



# Dynamicweb feature list

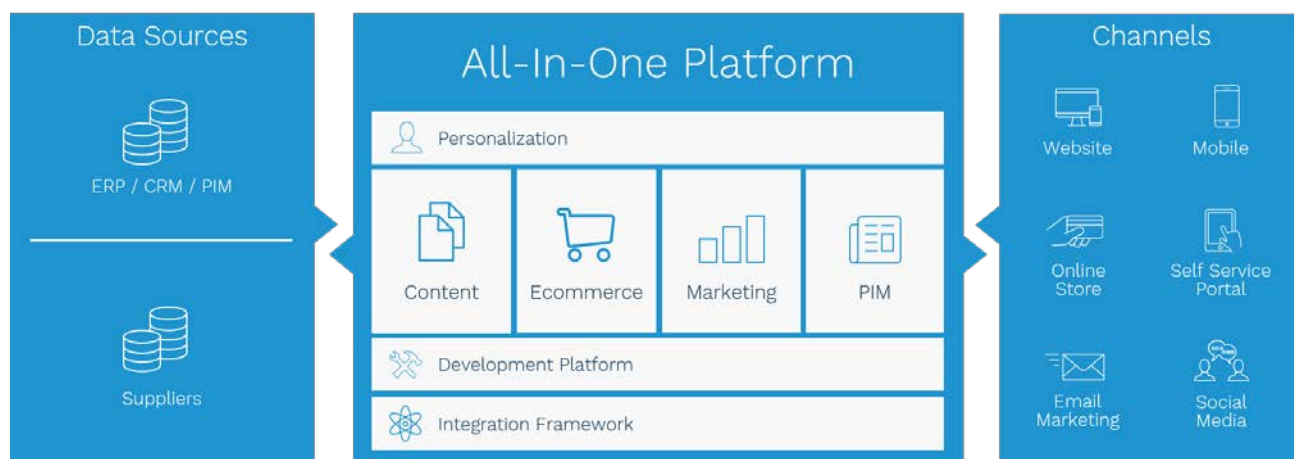
A full overview of available features in Dynamicweb  
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## Dynamicweb All-In-One Business Platform

Dynamicweb helps you deliver powerful customer experiences across all channels with one integrated platform. With Dynamicweb you do not need 3 or 4 different systems to manage your website, ecommerce, online marketing and social media presence. All your data is in the same platform ready to deliver personalized messages across all channels.



Dynamicweb is delivered as an All-In-One Business Platform for large and medium enterprises with all available functionality and the ability to scale with enterprise service levels. For smaller companies the Web and Ecommerce editions are available with certain limitations regarding scalability and functionality.

This feature list outlines the available features in the platform.

## Content Management

Dynamicweb supports your business with a powerful web content management platform. It is user friendly and designed to handle all your content including deployment for multiple sites, mobile, personalization and several content editors.

Content Authoring	Web & Ecommerce	All-In-One
In browser "Word like" editing of content	✓	✓
Inline editing directly on the website	✓	✓
Define and publish user specific content using item types	✓	✓
Draft mode, direct publishing and scheduled publishing	✓	✓
Multiple websites in one solution	Add on	✓

Mobile	Web & Ecommerce	All-In-One
Full support for responsive design	✓	✓
Content adaption for mobile and tablets	✓	✓
Preview in different screen resolutions	✓	✓
Create mobile and tablet specific websites	✓	✓

Multiple Websites & Languages	Web & Ecommerce	All-In-One
Unlimited language versions of your websites		✓
Handle multiple websites in same solution	Add on	✓
Let websites inherit structure and content from master site	Add on	✓
Use content delivery network (CDN) settings per website		✓

Versioning & Workflows	Web & Ecommerce	All-In-One
Unlimited versions		✓
View page at a specific time in the past		✓
Restore previous versions		✓
Compare versions		✓
Setup multiple workflows		✓

Media & Files	Web & Ecommerce	All-In-One
Upload files and entire folders	✓	✓
Resize images on upload	✓	✓
Browser based image editor	✓	✓
Automatic thumbnail creation	✓	✓
Meta data tagging	✓	✓
File and image gallery publishing	✓	✓
'Drag and drop' for files and images	✓	✓

