

MazarsNow! e-Commerce

Microsoft Dynamics 365 e-Commerce
Rapid Implementation

February 2021



Agenda

MazarsNow! e-Commerce - Rapid Implementation Solution Overview

Implementation Methodology

Pricing

Mazars Company Overview



01

Section 1

**Microsoft Dynamics 365 for
Commerce Solution Overview**

Why Microsoft



Microsoft offers innovative enterprise solutions with a holistic approach that empowers companies in all vital management processes.



Microsoft Azure is the most complete cloud offering for enterprises that demand a fully cohesive ecosystem with the best data analysis and artificial intelligence capabilities.



Microsoft Dynamics is the most comprehensive enterprise business application platform unifying processes and data across sales, marketing, service, finance, operations, commerce and human resources.



Microsoft Dynamics 365 Commerce is the most evolved omnichannel solution that provides exceptional and personalized shopping experiences.



Microsoft Power Platform combined with Dataverse provide a set of applications to analyze data for insights, build custom apps, automate workflows and build intelligent bots with a low-code no-code interface.

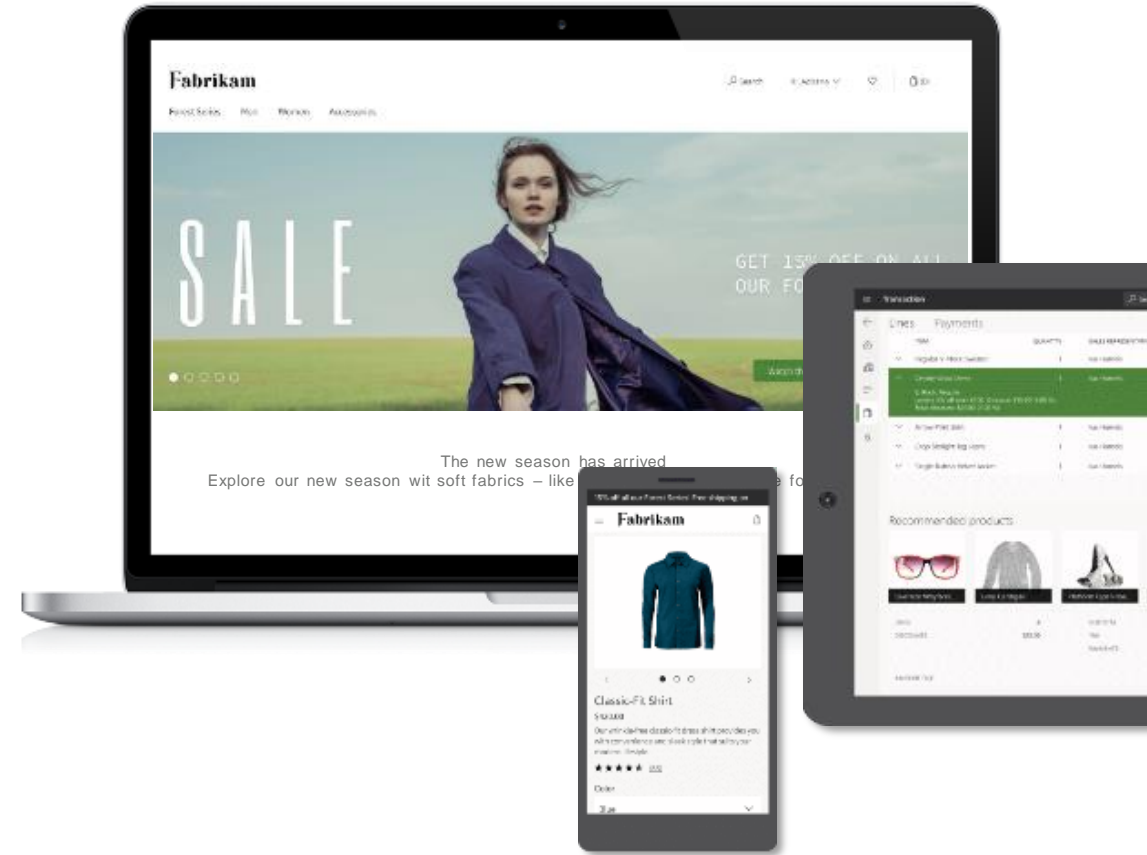
Why Dynamics 365 Commerce

Unified Omnichannel customer experience




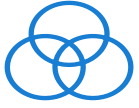

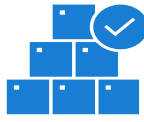

- Deliver unified, personalized, and seamless shopping/purchasing experiences by engaging customer across traditional and emerging channels
- Bring together B2B and B2C headless commerce on a single platform to deliver relevant, impactful shopping/purchasing experiences
- Build a 360° view of customers and foster lasting relationships through AI-driven recommendations, customer insights, marketing and loyalty programs that elevate brand appeal

Agility, scalability and extensibility

- Streamline your business and end-to-end commerce solution that scales globally to your needs across traditional and emerging channels
- Enhance your sales operations through AI capabilities that improve customer experience, drive better ROI, and optimize business practices
- Extend Microsoft solutions with existing applications and data sources



Microsoft Dynamics 365 - Platform Benefits

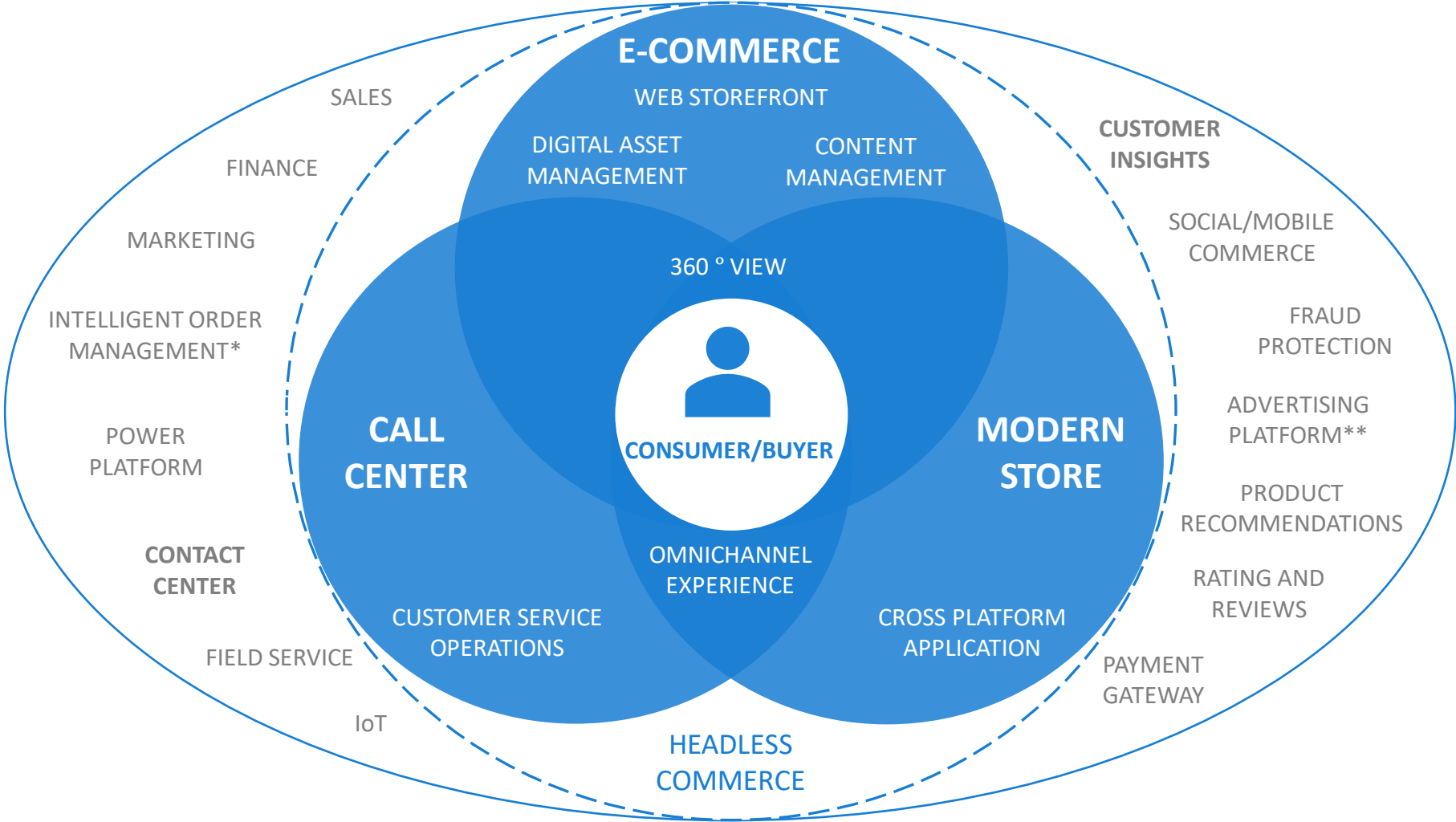
Natively Integrated	Modern Platform	Speed-to-Market	Common Data Model	One Source of Truth	Multiple Fulfillment Options	Continuous Transformation
 <ul style="list-style-type: none"> •Seamless integration between Web and HQ •Natively integrated •Lower cost of ownership 	 <ul style="list-style-type: none"> •React •Yarn •NodeJS 	 <ul style="list-style-type: none"> •Rapid implementation •Easily add additional capabilities 	 <ul style="list-style-type: none"> •Native Integration across Microsoft Clouds •Extends to the Power Platform 	 <ul style="list-style-type: none"> •eCommerce, Sales, Inventory, Financials all in one platform •True Customer 360 Engagement 	 <ul style="list-style-type: none"> •Buy online / Pick-up in store / Curbside Pickup •Delivery Time slotting •Pick-up Lockers 	 <ul style="list-style-type: none"> •Monthly platform updates •New features released without complex upgrades •eCommerce Platform SaaS Model

