in sitewide conversion

35% — Increase in revenue

A sleek redesign with high-quality video content, ensuring visual appeal and functionality across devices, to align with Goodwood's Brand Identity.

Products: CMS & Commerce
Solution: Orchestrate & Monetize
Industry: Manufacturing & Distribution
Implemented by: Dotcraft

The Jockey Club

Background

Britain's largest horse racing organization, The Jockey Club, own 15 leading racecourses across the UK. The Jockey Club wanted to consolidate the individual websites of these courses.

Solution

The Jockey Club utilizes Optimizely Digital Experience Platform to simplify ticket purchase process and deliver tailored content and journeys. With the capabilities of Microsoft Azure, the new scalable solution reduces complexity, minimizes energy and IT costs. The Jockey Club's team benefits from easy updating and managing of their digital estate.
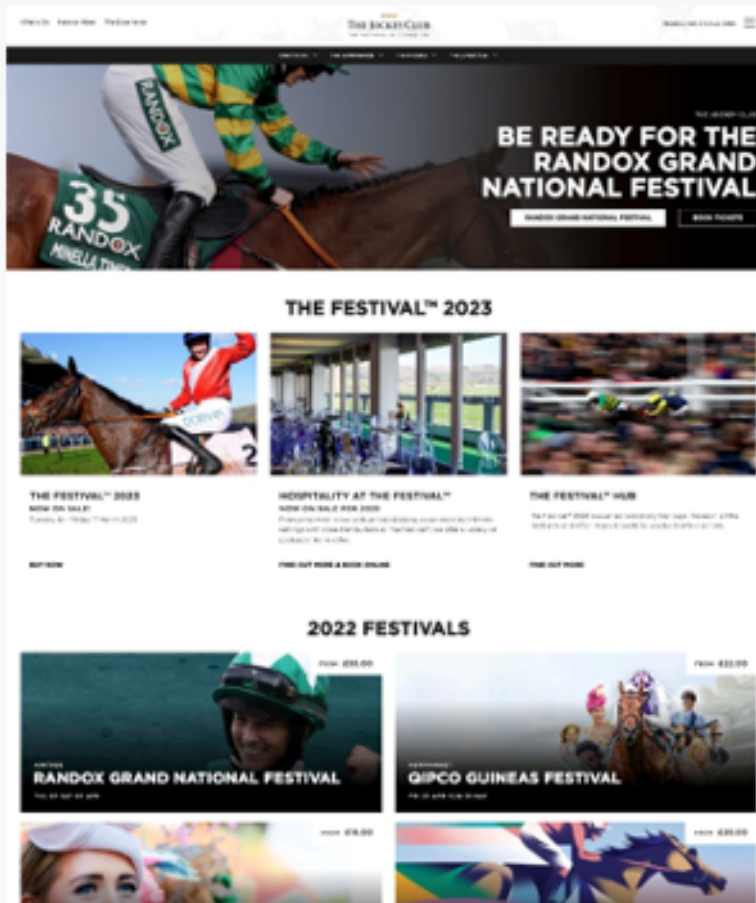
Outcome

15% Increase in online sales revenue

**22%** Increase in sales conversion

34% Increase in shopping cart conversion

Products: Optimizely CMS
Solution: Orchestrate
Industry: Sports
Implemented by: AmazeRealize

Bisnode

Background

Bisnode is a leading global provider of mission-critical data and insights that was formerly made up of 280 companies. Bisnode wanted to synchronize 17 sites onto one CMS to support brand consistency across its markets.

