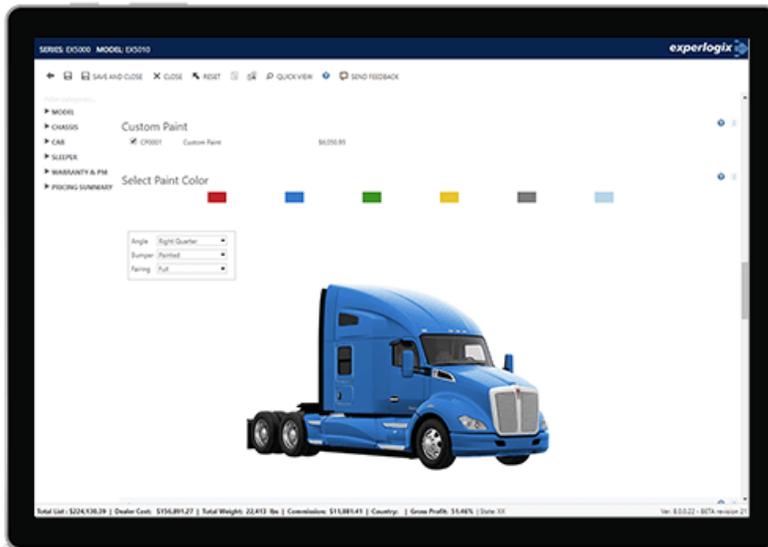# Unified Ecommerce for Experlogix CPQ

Unite ecommerce and product configuration with a robust platform supporting B2B and B2C web shops, complex product pricing calculation, feature and option compatibility, up-selling, and rules based quote with order automation.

Our CPQ offering

Experlogix CPQ (Configure, Price, Quote) unites with Dynamicweb to provide a complete, customer-facing, quote-to-order-to-manufacture solution. Harness the power of a true product configurator to deliver complex proposals consisting of thousands of potential product and pricing rules.

Enter Dynamicweb. Together, Experlogix CPQ and Dynamicweb empowers manufacturers, retailers and distributors with a true unified ecommerce solution capable of uniting offline operations with ecommerce.

Omni Channel CPQ & Ecommerce

Dynamicweb's comprehensive ecommerce and marketing platform is integrated to the Experlogix CPQ business logic enabling real-time communication between Experlogix CPQ for Dynamics 365 and Dynamicweb.

Way More Than a Shopping Cart

Unite your ecommerce and local dealers and store locations with a robust platform supporting global B2B / B2C selling, self-service, segmentation and content personalization.

Global retail made easy

Meet your customers where they are. Experlogix CPQ and Dynamicweb support your international dealer and retail expansion with local languages, currencies, payment providers, VAT/Sales Tax and shipping methods.
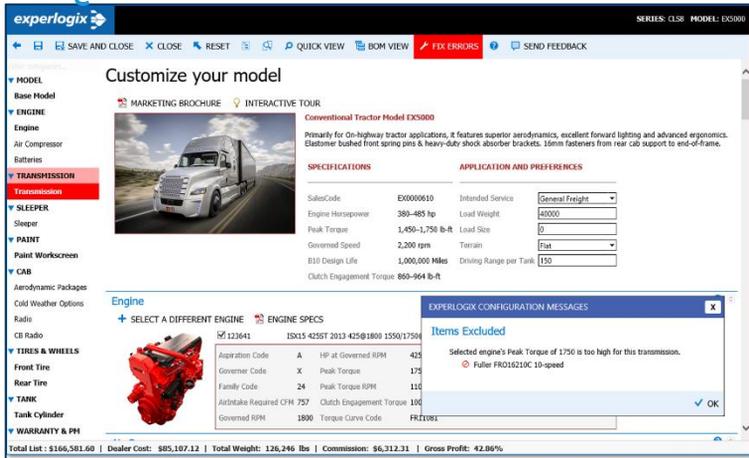
Intelligent targeting

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.