Common application platform: PowerApps, Power Automate, Dataverse

Microsoft Azure

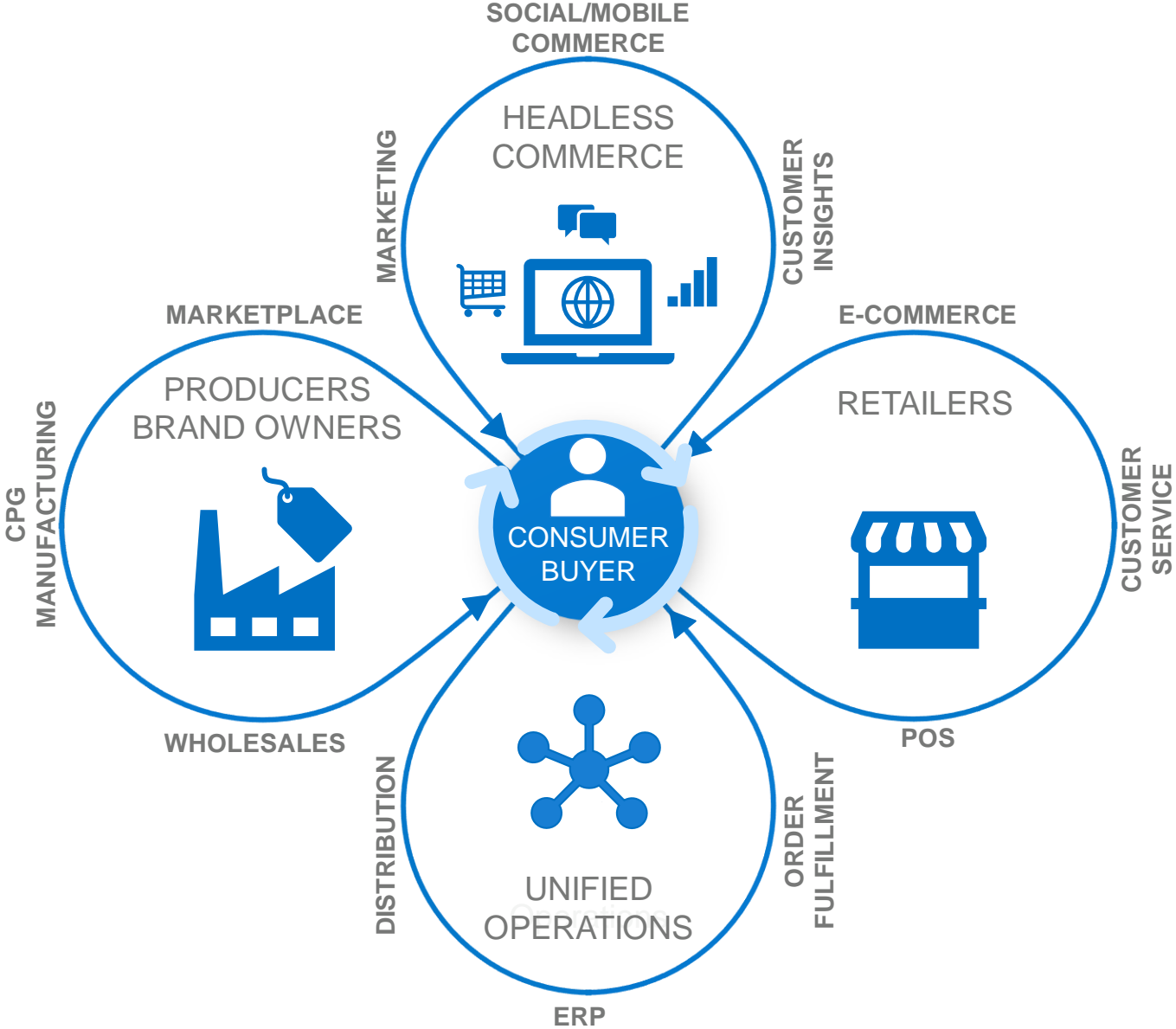
Microsoft Office 365

Microsoft Dynamics 365 – Headless commerce landscape

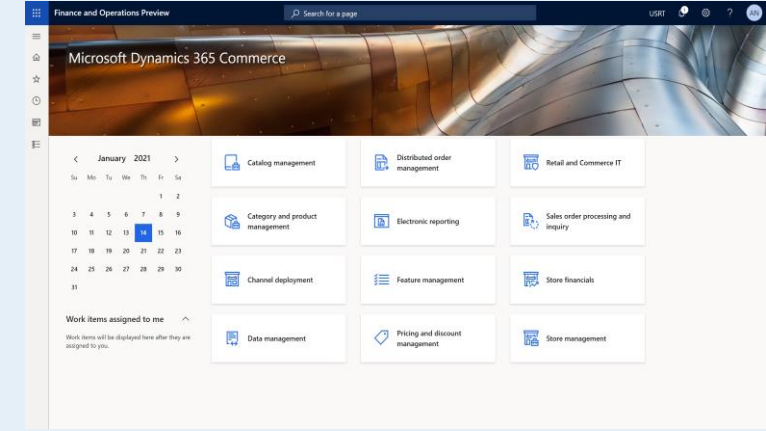
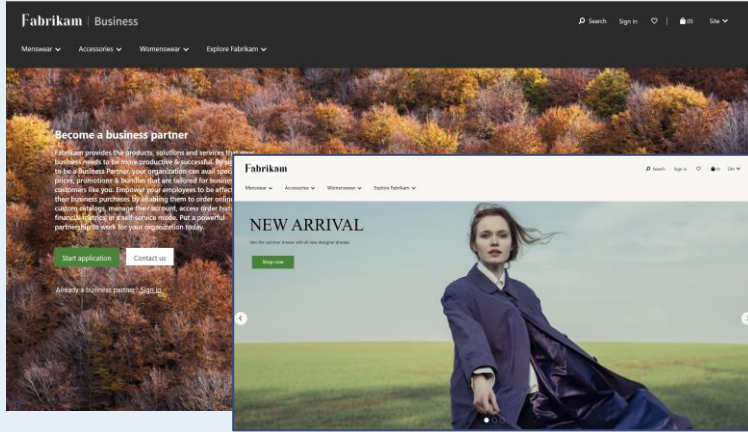


* Microsoft Preview
 ** Microsoft Roadmap

Microsoft Dynamics 365 – Unified B2B/B2C platform



e-Commerce Enablement



Unified platform for both B2B & B2C

- Industry differentiator by providing a single solution for both B2B & B2C business models for Commerce
- Enable the rich & powerful capability of a B2C website to the B2B website in terms of immersive search experiences, intuitive product browsing experiences
- Provide unique functionality & experiences needed by B2B organizations & users

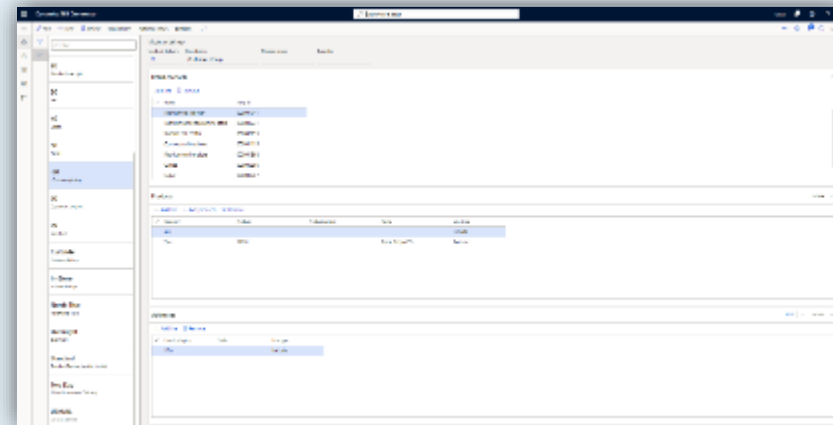
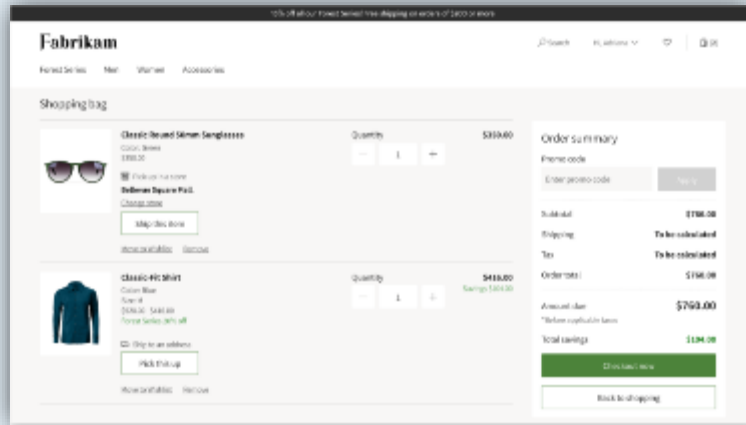
Customer journey for varied industries