Solution

Bisnode leveraged Optimizely to create a localised site for every Bisnode country, which was translated and adapted from the original to maintain consistency. Third-party systems were also integrated seamlessly for digital asset management and analytics.
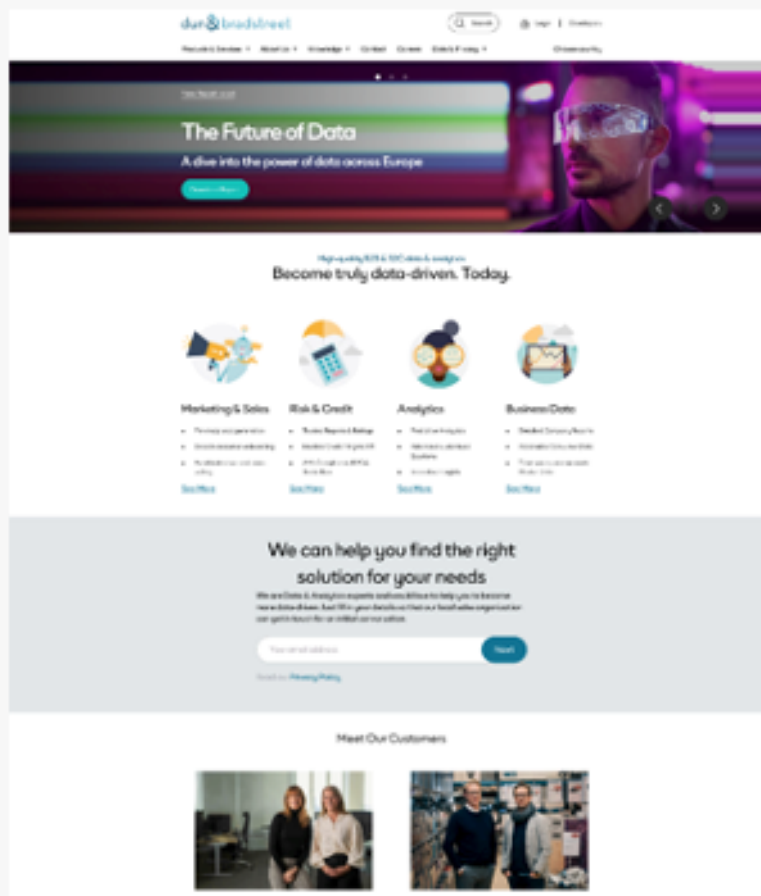
Outcome

18

Websites were launched on Optimizely with local variations

- Instant templates to quickly produce complex content

- Powerful search capability and automatic creation of targeted content

**Products**: Optimizely CMS
Solution: Orchestrate
Industry: High Tech
Implemented by: Niteco

Skincity

Background

Skincity is one of the most recognizable beauty logos in Northern Europe. To tackle customers who are used to shopping in-person, they needed a digital infrastructure that will incite confidence.

Solution

Skincity leveraged Optimizely rich content capabilities to provide abundant product information and vivid imagery, as well as local payment and freight options to empower customers with purchase confidence.
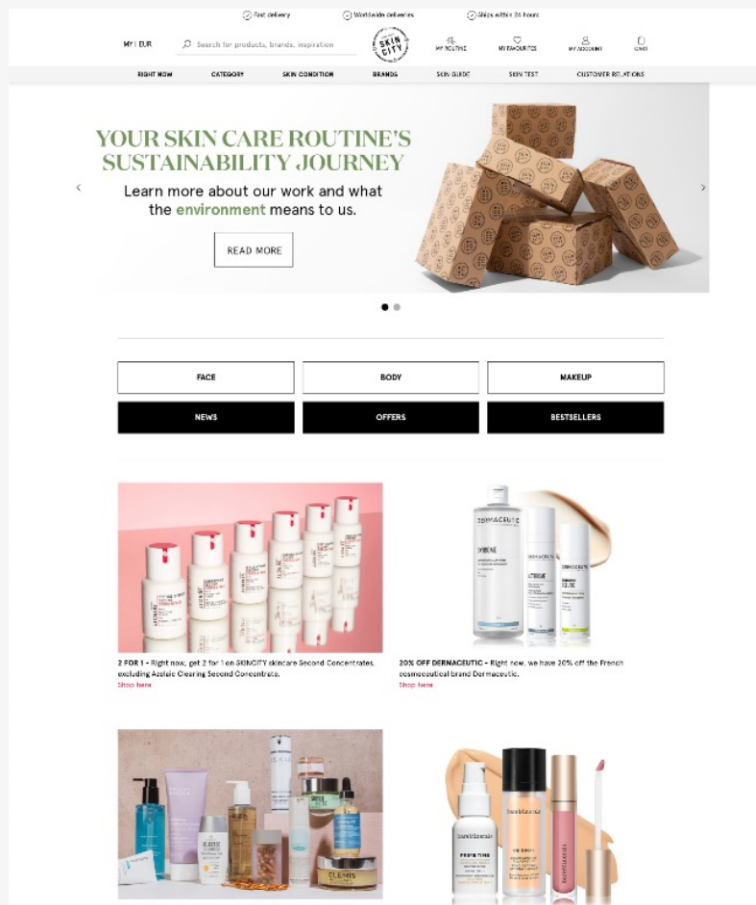
Outcome

