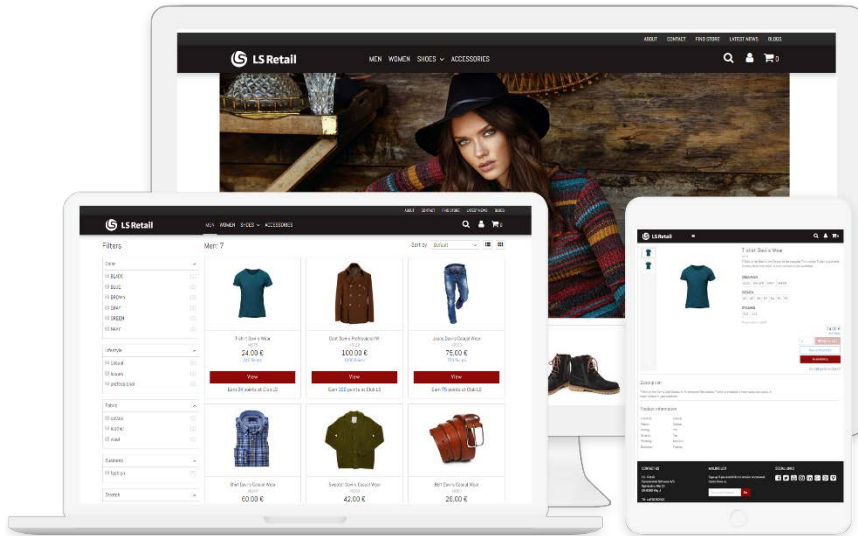


Unified ecommerce for LS Retail

Unite ecommerce and retail stores with a robust platform supporting ecommerce, loyalty programs, content personalization and marketing automation.



Our offering

True unified ecommerce experiences require more than a shopping cart and a retail POS – they require tight integration between systems. LS Retail and Dynamicweb empower retailers with true unified ecommerce solutions capable of uniting offline operations and ecommerce.



True unified ecommerce

Dynamicweb's comprehensive ecommerce and marketing platform is integrated to the LS Retail business logic enabling real-time communication between LS Nav and Dynamicweb.



More than ecommerce. More than a POS.

Unite your ecommerce and local shops with a robust platform supporting global B2B / B2C selling, self-service, digital marketing and content personalization.



Global retail made easy

Meet your customers where they are. LS Retail and Dynamicweb support your international retail expansion with local languages, currencies, payment providers, VAT/Sales Tax and shipping methods.



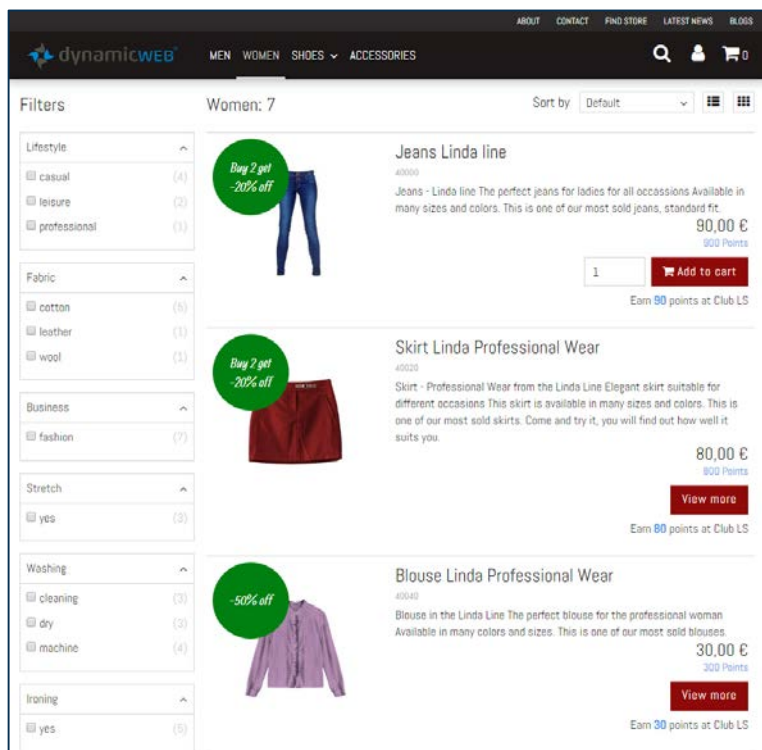
Intelligent targeting

Blend on-site ecommerce behavior and physical shop transactional data to target customers. Set it up once, and Dynamicweb can automatically deliver drip email campaigns that are sure to increase sales across channels.

Rapid deployment through best practice

LS Retail and Dynamicweb offer a best practice implementation framework, that reduces risk and allow you to deploy a unified and enterprise ready ecommerce solution in a fraction of the time it would take to develop from scratch. Our solution can be deployed out-of-the-box or highly customized to support your business processes and brand identity.