- Modern platform appealing to organizations across a spectrum of industries like Manufacturing, CPG, Automotive etc. to power their digital commerce transformation
- Support scenarios across end-to-end customer journey with integration to Dynamics 365 Sales, Dynamics 365 Customer service & Power Virtual Agent

End-to-end integrated experiences

- Complete end to end commerce experiences right from PIM, Merchandising, Inventory mgmt., Supply chain management, Store operations, Digital experiences and so on

e-Commerce Enablement



Merchandising

- Organized structure to help customers find products
- Advanced pricing and promotions to drive engagement
- **Business partner catalogs & pricing**
- Accurate inventory through all channels
- Integrated rating and review capabilities

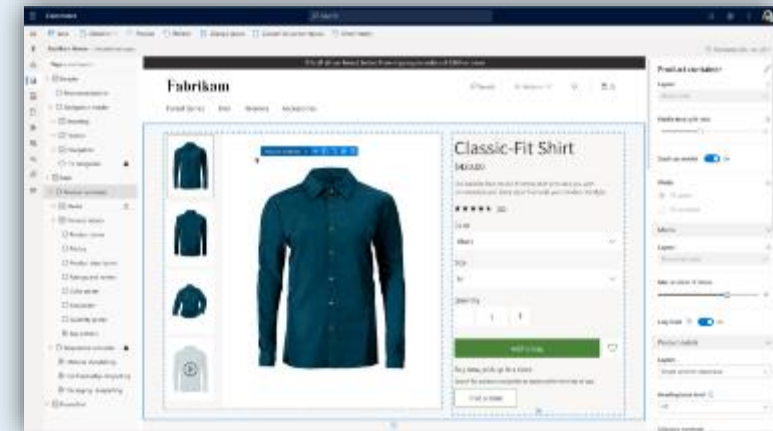
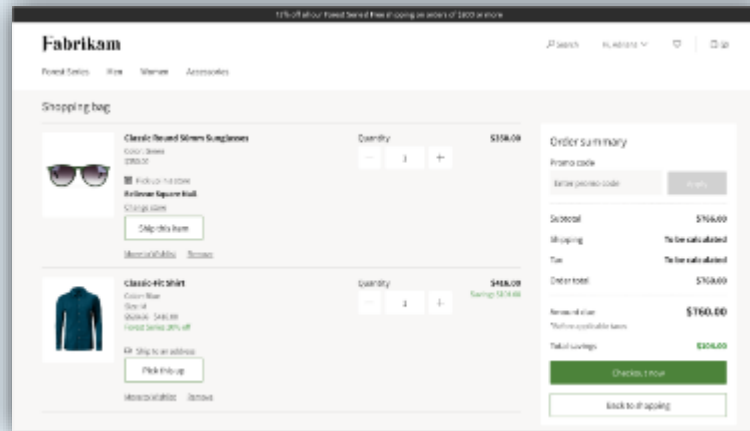
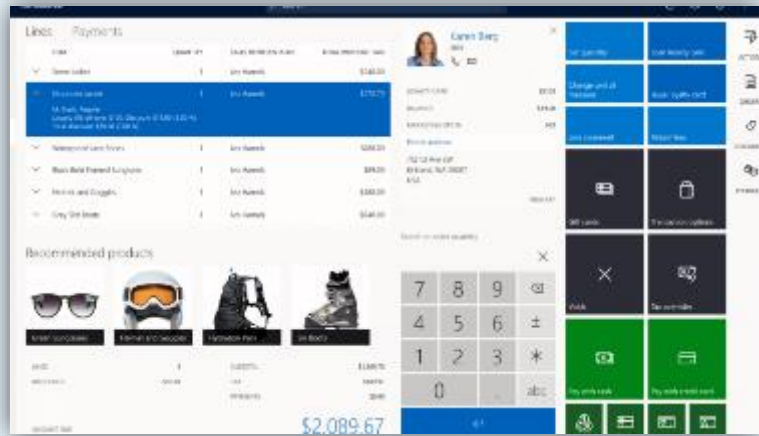
Order Management

- Seamless order management through traditional and emerging channels
- **Support CPQ, RFQ processes**
- **Quick Order entry based on previous orders, templates & quantity thresholds**
- Unified pricing rules across all channels
- **Define users' spending limits and place order 'on behalf of'**
- Order fulfillment and update notifications

Customer Management

- Understand your customers through data insights from their behavior and enhance cart to sale conversion through marketing strategies
- **Business partner onboarding & self-service with user specific access & roles**
- Provide loyalty incentives to encourage customer behavior you want
- Better engagement through personalization

e-Commerce Enablement



Omnichannel Experience

- Streamlined experience for customers regardless of channel interactions
- Comprehensive shopping experience across e-commerce, in-store and call center channels
- 360 view of your customers and sales

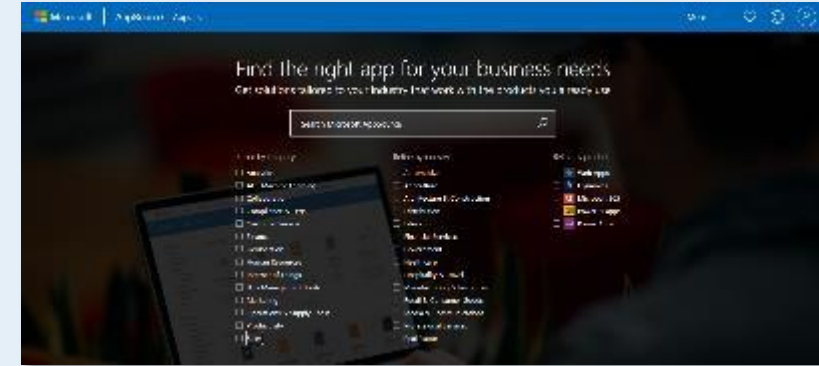
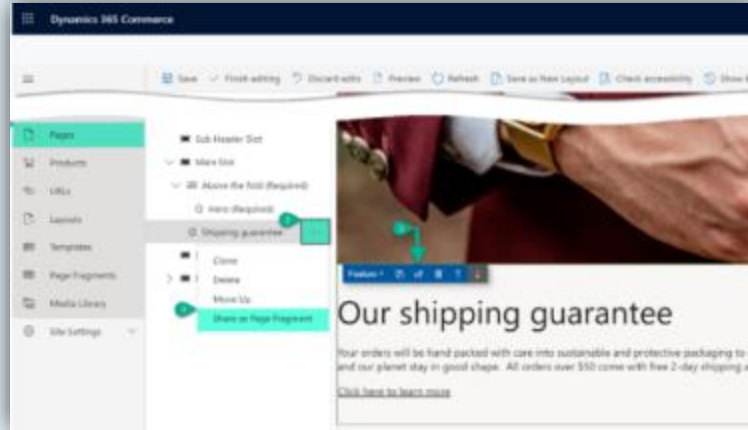
Common Back Office

- Digitalized Back Office to centralize and consolidate quality data
- Leverage data through all sales channels
- Ensure reliable and insightful data analytics
- Extend the solution capabilities with connectors available on Microsoft AppSource

Common Platform Management

- Simplified content management through scheduled content, page templates and approval processes
- Digital asset management to fully leverage company assets and accelerate content creation
- Storefront management tools to customize the customer experience

e-Commerce Enablement



Monitoring and Analysis

- Monitor sales and margin performance
- Track and audit your transactions through a consolidated dashboard with customizable views
- Access statements and customizable reports to support your sales strategy
- Understand the dynamic of your sales

Content Management

- Simplified content management through .CSS override
- Create fragments (site components) and page templates to facilitate the content creation
- Extensive digital assets library connected to the content creation tools
- Enhance site navigation by customizing flow that resonates with your customer

Advanced Capabilities

- D365 Commerce extends the most unified business application suite available into the e-commerce and omnichannel experience
- Endless new functionality available on Microsoft AppSource creating a flexible and customer driven e-commerce solution

02

Section 02:

Microsoft Dynamics 365 Commerce

Mazars Now! e-Commerce Rapid Implementation

Mazars Now! e-Commerce Rapid Implementation - Functional Scope



Home Page and Customer experience

- Predefined theme for a branded web site
- Consumer/Buyer self-service portal



Built-in web authoring and development tools

- Predefined layouts, fragments and modules for deployment of a branded website for order to cash lifecycle



Customer Authentication

- Customer registration
- Buyer onboarding
- Facebook sign In / Google sign in
- Customer account page



Product Management

- Products data migration templates
- Images and attributes
- Assortment hierarchy
- Inventory visibility

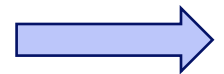


Shopping Experience

- Modern ways to buy
- Intuitive product discovery
- Detail product pages



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Mazars Now! e-Commerce Rapid Implementation - Functional Scope Continued from Previous Page



Pricing, Tax and Promotion

- Retail Pricing/loyalty/promotions
- Trade agreements
- Shipping and auto charges
- Native Tax Calculation



Shopping Cart and Checkout

- Persistent cart
- Upsell and cross-sell
- Order confirmation and notifications



Payments

- Adyen Payment Connector
- Instant payment confirmation
- Credit / Debit card / Native Gift Card
- Customer payment terms



Omnichannel journey

- Buy-online pickup in-store
- Curbside pick-up
- Delivery Time Slotting
- In-store pick-up cloud-application