27% Increase in page views

**15%** Lower bounce rate

7.5% Increase in conversion rates

Products: Customized Commerce, Content Recommendations
Solution: Monetize
Industry: Retail
Implemented by: Avensia

Cuisinart

Background

A market leader in culinary appliances, professional quality cookware, outdoor grilling and kitchen accessories, Cuisinart had to pivot from their existing distribution method to one that reached consumers directly when COVID-19 hit.

Solution

Cuisinart redesigned their website on Optimizely to deliver a mobile-friendly experience for both direct-to-consumer and retailers that supports continuous, scalable growth. Cuisinart revamped their website in just six months while gaining independent control of their data and SEO.
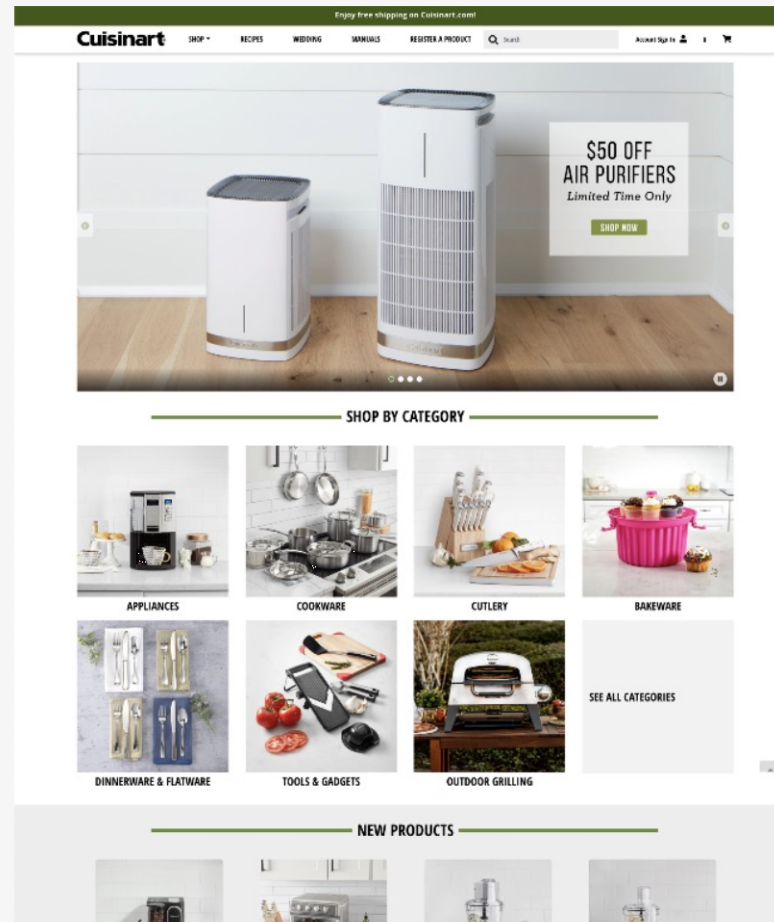
Outcome

- Personalized customer experience

- AI-driven predictive search

- Streamlined work with intuitive back-end

Products:Customized Commerce
Solution: Monetize
ndustry: Retail
Implemented by: Whereoware

Yamaha Watercraft

Background

With an ever-expanding line that includes motorcycles, ATVs, personal watercraft, snowmobiles, apparel, race kart engines, and more, Yamaha Motor Corporation, USA, strives to contribute to its customers' quality of life.

