

Microsoft Dynamics & Power

USER DAY **2023**

Do more with less



ECOMMERCE IN A NAV AND BUSINESS CENTRAL WORLD

With Matt & Al'

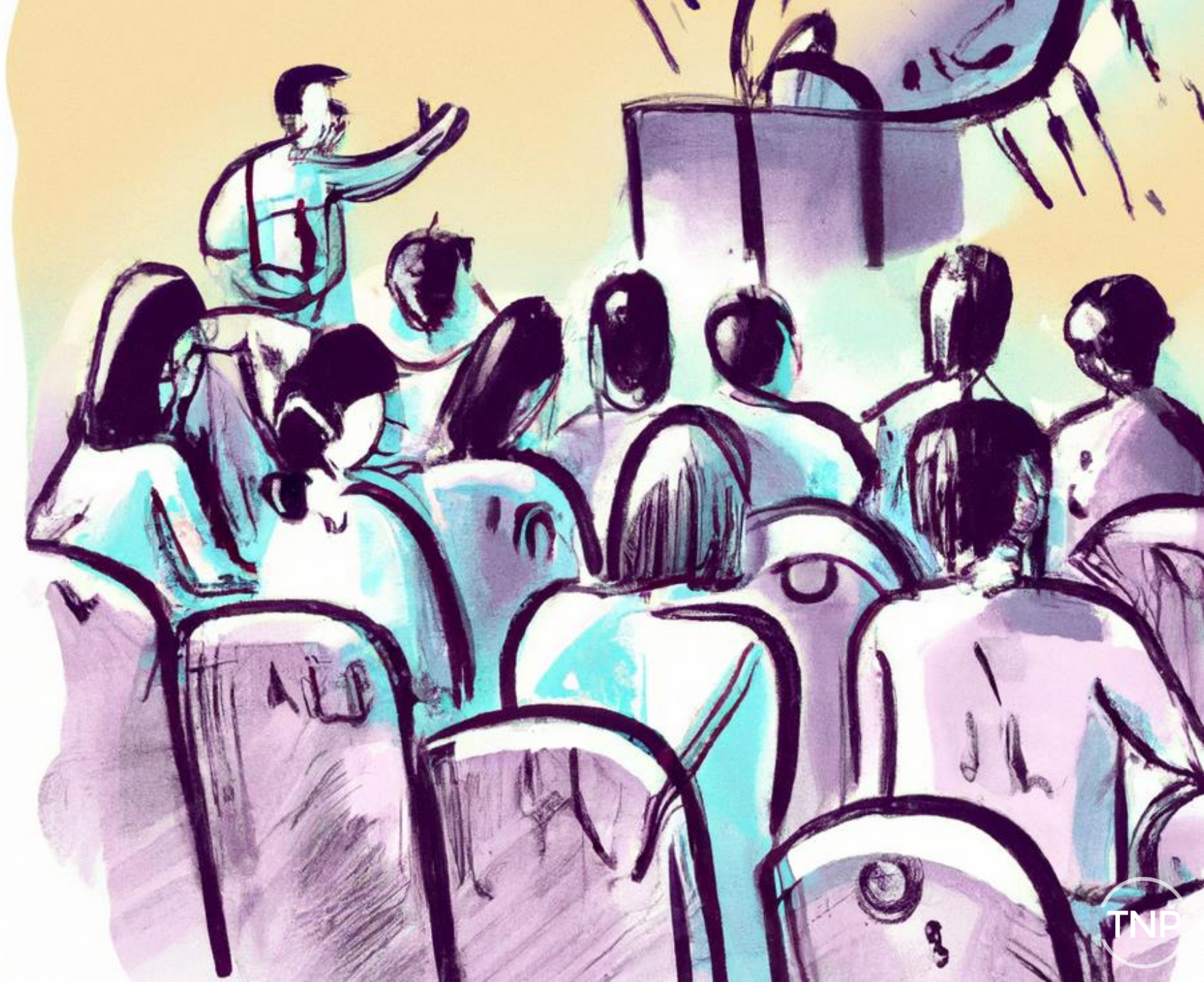
(Alex Willingham & Matt Aitken)