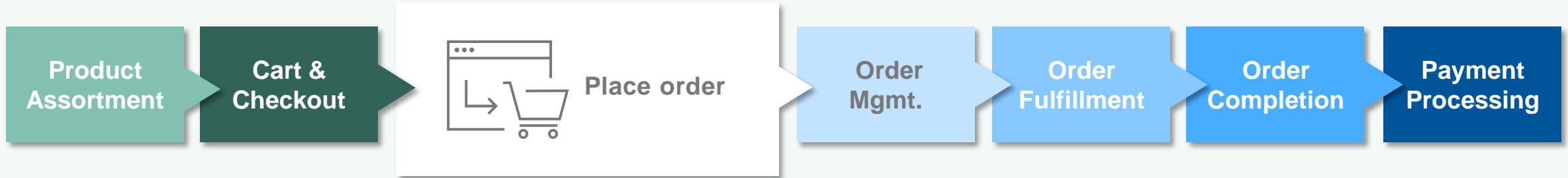


Application Management and Infrastructure

- Ledger Financial Integration
- CMS for business and technical users
- Out-of-the-box Reporting
- Cloud based infrastructure



Business process flow: e-Commerce Order-to-Cash



SUPPORTED FEATURES

- Branded Website
- Product Images
- Product Pricing
- Product Attributes
- Product Descriptions
- Product Information
- Assortment Configuration
- Physical Dimensions

- Payment Authorization
- Credit limit and terms
- Shipping Charges
- Sales Tax Calculation



Email notification
Natively integrated to HQ

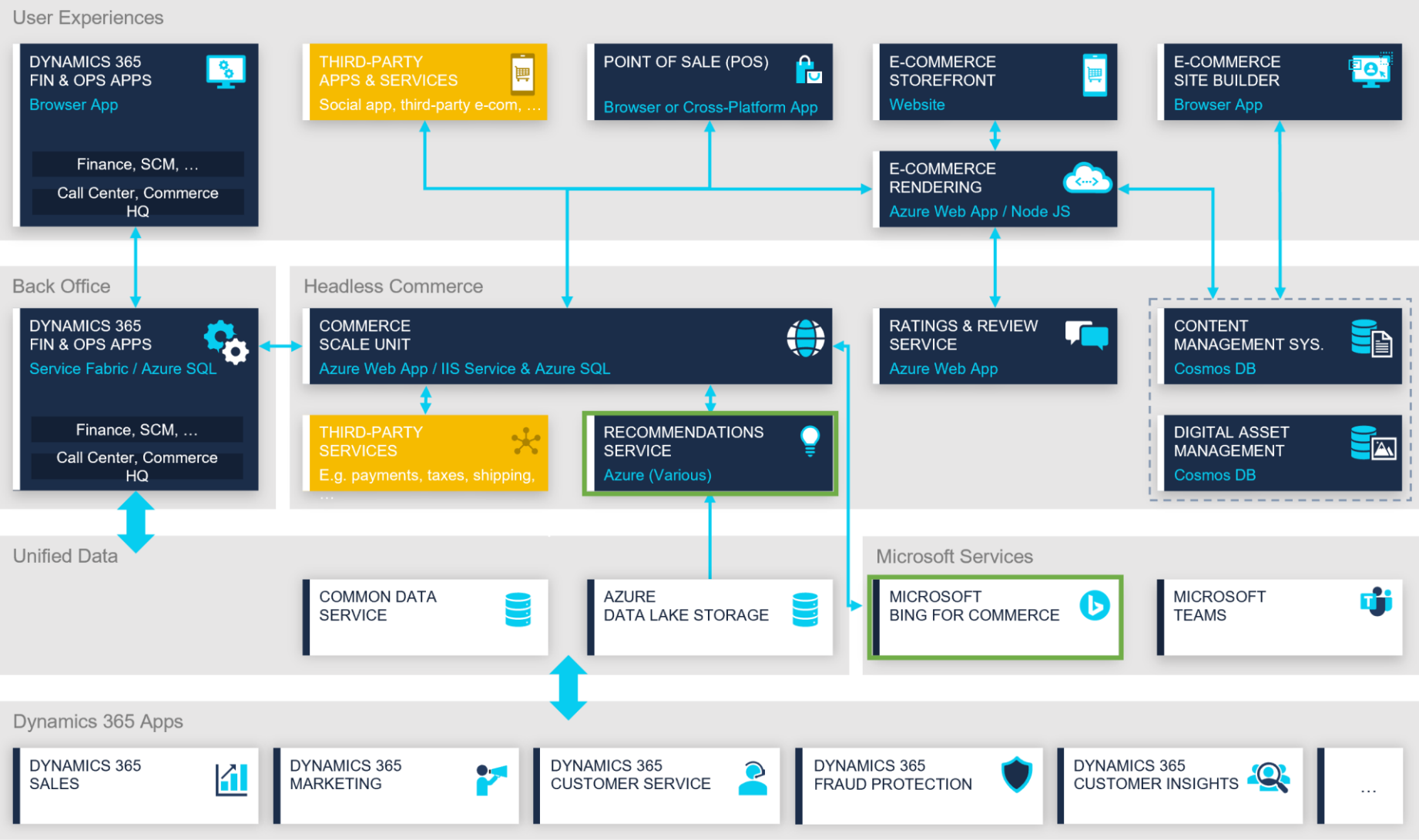
- Inventory Management
- Customer Management
- Quick template re-order
- Warehouse Operations
- Picking Release
- Backorder Mgmt.

- Pick-up in store
- Curbside and pickup slotting
- Shipping
- Packing Slip

- Order Invoicing
- Order Settlement

- Integrated Payment Processing
- Payment Capture
- Omnichannel payment tokenization

Microsoft Dynamics 365 Commerce Architectural Overview



Benefits of a Rapid Implementation

Kickstart your deployment
Start your path to optimizing your finance operations with rapid deployment of Microsoft Dynamics 365 for Finance



Minimize your up-front investment
Get 100% clarity on the scope, cost and estimated timeline with a pre-defined project roadmap



Standardize processes
Map your current business processes to new standard out-of-the-box processes supported by pre-configured workflows and reports



Build the foundation
Build the initial platform for further implementations
Implement new features and versions as needed



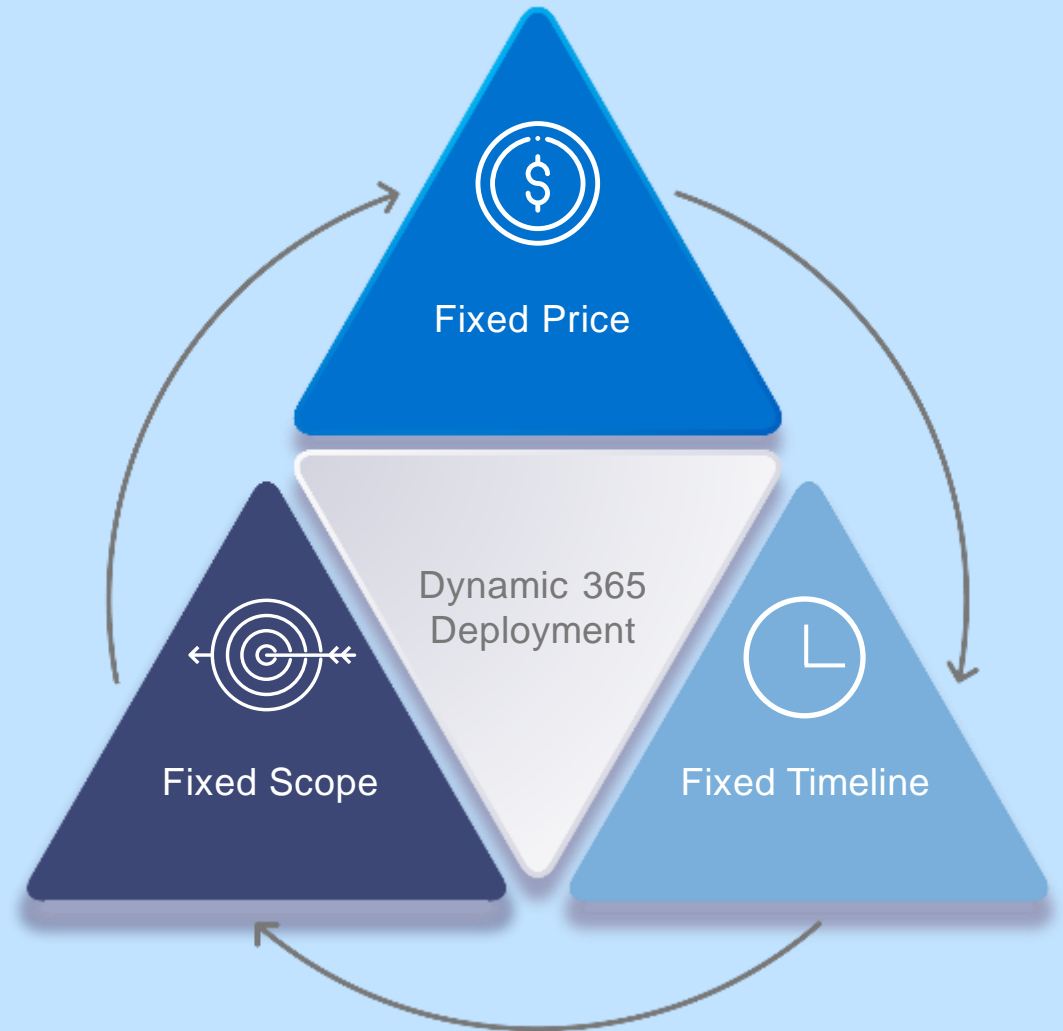
Faster Time to Value
By following a preconfigured and rapid implementation achieve faster time to value