Solution

The company's Optimizely Commerce-powered, persona-driven site for its watercraft division integrates with IBM Marketing Cloud for behavior-triggered automated email campaigns.

Outcome

104% Increase in page views

92% Increase in web sessions

181% Increase in mobile traffic

Products: Optimizely CMS, Customized Commerce
Solution: Orchestrate + Monetize
**Industry**: Automotive

Dot Foods

Background

Founded in 1960, Dot Foods is the largest food industry redistribution company in North America today. Dot Foods wanted to move beyond a simple transactional site to one that puts their customer at the centre of the experience.

Solution

Dot Foods' new digital experience platform, powered by Optimizely, is equipped with Product Recommendations, search and navigation, personalization, multi-cart management and rich account dashboard to help customers make the right buying decisions.
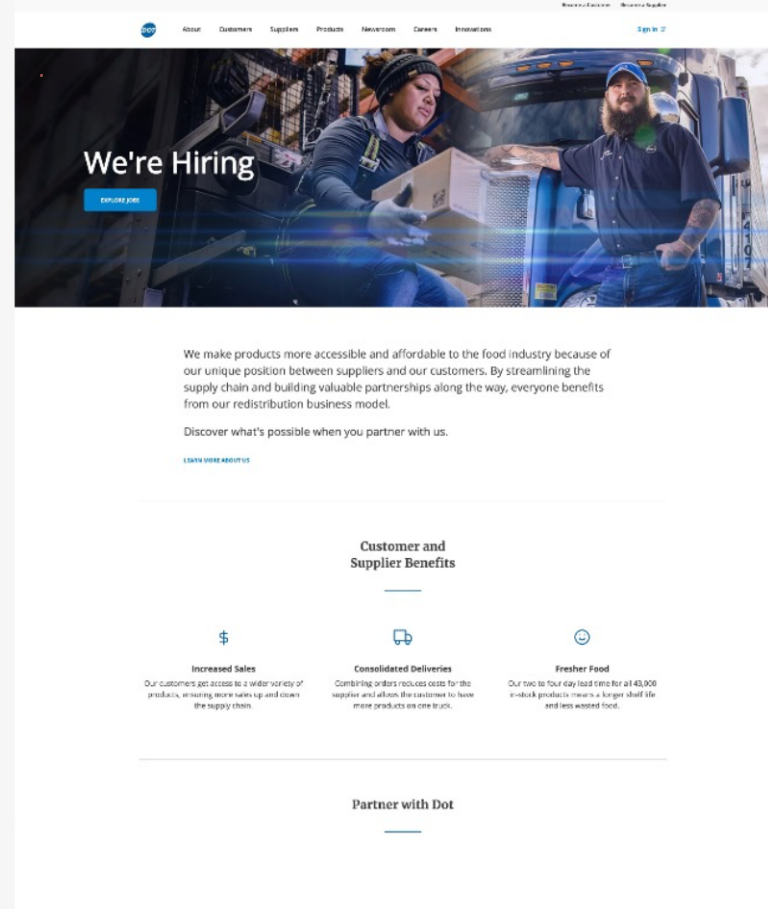
Outcome

2 — Week deployment of COVID-19 microsite

$1m — Worth of excess products sold in first 2 months on microsite

3x — Projected increase in online revenue

Products: Customized Commerce, Recommendations (Content & Product)
Solution: Monetize
Industry: Manufacturing & Distribution
Implemented by: Valtech

Contact

Hampus Person

VP, Partnerships

Hampus.Persson@optimizely.com