AGENDA

- Formula for Success
- How to be Successful
 - Platforms
 - Intentions
 - Simplifications
 - Measurements
- Q&A



CHAPTER #1: THE FORMULA FOR SUCCESSFUL ECOMMERCE



**"DO MORE
WITH LESS"**

FE x BE = BX

BX \equiv GBP

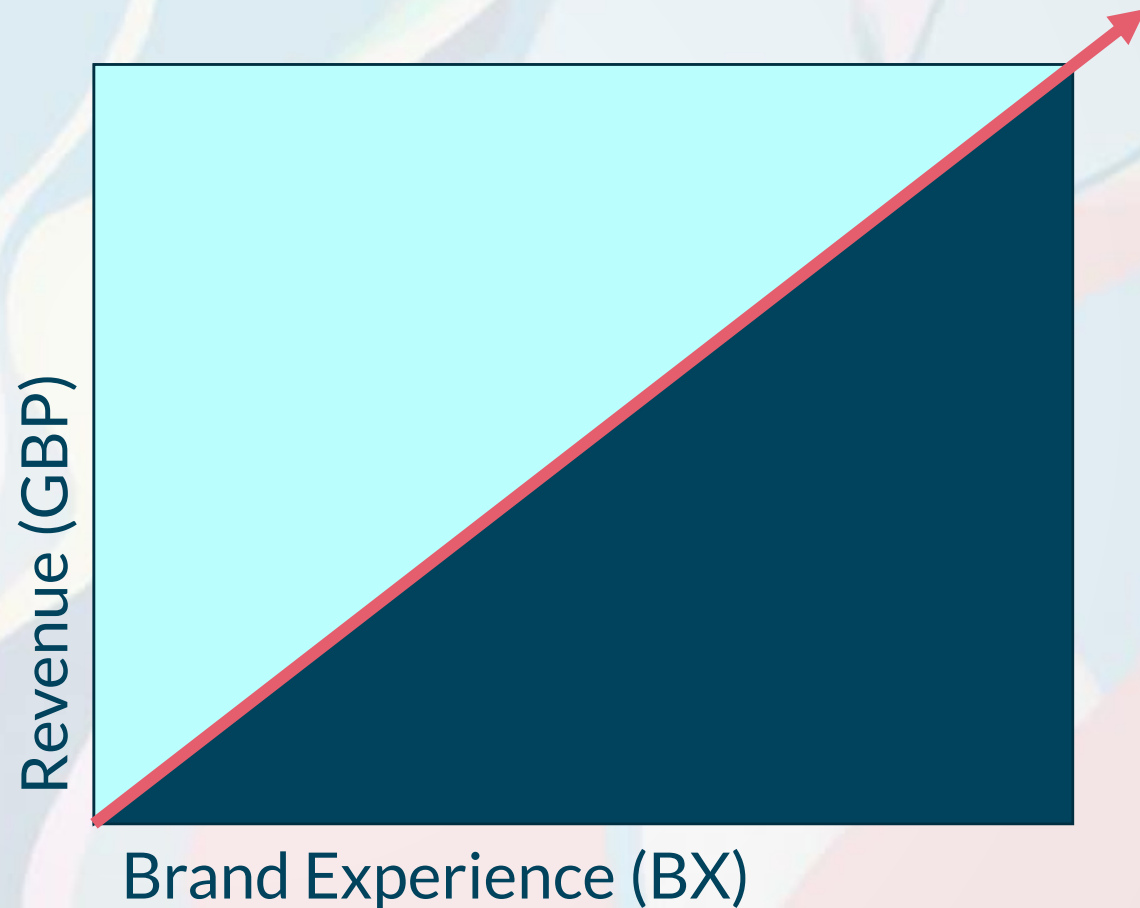
**ECOMMERCE:
SOLVED**



WHAT ARE YOU ON ABOUT??!