Best in Breed Come Together

Experlogix CPQ and Dynamicweb offer a best practice implementation framework, that reduces risk and allows you to deploy a unified and enterprise ready ecommerce solution in a fraction of the time. Our solution can be deployed out-of-the-box or highly customized to support your business processes and brand identity.
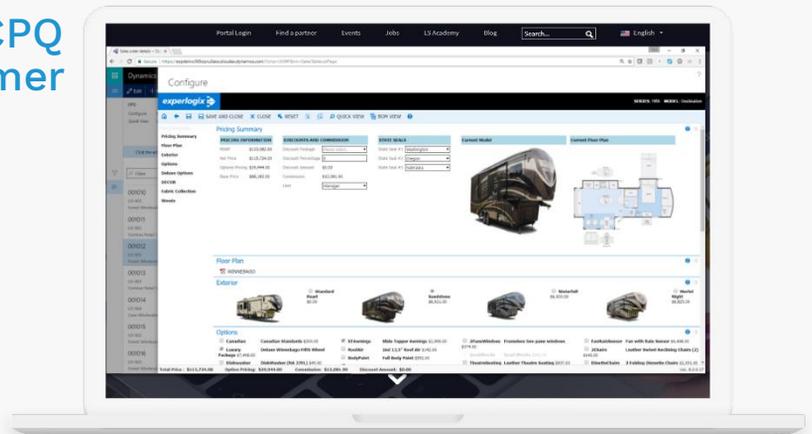
Why customers use Experlogix CPQ

- 100% Order Accuracy

- Reduce quoting time

- Empower dealers and customers to create complex orders through a portal with ease

- Automat full production orders (BOMs, routes)

- Manage complex quoting rules and pricing changes without programming

- Increased profit margins

Featured Experlogix CPQ & Dynamicweb customer

A leading manufacturer of recreation vehicles (RVs), which are used primarily in leisure travel and outdoor recreation activities.

More than a shopping cart

Deploying Experlogix CPQ 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."
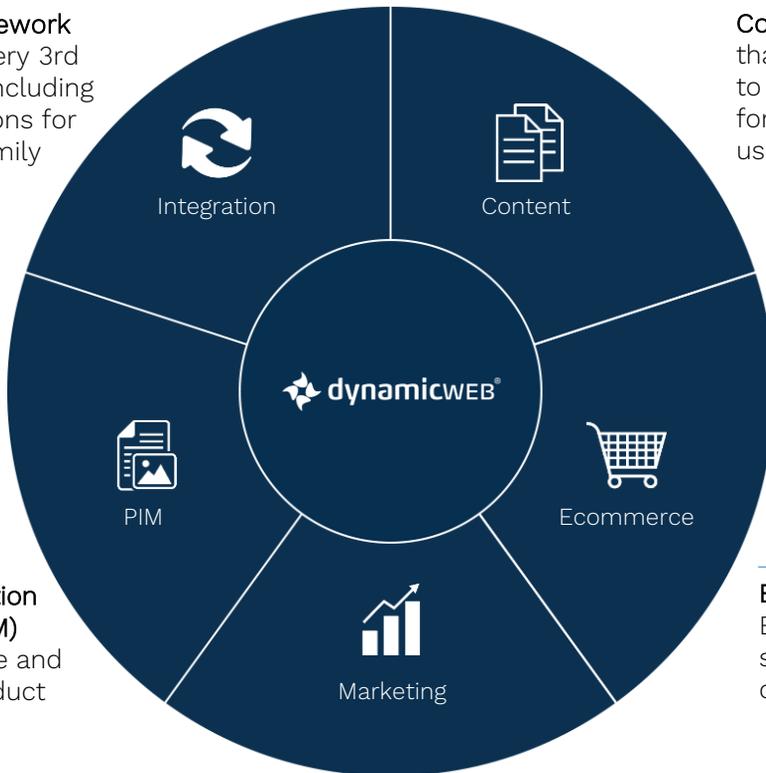
Platform capabilities

Integration Framework
to connect to every 3rd party system – including turnkey integrations for the Dynamics family and
experlogix

Product information Management (PIM)
to enrich, validate and publish your product data to owned channels, marketplaces, and catalogs

Integration

Content

PIM

dynamicWEB®

Ecommerce

Marketing

Content Management
that provides flexibility to configure content for web and mobile use

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 business globally in close corporation with our 200+ certified partners.

dynamicWEB®