

Delight your customers while optimising your operations...

Delivering a marketplace for today's connected customer doesn't require massive development or expense. Columbus's eCommerce solution allows organisations to quickly deploy a new eCommerce site in just a few weeks using pre-built templates for a single, fixed monthly fee, covering all required software, services and infrastructure.

Designed for today's fast-moving mobile and cloud environments, Columbus eCommerce enables you to establish, manage, and evolve an online retail presence that helps your B2B customers take care of their needs and stay connected with you as their preferred vendor.

The Columbus eCommerce web solution, delivered via the Microsoft Azure cloud, is fully integrated with Microsoft Dynamics 365. As a result, it can be fully configured and deployed in weeks without disruption to ongoing business operations or extra hardware requirements.

Key benefits of a fully integrated eCommerce solution:

Deliver a user-friendly, seamless customer experience

- ✓ Provide the same immersive environment with rich content on mobile devices, tablets, laptops, and desktop computers
- ✓ Enable customers to handle orders and manage their accounts on their own
- ✓ Make it easy for customers to find products with prompts and sorting choices
- ✓ Watch site traffic and purchase patterns, and introduce improvements on the fly

Grow your business across channels and market segments

- ✓ Use the solution's multilanguage and multicurrency features to grow into international markets
- ✓ Take advantage of the business analytics and insight tools on the Dynamics 365 platform to understand retail data and target your offerings at the most promising customer segments
- ✓ Use the same resources to run the online business as a key element of your B2B retail portfolio, which could also include field, catalog, in-store, and phone sales
- ✓ Adjust navigation to fit your markets and priorities when you launch multiple retail sites

Operate from a single source of truth

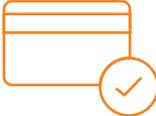
- ✓ Seamlessly transfer vital ERP processes and data into a robust, user-friendly web store
- ✓ Drive pricing, discounts etc directly to your website without manual interaction directly from Dynamics 365 business rules
- ✓ Benefit from enterprise level features without the bloat thanks to standard D365 retail integration, with no customisations needed
- ✓ Automatically update both your website and ERP, without the need to revisit customised integration pieces, speeding up new feature sets

Get started today to:

- Reduce data errors
- Minimise manual order handling
- Diminish system administration risk
- Offer a seamless, user-friendly customer experience



Features and Functionality:

 <p>Customer self-service Let your customers decide what level of interaction and support they want. In Columbus eCommerce, they can control their account detail, view order history, track shipments, simplify reorders, reset passwords, connect with you through chat, verify reward points, and handle their gift registries and gift certificates</p>	 <p>Advanced SEO We are always updating the solution to stay current with SEO best practices. You can use metatags for products, categories, and departments, and increase site traffic with static product and category pages that search engines can crawl and index.</p>
 <p>Personalisation Leverage customer engagement and by connecting eCommerce with social media, enabling community sites, and chat. Get insights behind buying behaviours to better tailor your offering and increase customer satisfaction.</p>	 <p>Demand projection Make it easier to anticipate and meet demand by enabling registered and anonymous customers to designate favourites and set up wish lists. Visualise buying behaviours and trends.</p>
 <p>Shopping cart Let customers use a persistent shopping cart over return visits, and recommend products based on the items in their carts. Customers do not need to refresh the page when they add items to the cart. Remind them via when they have seemingly abandoned their shopping cart.</p>	 <p>Pricing Columbus eCommerce always applies current pricing, applicable discounts, promotional prices, and coupons to customer accounts and customer groups in sync with your business rules. Seamless integration to your ERP means pricing and promotions stay current across all sales channels.</p>
 <p>Content management Build and manage pages with static and dynamic content, including banners, customer reviews and ratings, item carousels, promotions, and product codes. The solution supports unlimited content managed zones within pages on the site.</p>	 <p>Efficient checkout The solution enables an enclosed checkout process with all appropriate choices for payment and shipping options as well as tax. Offer registration-based, required log-in, and anonymous checkout.</p>
 <p>Flexible product management Set up products with simple templates for item types, with images, zooming, and rotation, price and stock figures, size and color choices, customization options, and more. Organize products and product kits by categories, departments, and brands, with automatic best-seller promotion.</p>	 <p>Security Columbus eCommerce supports SSL encryption and comes with powerful security features to safeguard the integrity of your transactions, customer data, and intellectual property.</p>

The only completely serviced, fully out-of-the-box Microsoft Dynamics 365 B2B eCommerce solution designed to enhance and enable scale to your retail business in weeks.

About Columbus

Columbus is an international IT services company serving customers worldwide. We are experts in developing and providing digital business applications that help our customers in the digital transformation of their business. We are specialist within the industries retail, distribution, food and manufacturing. We've proved this through more than 28 years of experience with more than 8,000 successful business cases. Columbus has offices and partners all around the world.

Columbus uses its deep industry knowledge and innovation to take an organisation's digital priorities and make them a reality. We have done the legwork to test and develop Industry X.0 technologies to ensure they are applicable and implementable based on industry environments and standards. Columbus helps organisations realise the benefits of digitalisation brings to the industry today, for a future-proof tomorrow.

To find out how Columbus can partner with you on your digital transformation please contact marketinguk@columbusglobal.com or visit www.columbusglobal.com