$BX \equiv GBP$

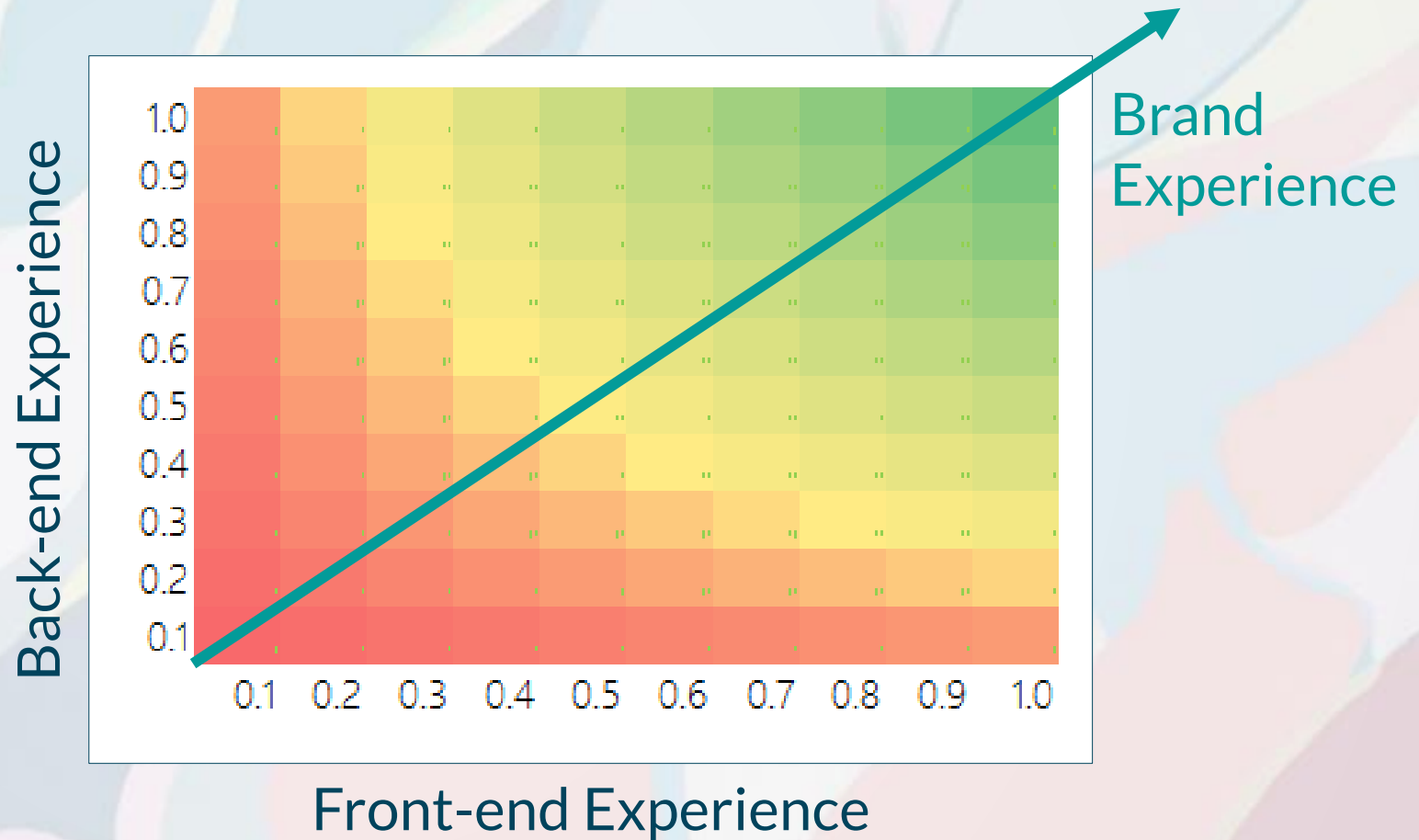
Why do your
customers
choose **you**?