Rapid Implementation Overview

- Utilize out-of-the-box Microsoft D365 preconfigured processes and functionality
- Achieve a faster initial implementation and learning of D365 for a lesser cost, while avoiding potentially unnecessary modifications.
- Reduce time spent on requirements gathering, design and configuration, while still following a proven methodology.
- Including key workflows, reporting, key user training and support for data migration, security and go live.
- Hosted by Microsoft in Azure
- Utilizing Mazars standard approach for Environment Management

Microsoft provided support via Fast Track and e-Commerce onboarding team is available for selected customers and industries. Contact us at Mazars to find out if you qualify



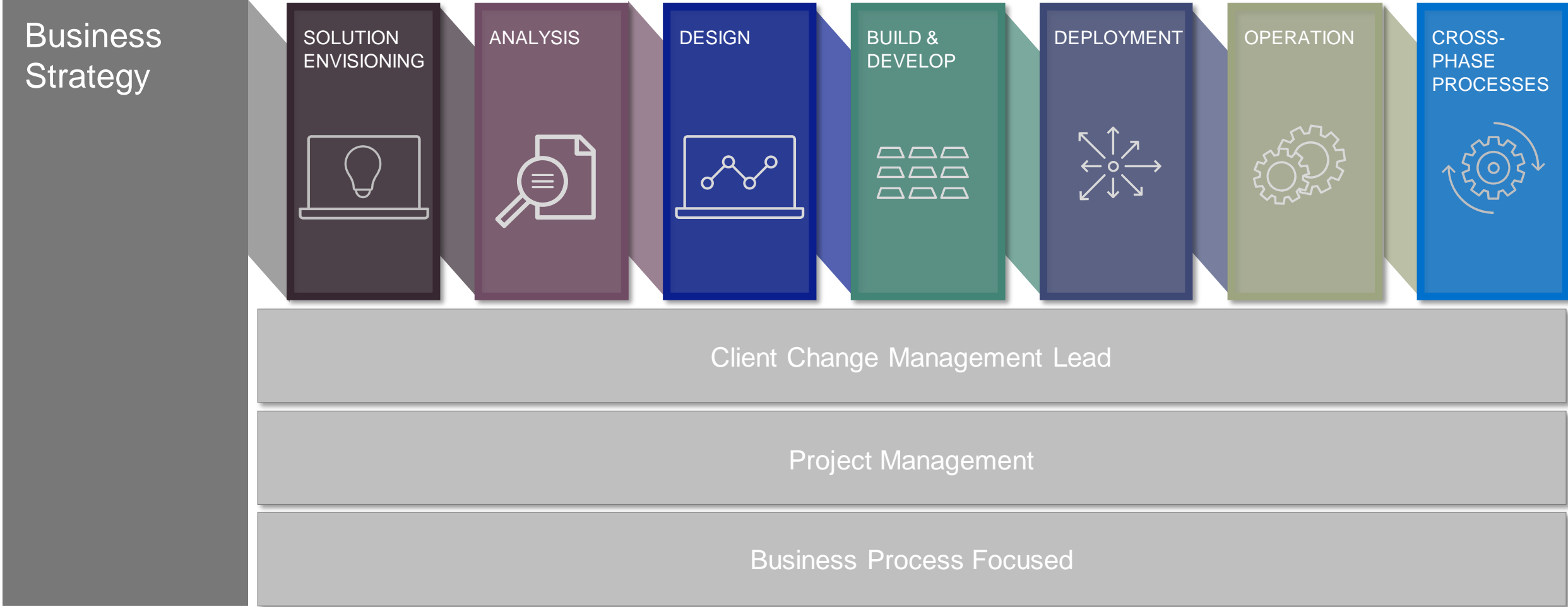
03

Section 03:

Implementation Methodology

Mazars Implementation Approach

Phased



04

Section 04:

MazarsNow! e-Commerce Rapid Implementation Pricing

Dynamics 365 e-Commerce – B2C Rapid Implementation Summary

NEW E-COMMERCE W/ MICROSOFT DYNAMICS 365 COMMERCE

SOLUTION SCOPE

- Rapid implementation approach
 - ✓ e-Commerce Digital Strategy through whiteboarding and planning sessions
 - ✓ End-to-end Walkthrough & Train-the-trainer core team training
- Application Management and Infrastructure
 - ✓ Azure AD B2C or B2B tenancy provisioning & configuration including Identity Providers
 - ✓ Lifecycle Services implementation engagement & Azure DevOps configuration
- Omnichannel shopping/purchasing experience
 - ✓ Predefined theme including skinning/graphics layout templates for a branded website
 - ✓ Product Information, pricing & promotions managed in HQ
 - ✓ Native gift card, tax & shipping rates engine
 - ✓ Inventory warehouse & fulfillment options to support preferred location pickup and delivery
 - ✓ Online transactional channel, omnichannel orders synchronization & update notifications
 - ✓ Adyen Payment connector setup combined with omnichannel payment tokenization
- Integrations using pre-built data entity mapping & packages
 - ✓ Inventory On-hand, Financial ledger and sales transactions export

B2C FEATURES SET

- Google, Facebook single sign-on, guest checkout, customer account page including wish lists, order history and status tracking,
- Channel specific retail pricing, loyalty programs and promotions
- Buy online, pickup in-store & curbside pickup delivery time slotting using Cloud POS application

RESOURCES

Project Manager
Solution Architect
Technical Consultant
e-Commerce Solution Architect
D365 Commerce Functional Consultant

TIMEFRAME

10 WEEKS

PRICING*

US \$250,000

* See pricing assumptions for details

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Dynamics 365 e-Commerce – B2B Rapid Implementation Summary

NEW E-COMMERCE W/ MICROSOFT DYNAMICS 365 COMMERCE

SOLUTION SCOPE

- Rapid implementation approach
 - ✓ e-Commerce Digital Strategy through whiteboarding and planning sessions
 - ✓ End-to-end Walkthrough & Train-the-trainer core team training
- Application Management and Infrastructure
 - ✓ Azure AD B2C or B2B tenancy provisioning & configuration including Identity Providers
 - ✓ Lifecycle Services implementation engagement & Azure DevOps configuration
- Omnichannel shopping/purchasing experience
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- Integrations using pre-built data entity mapping & packages
 - ✓ Inventory On-hand, Financial ledger and sales transactions export

B2B FEATURES SET

- Business partner onboarding process & buyer self-service portal and user specific order history view
- Business partner assortments, catalogs and trade pricing
- Quick Order entry based on previous orders, templates, placing order 'on behalf of', invoicing & payment on account by defining users' spending limits

RESOURCES

Project Manager
Solution Architect
Technical Consultant
e-Commerce Solution Architect
D365 Commerce Functional Consultant