Specialized Content Publishing	Web & Ecommerce	All-In-One
Create image galleries	✓	✓
Print any page as PDF	✓	✓
Publish PDF files in galleries	✓	✓
Publish files and folders	✓	✓
Create news, calendar events, FAQ, Maps, Polls + other content types	✓	✓
Host a forum on your website	✓	✓
Build web forms for user interaction	Add on	✓

Users & Permissions	Web & Ecommerce	All-In-One
Unlimited users and user groups	✓	✓
Manage permissions for websites and pages for content editors	✓	✓
Use full impersonation for complete access to content	✓	✓
Protect content with authorization	Add on	✓
Personalize content with permissions	Add on	✓

Reporting	Web & Ecommerce	All-In-One
Built-in reporting	✓	✓
Website and page analytics	✓	✓
Integrate to analytics software like Google analytics	✓	✓

## Ecommerce

Benefit from Content Management and Ecommerce in one platform with support for both B2C and B2B deployments. Dynamicweb scales to multiple shops with individual branding and support international setups with local currency, VAT and delivery methods. Sophisticated search capabilities like filtering, upselling and cross selling are available for better user experience and higher sales.

Ecommerce capabilities	Web & Ecommerce	All-In-One
Best practice standard product properties	✓	✓
Extendable product properties	✓	✓
Vary product properties based on product type	✓	✓
Define individual publication periods on products	✓	✓
Extend ERP integration with additional information	✓	✓
Bill of Materials and configurable products	✓	✓
Multi stock management	✓	✓
Brand management	✓	✓
Manual and dynamic handle of related products	✓	✓
Unlimited dimensions of variants	✓	✓
Dynamic updated groups based on product properties search	✓	✓
Publish customer specific PDF catalogues	✓	✓
Use “back in stock” notifications	✓	✓
Customer specific assortments		✓
Define assortments for anonymous users		✓
Inherit product category fields to subgroups		✓

Shopping Cart	Web & Ecommerce	All-In-One
Fully customized checkout flow	✓	✓
17 built-in payment gateways (see Integration Framework for details)	✓	✓
One-page checkout possibility	✓	✓
Shipping fee calculation including option for volume and weight	✓	✓
Payment fee calculation	✓	✓
Tax calculation including integration for US tax calculation	✓	✓
Save credit card information	✓	✓

Search, Filters and Facets	Web & Ecommerce	All-In-One
Search using Lucene index	✓	✓
Type ahead free text search	✓	✓
Phonetic search	✓	✓
Narrow search results with facets and filters	✓	✓
Vary facets on product type or product groups	✓	✓

Price Management	Web & Ecommerce	All-In-One
Multi-currency prices	✓	✓
VAT and sales tax grouping	✓	✓
Customer and user specific prices		✓
Price management – vary on 5 dimensions	✓	✓
Advanced price management – vary on 12 dimensions		✓
Add VAT group on product for each country		✓
Ledger entries (receive down payment on your debtor balance)		✓
Using Integration Framework for live price calculation		✓



Search Engine Optimization	Web & Ecommerce	All-In-One
User friendly over writeable URL's	✓	✓
Prices, product ratings and review in Google search results	✓	✓
Products included in sitemap.xml	✓	✓
Full meta data and canonical support	✓	✓
Handle duplicate content with automatic 301's and canonicals	✓	✓
Google Merchant Center feed	✓	✓

Discounts & Vouchers	Web & Ecommerce	All-In-One
Built-in analytics driven cross- and up-selling	✓	✓
12 built-in discounts like quantity, free shipping, bundling etc.	✓	✓
Vouchers (unique or general)	✓	✓
Extendable discount system – create specialized discounts	✓	✓
Time limited discount and prices	✓	✓

Global Ecommerce and Multi-shop	Web & Ecommerce	All-In-One
Manage entire shop setup in multiple languages	Up to 4 languages	✓
Multi-currency support	✓	✓
Delivery and payment options varied by delivery country	✓	✓
Differentiated VAT based on country	✓	✓
Country and region based fee calculations	✓	✓
Multi delivery country setup	Up to 4 countries	Unlimited
Multiple shops in one solution		Version specific

Order & Customer Center	Web & Ecommerce	All-In-One
Order history and reordering	✓	✓
Access full list of orders from multiple users with different user IDs	✓	✓
Multiple wish and favorite lists	✓	✓
Accounts and sales representative login and impersonation	✓	✓
Track and trace link handling	✓	✓
Return Merchandising Authorization (RMA) reporting and flow		✓
Provide quotes that can be manually modified before turned into order		✓
Enable recurring orders		✓