Solution features

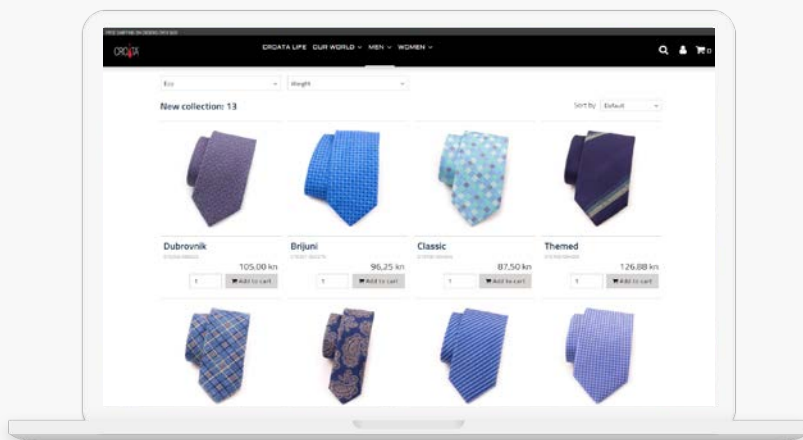


- Pricing, promotion and discounts – for example 'Multibuy' with discounts based on quantity sold and 'Mix & Match' to give away free gifts when buying a combination of products
- Proactive discounts – ability to show and calculate complex discounts before items are added to cart
- Use 'Click and collect' to improve customer convenience
- Increase sales with loyalty points, product recommendations, time limited campaigns, promo codes (vouchers) or reactivate abandoned shopping carts
- Customer center with access to favorite products, loyalty points, personal pricing, discounts, order history, etc.

Featured LS Retail & Dynamicweb customer

International manufacturer and retailer selling high quality fashion products for men and women - both online and through 30+ physical shops.

www.croata.hr



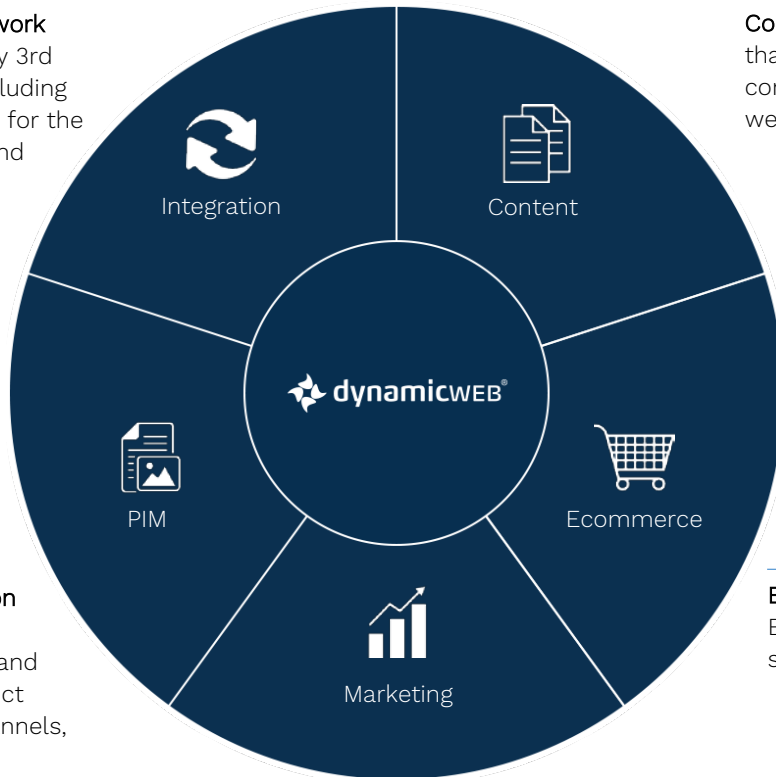
More than a shopping cart

Deploying LS Retail and Dynamicweb gives you a single platform for your whole digital world! Besides Ecommerce, you'll also get Product Information Management (PIM), Content Management and Marketing Automation in only one platform. These capabilities become valuable after go-live, when the real battle starts, "to sell more".

Platform capabilities

Integration Framework

to connect to every 3rd party system – including turnkey integration for the Dynamics family and



Content Management

that provides flexibility to configure content for web and mobile use

Product information Management (PIM)

to enrich, validate and publish your product data to owned channels, marketplaces, and catalogs

Ecommerce for both B2B and B2C and self-service for customers

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

About Dynamicweb

Headquartered in Aarhus, Denmark, Dynamicweb today powers more than 4,000 businesses globally in close corporation with our 200+ certified partners.

DYNAMICWEB EMEA
(+45) 70252090
info@dynamicweb.com
www.dynamicweb.com

DYNAMICWEB US
+1 310 405 0550
info@dynamicwebusa.com
www.dynamicweb.com

DYNAMICWEB APAC
+656680 9527
info@dynamicwebapac.com
www.dynamicweb.com