TIMEFRAME

10 WEEKS

PRICING*

US \$250,000

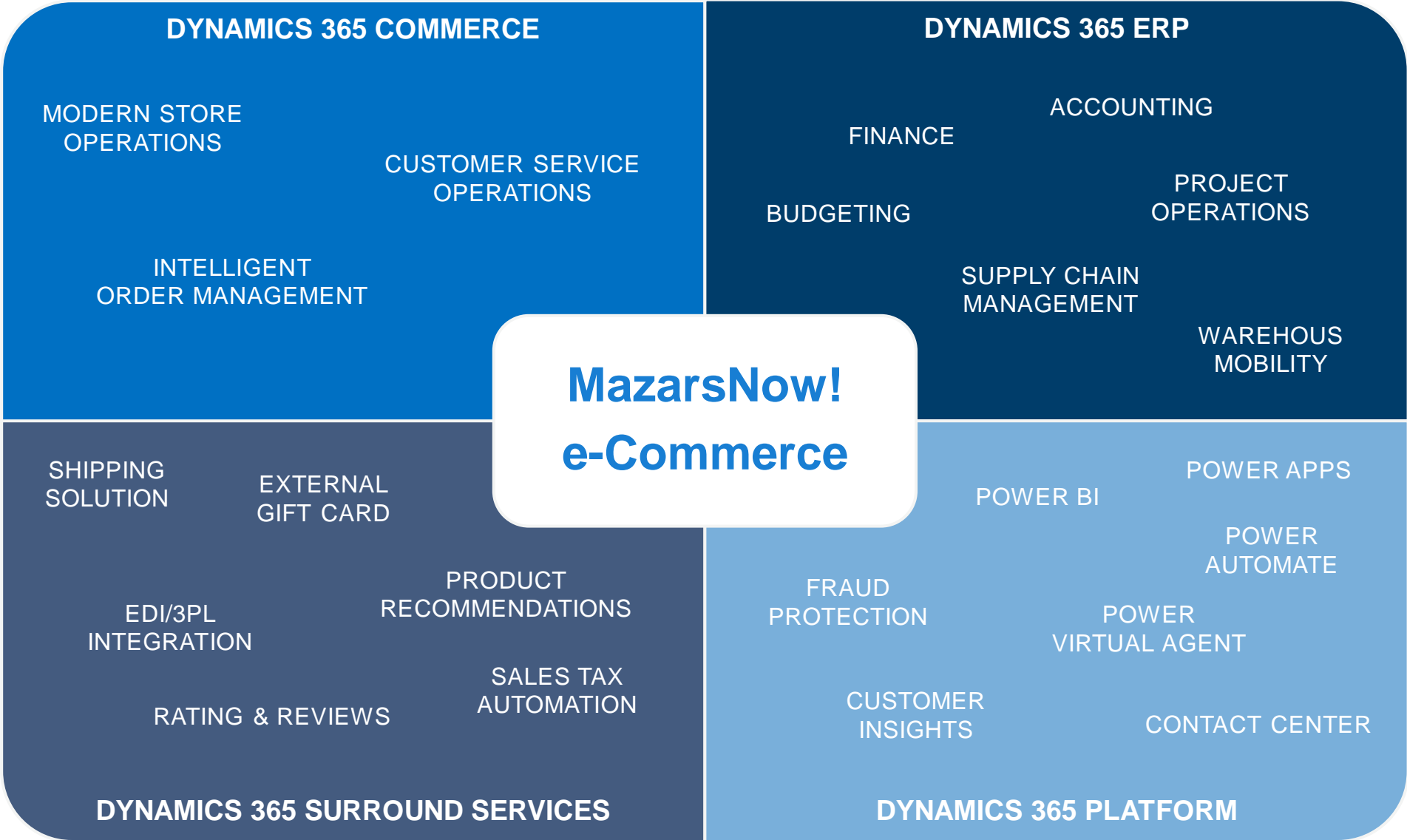
* See pricing assumptions for details

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Offering Assumptions

- Out of the box implementation without feature enhancements or additional integrations.
- Out of the box D365 reports and PowerBI dashboards.
- Maximum number of 100,000 total products and 100 category nodes.
- Maximum number of 5 store locations for pickup/curbside
- Customer will configure and maintain the out of the box sales tax definitions.
- Includes 3 integrations for financial ledger, daily inventory upload and periodic sales export. Additional integrations will be estimated separately.
- Customer has obtained Microsoft and 3rd party application licensing and subscription fees.
- Customer will obtain an Adyen agreement for payment processing fees.

MazarsNow! e-Commerce Rapid Implementation Additional Capability Options



05

Section 05:

About Mazars

Systems Integration – Microsoft

About Us

Mazars is a leading international audit, tax and advisory firm. Operating as a united organization, we work as one integrated team, leveraging expertise, scale and cultural understanding to deliver exceptional and tailored services in audit and accounting, as well as tax, financial advisory and consulting services.

90+

Countries and territories

26,000+

Professionals

318

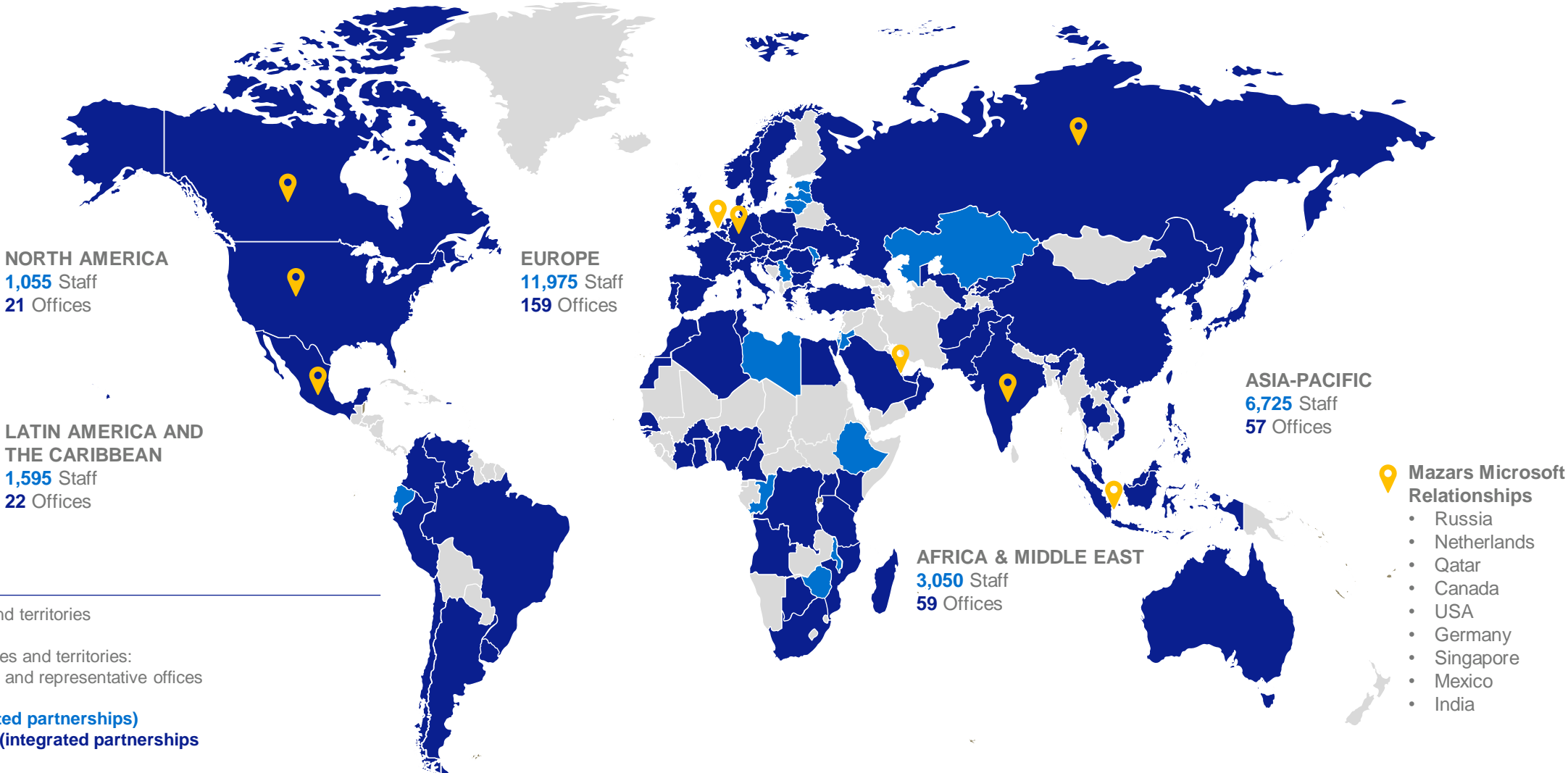
Offices

1,100

Partners worldwide



Serving Our Clients Worldwide



- Mazars Microsoft Relationships**
- Russia
 - Netherlands
 - Qatar
 - Canada
 - USA
 - Germany
 - Singapore
 - Mexico
 - India

Integrated countries and territories

Non-integrated countries and territories:
Mazar correspondents and representative offices

STAFF* (FTE/Integrated partnerships)
Number of OFFICES (integrated partnerships)

Valid as of January 1, 2020
*FTE at August 31, 2019

Mazars in the US

Mazars USA is a high-performing national firm with significant presence in strategic US geographies. Since 1921, our dedicated professionals have leveraged technical industry expertise to develop customized solutions for clients, create value, and optimize their performance.

We deliver dedicated group of industry specialists providing accounting, tax and consulting to growth-oriented enterprises and individuals. Our culture of diversity, collaboration and community is driven by our Guiding Principles of Association Respect and Excellence.

- **800 professionals** and more than **100 partners in 11 US offices**
- Named a top US accounting firm by *Accounting Today*
- Recognized by *Mergers & Acquisitions* for serving the needs of the middle and lower-middle market
- An integrated, customized approach – **Our full-service platform integrates accounting, tax and consulting services seamlessly to best address the critical issues our clients face**
- Specialized industry training for our team members at all levels, so that they are familiar with a client's total business environment

100+

Partners

800+

Professionals

11+

Offices

Since 1921, Mazars USA LLP has provided a unique combination of foresight and experience when fulfilling client needs in accounting, tax and consulting services.

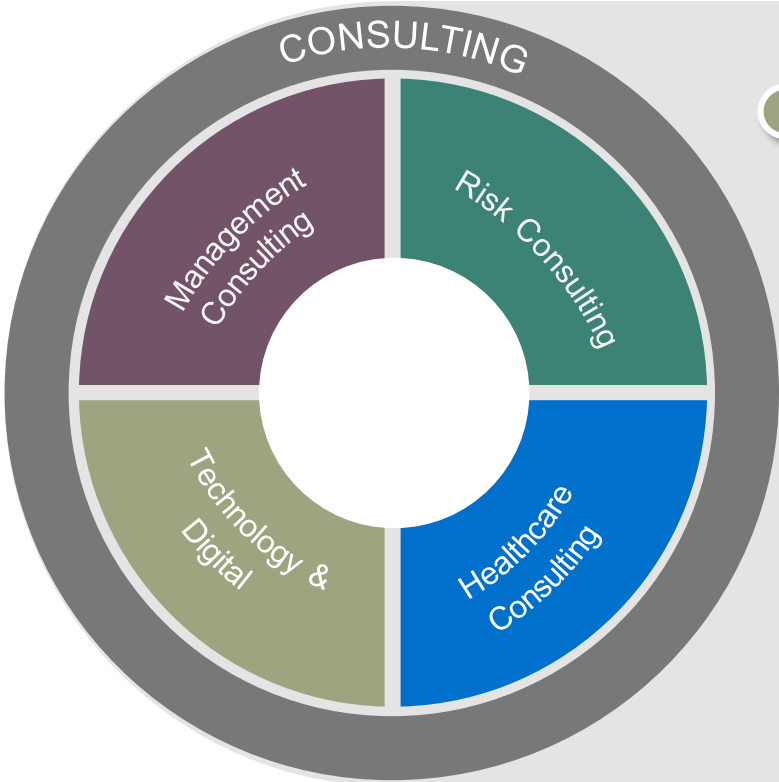
A full-service firm with a national focus and international reach.