Scalability*	Web & Ecommerce	All-In-One
Maximum number of products (per server)	Up to 1,000	+ 1,000,000
Maximum products per category (per server)	Up to 1,000	+ 50,000
Maximum Ecommerce categories (per server)	Up to 1,000	+ 10,000
Cached output data	✓	✓
Network Load Balancing		Add on

\*Scalability depends on the server setup for the given solution

Customer club – Loyalty Points	Web & Ecommerce	All-In-One
Reward your customers with loyalty points when placing orders		✓
Create product assortments available for purchase with loyalty points		✓
Display customer balance and configure loyalty points in Dynamicweb		✓
Use gift cards to purchase products	✓	✓

## 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 comes with both frontend / backend access.

Enrichment	Web & Ecommerce	All-In-One
Intuitive product overview for enrichment of all product information		✓
“Single-source” for inheriting data across variants and language		✓
Group products into different groups / containers		✓
Import / export product data in Excel format		✓

Validation	Web & Ecommerce	All-In-One
Customizable dashboards with detailed graphical overview		✓
Full product search capabilities across all structures and languages		✓
Setup email notifications based on individual search criteria		✓
Proof (preview) of product content, direct in LIVE ecommerce environment		✓

Distribution	Web & Ecommerce	All-In-One
Utilize the integrated CMS and Marketing platform capabilities		✓
Open Integrations framework for 3 <sup>rd</sup> party systems and solutions		✓
Export product data (images and text) for InDesign etc.		✓
Integration API to Product content and Digital assets		✓

Frontend and self-service	Web & Ecommerce	All-In-One
Self-service for partners to access and download assets		✓
Download and convert assets to relevant formats (incl. ICC data)		✓
Export product data for catalog systems, Adobe InDesign, Excel etc.		✓
Auto-generated PDF data-sheets based on selected product		✓

## Marketing

Drive more traffic, generate leads, create campaigns, and raise conversions through Dynamicwebs comprehensive marketing platform.

Email Marketing & Campaign Automation	Web & Ecommerce	All-In-One
Page based emails with possibility to reuse content and products	✓	✓
Personalized emails with custom field tags	✓	✓
Define dynamic segments of recipients as alternative to lists	✓	✓
Split test two versions of your email	✓	✓
Schedule email send-out to specific dates and times	✓	✓
Re-send emails to unresponsive recipients	✓	✓
Extended reporting and analytics of links and recipients actions	✓	✓
Delivery using authorized servers e.g. SendGrid to avoid spam trapping	✓	✓
Abandoned shopping cart campaigns		✓
Send text messages (SMS) to customers and user groups		✓

Search Engine Optimization	Web & Ecommerce	All-In-One
Full control of meta data for all pages, products and other content	✓	✓
Built in SEO recommendation engine	✓	✓
Control URL layout and overwrite names in URL	✓	✓
301 redirect any URL to new location	✓	✓
Handle duplicate content with automatic 301's and canonicals	✓	✓

Split Testing	Web & Ecommerce	All-In-One
Test different versions of your content and design		✓
Improve conversion rates by testing different call to actions		✓
Test on 10 different conversion metrics		✓
Compare conversions of original and variation		✓
Pick winner based on statistical significance or manually		✓

Social Media Publishing	Web & Ecommerce	All-In-One
Publish to Facebook and Twitter directly from the content source		✓
Integrate to multiple accounts on each media		✓
Publish new content to social media in one click		✓
Measure incoming traffic from posts and tweets		✓







Lead Generation	Web & Ecommerce	All-In-One
View visitor statistics sorted by their engagement		✓
Get company names (where available) on anonymous visitors		✓
See entire visit information like viewed pages, files, downloads etc.		✓
Get email notifications if selected companies re-visits your site		✓
Send lead information as email to relevant people		✓
Get ecommerce information on your leads in the Lead Tool		✓

Product Recommendation	Web & Ecommerce	All-In-One
Automatic gathering of visitor data		Add on
Generate a model based on related products and customer behavior		Add on
Display relevant products to each individual visitor		Add on

## Personalization

Deliver an exceptional user experience by using advanced personalization to serve the most relevant content or product to each visitor.

Profiling and Segmentation	Web & Ecommerce	All-In-One
Detect segments based on behavior		
Detect segments based on 12 different characteristics		
Assign segmentation points on content		

Personalization	Web & Ecommerce	All-In-One
Personalize email campaigns		
Vary content based on detected visitor segment		
Sort products for segments		
Show or hide content for specific segments		
Change layout or design based on segment		

## Integration Framework

Consistent online experiences, across different channels and different devices, requires data integration and Dynamicweb offers a set of integration capabilities.

Integration Framework	Web & Ecommerce	All-In-One
Predefined integration formats for groups, products, users etc.		✓
Automatic and predefined field mapping		✓
Easy setup of integration jobs		✓
Synchronize less changed data like product information		✓
Live integration of dynamic data like prices and stock states		✓
Windows service to transfer data from external system		✓
Extendable data formats		✓
Integrate to any data driven system		✓
Examples on integration to given ERP systems		✓
Examples on integration to Product Information Management (Perfion)		✓
Marketing integration to CRM		✓
Integration to Active Directory		✓

Data Integration	Web & Ecommerce	All-In-One
Integrate any data	✓	✓
Import or export data in various formats like XML, CSV or databases	✓	✓
Scheduling of integration jobs	✓	✓
Setup pipelines of integration jobs	✓	✓
Reporting and email notifications	✓	✓

Other Integration Points	Web & Ecommerce	All-In-One
Consume external RSS feeds	✓	✓
Publish any data table to the website	✓	✓
Publish data in syndication feeds	✓	✓
User synchronization webservice		✓

Ecommerce Specific Integrations	Web & Ecommerce	All-In-One
17 built-in external payment providers (extendable) <ul style="list-style-type: none"> <li>• AuthorizeNet</li> <li>• AuthorizeNetAIM</li> <li>• BBS</li> <li>• Beanstream</li> <li>• Buckaroo</li> <li>• ChargeLogic</li> <li>• CyberSource</li> <li>• DIBS</li> <li>• DocData</li> <li>• ePay</li> <li>• GarantiBankOOS</li> <li>• Invoice Payment: Klarna, PayByBill and Handelsbanken (DIBS)</li> <li>• Klarna Checkout</li> <li>• Klarna Invoice and Part Payment</li> <li>• Ogone</li> <li>• PayPal Express</li> <li>• Quickpay – transaction fee may occur see <a href="http://www.quickpay.net/pricing">www.quickpay.net/pricing</a></li> </ul>	✓	✓
5 built-in shipping cost providers (extendable) <ul style="list-style-type: none"> <li>• GLS</li> <li>• Packsoft (Post Danmark, Posten.se etc.)</li> <li>• UPS</li> <li>• USPS</li> <li>• Unifaun (with pickup points)</li> </ul>	✓	✓
Avalara tax provider for US sales tax calculation	✓	✓
Address validation services (DK only)	✓	✓



## Development Platform

Dynamicweb offers a fully flexible and configurable platform that can easily be modified and extended to support your business processes. It is based on .NET technology and can be extended by using Visual Studio to maximize developer productivity.

Design	Web & Ecommerce	All-In-One
Template driven design with full design freedom	✓	✓
Rapid implementation using simple markup	✓	✓
Define any numbers of dynamic content placeholders and navigations	✓	✓
Free choice of HTML, Razor or XSLT in templates	✓	✓
Support for any HTML format, HTML4, XHTML or HTML5	✓	✓

Development	Web & Ecommerce	All-In-One
Extend or change default behavior using the extensibility framework	✓	✓
Subscribe to notifications, create your own providers and extenders	✓	✓
Create custom modules	✓	✓
100's of code templates for Visual Studio (2010, 2012 and 2013)	✓	✓
Import and export item contents from the data management interface	✓	✓
Packages (deployment tool based on NuGet and Myget)		✓
Deployment tool (safe transfer from development to staging to production)		✓

Technology	Web & Ecommerce	All-In-One
.NET 4.6 (ASP.NET)	✓	✓
IIS 7+ on Windows 2008+	✓	✓
SQL-server 2008+	✓	✓
Multi browser support (Chrome, Firefox, Safari and IE)	✓	✓
Ready for Microsoft .NET CORE	✓	✓