Consulting

How We Can Help

At Mazars, we help leaders across the business – from top management through to finance, risk, IT and HR – to achieve alignment and deliver peak performance through collaboration, thoughtful advice and up-to-date technical and digital expertise.

We offer a broad range of management, risk, technology and digital consulting services: from change management and post-merger integration to internal audit and enterprise solution design. For example, our risk consultants can help design and implement processes to demonstrate sustained compliance with new business regulations, while our technology and management consultants can deploy cutting-edge process automation tools to redesign critical business processes and enhance efficiency.



- Technology & Digital Consulting**
 - Application Development and Data Integration
 - Data Analytics Enterprise Solutions
 - Enterprise Resource Planning
 - Robotic Process Automation
 - Systems Integration – Microsoft
 - Workforce Management Solutions

- Management Consulting**
 - Business Strategy & Execution
 - Operational Improvement
 - Organizational Change Leadership
 - Organizational Resilience
 - Technology Enablement

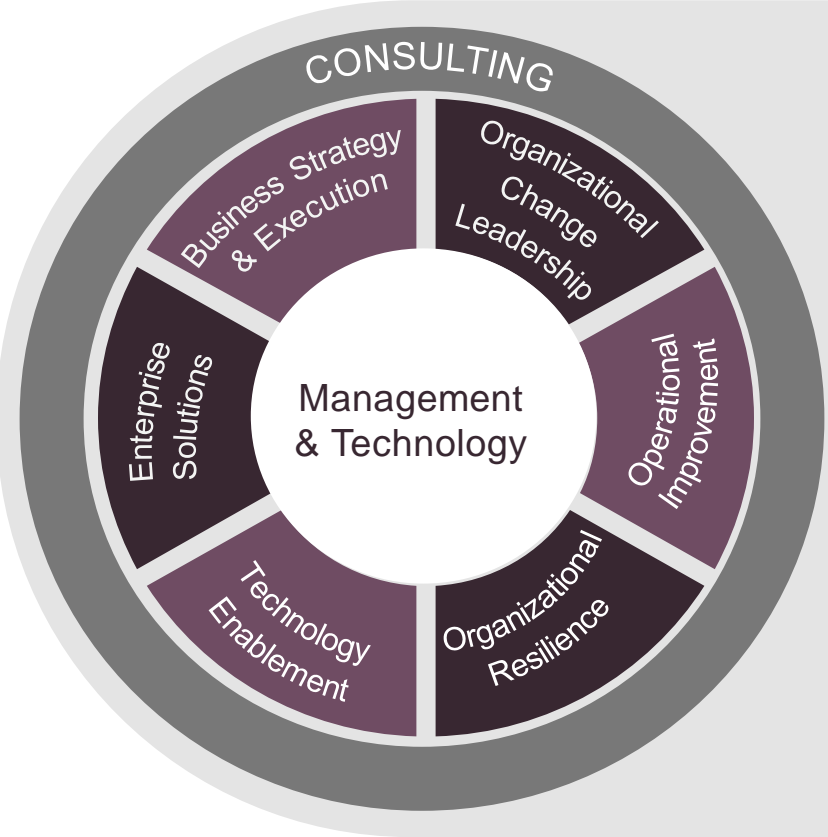
- Risk Consulting**
 - Controls Transformation
 - Enterprise Risk Management
 - Internal Audit
 - IT Assurance & Advisory
 - Regulatory Compliance

- Healthcare Consulting**
 - Healthcare Operational Performance Improvement
 - Healthcare Payer-Provider Advisory
 - Healthcare Regulatory Compliance

Management Consulting

How We Can Help

We work with clients to plan and execute mission-critical projects related to strategy, operations, resilience, technology, and leading our clients through complex change. Our professionals offer a unique combination of industry expertise and hands-on delivery that helps clients adapt to, and thrive in, an ever-changing business, technology, and regulatory environment.



- Business Strategy & Execution**
 - Strategy Articulation & Alignment
 - Post-Merger Integration
 - Project Management PLUS+

- Organizational Resilience**
 - Business Continuity Planning
 - Crisis Management Planning
 - Disaster Recovery Planning
 - Emergency Management Planning
 - Pandemic Planning

- Organizational Change Leadership**
 - Change Readiness Assessments
 - Change Management Planning, Design and Development
 - Communications Strategy, and Execution
 - Leadership/Stakeholder Engagement
 - Strategic Facilitation Services
 - Training and Infrastructure Design

- Technology Enablement**
 - Cloud Strategy & Migration
 - Data Analytics
 - Enterprise Technology Solutions
 - IT Architecture, Design & Implementation
 - IT Assessment, Strategy & Roadmap
 - Technology Evaluation & Selection

- Operational Improvement**
 - Business Process Improvement
 - Operational Assessments
 - Organizational Design
 - Process Automation (RPA)
 - Supply Chain Operations

- Enterprise Solutions**
 - Application Development and Data Integration
 - CRM/CE Solutions
 - ERP Solutions
 - Robotic Process Automation (RPA)
 - Systems Integration – Microsoft
 - Workforce Management Solutions (WFM)

Our value proposition

Why Choose Mazars?

At Mazars in the US, we build long-term, mutually beneficial relationships with our clients, and strive to exceed expectations at every step of our association.

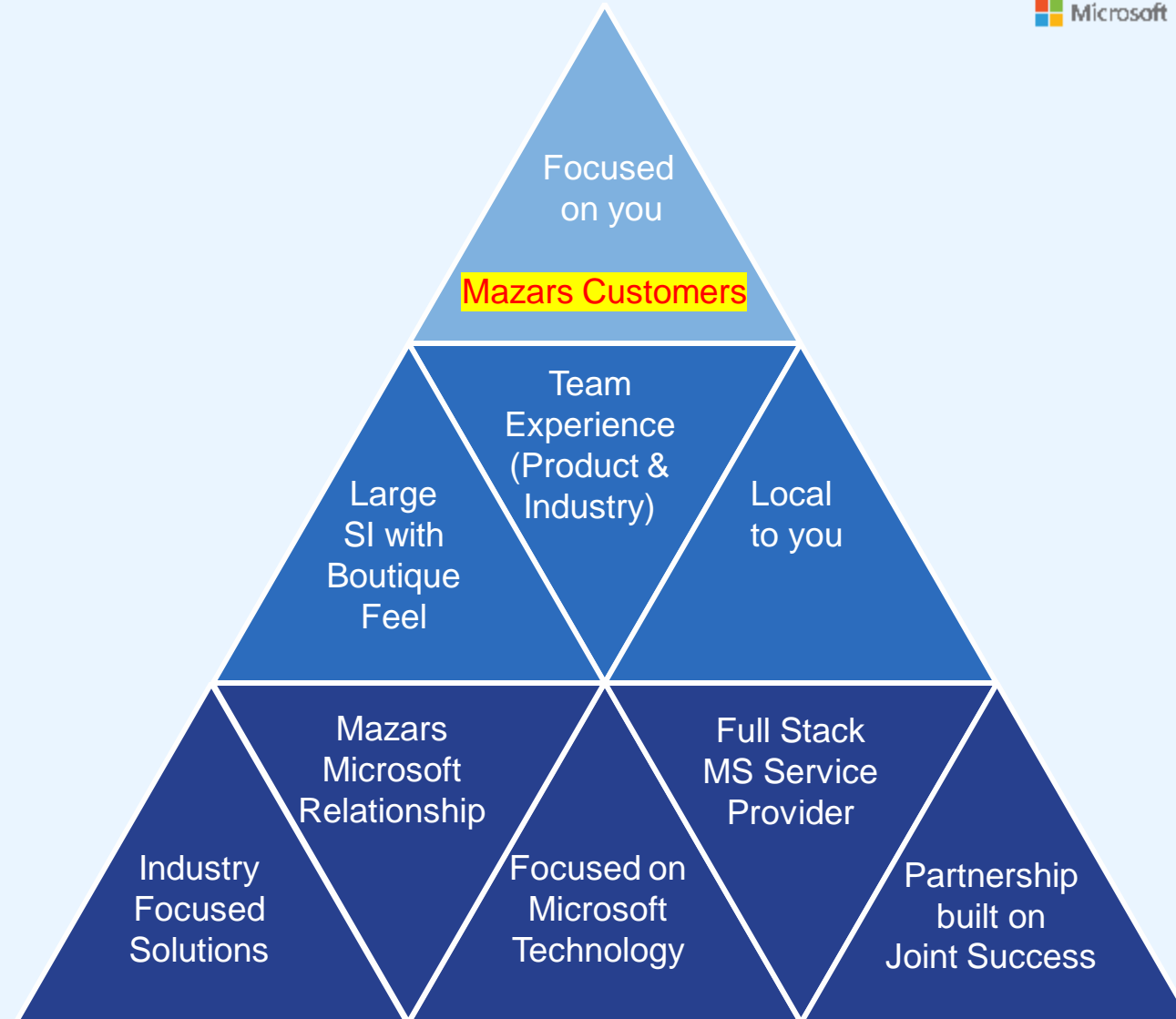
- Quick, accurate technical issue resolution
- Exceptional service
- Effective communication

With Mazars' Systems Integration – Microsoft team, our clients achieve:

- ✓ Digital connectivity
- ✓ Improved business models and outcomes
- ✓ Consolidation and optimization of legacy platforms to maximize efficiencies

Our end-to-end solutions in automation (RPA), ERP, cloud, CRM, field services, analytics, and IT infrastructure help our clients perform better and faster through agile delivery methods.

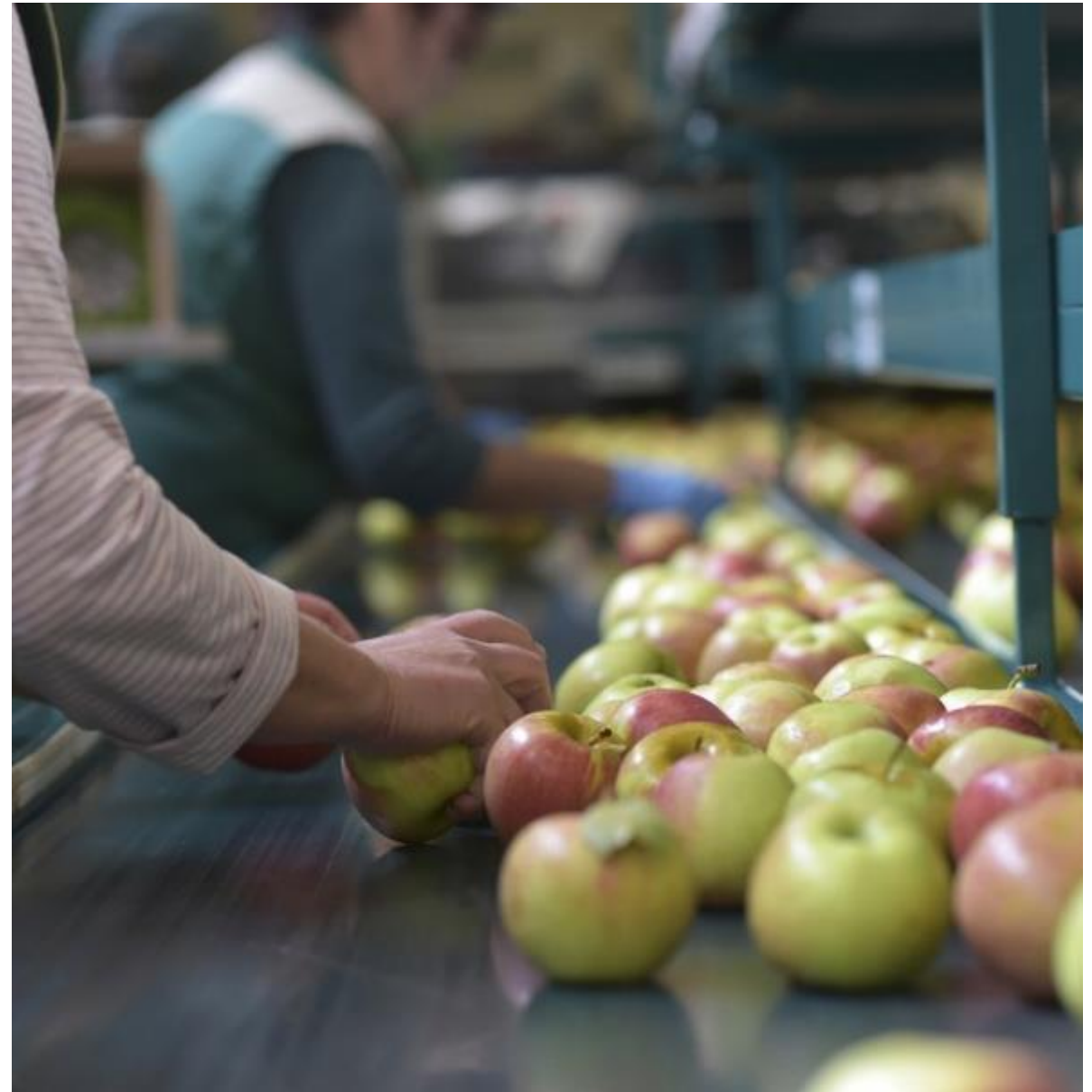
Gold
Microsoft Partner



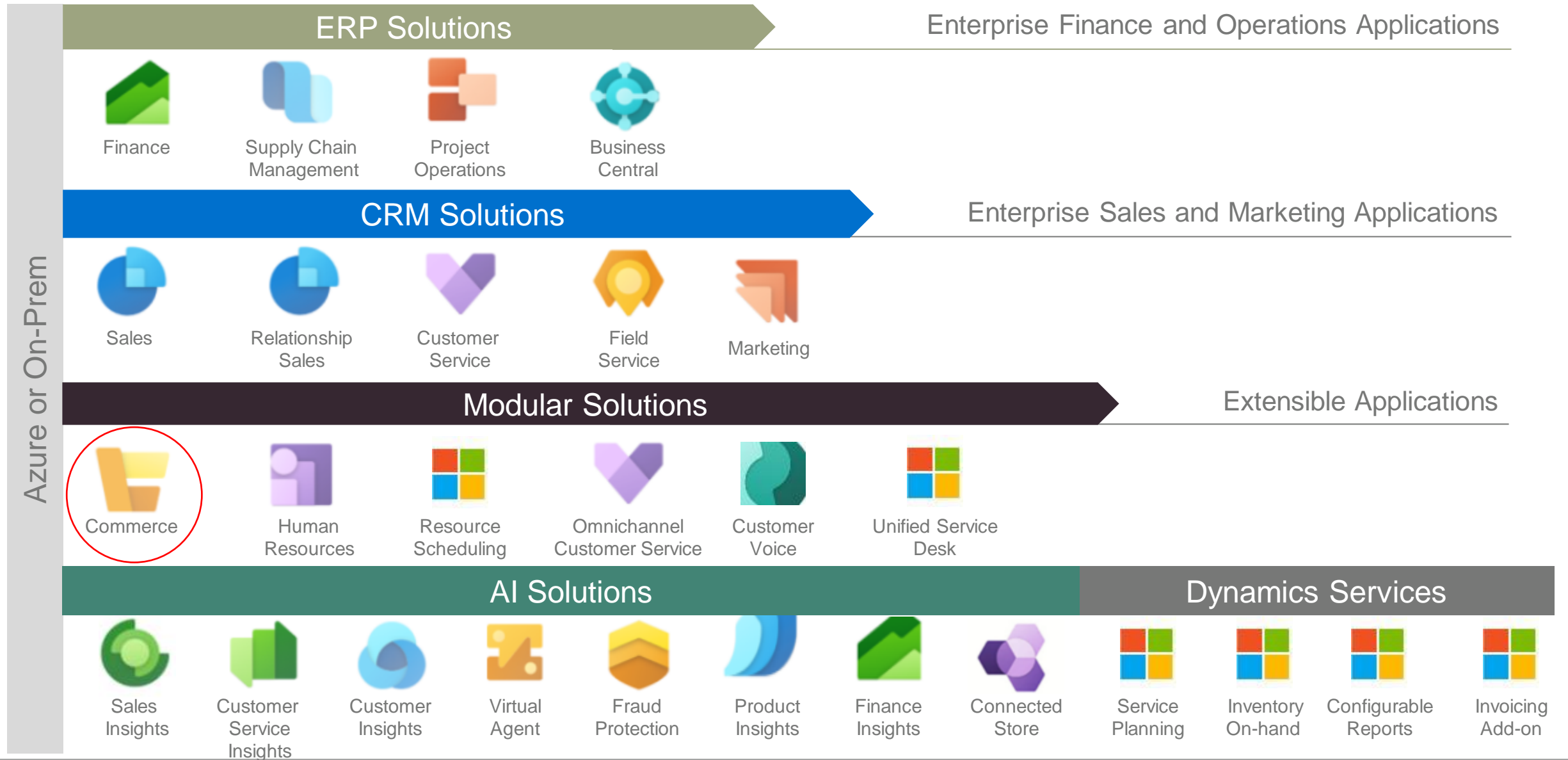
Our promise to you

We promise quality expertise, agility and understanding that deliver answers and experiences that are right for you.

- **Confidence in all aspects of your business.** You will receive expert advice across all areas of your business. We go beyond the task at hand to find an answer that works for you and your business.
- **Time to focus on growing you business.** Rest easy and spend more time on you core business knowing that our advisors rely on a connected team of experts across the full range of business and compliance issues.
- **Experience with companies like yours.** We are an integrated team of entrepreneurs like you. We have built our own business, and serve over 50,000 businesses, across all sectors, worldwide.
- **A trusted long-term partner that supports your ambitions.** We understand that the opportunities and challenges you face are unique, and that you have your own personal reasons for doing what you do. We believe a healthy society is built on the success of businesses like yours.



Dynamics 365 Ecosystem



Contact

John Accardi
Principal
john.accardi@mazarsusa.com

Mazars USA LLP is a high-performing accounting, tax and consulting firm with significant national presence in strategic U.S. geographies. Since 1921, our dedicated professionals have leveraged technical industry expertise to develop customized solutions for clients, create value, and optimize their performance. We offer a broad array of industry specialists providing services to growth-oriented enterprises and individuals. As the independent US member firm of Mazars Group, which operates in over 90 countries and territories around the world, we deliver seamless access to the expertise of 26,000+ professionals. At local and global levels, we are proud of our value-added services, building lasting relationships with our clients and communities. For more information, visit us at www.mazars.us.

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Twitter:
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www.instagram.com/mazarsus