WHAT ARE YOU ON ABOUT??!

$$FE \times BE = BX$$

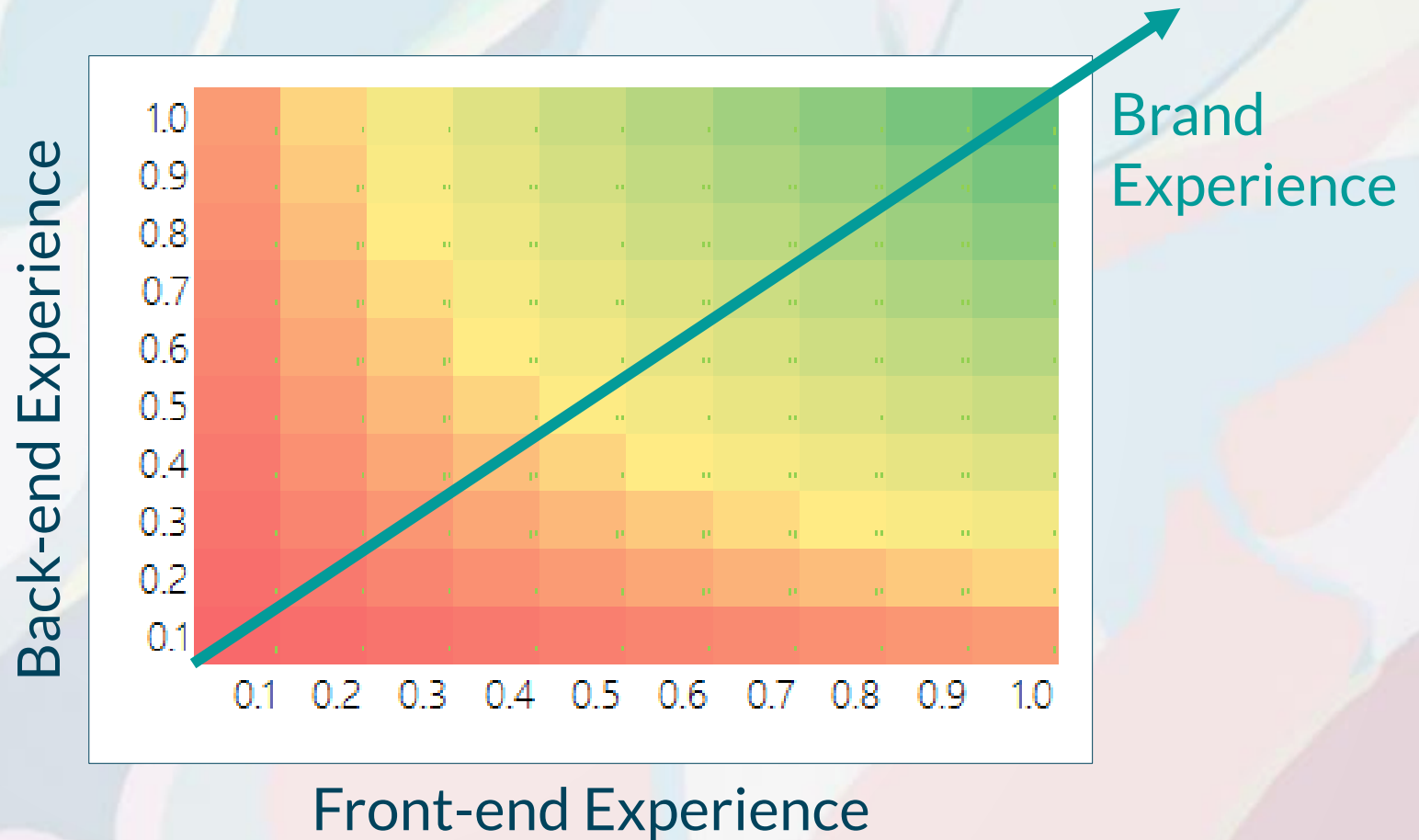
We've all had
good and bad
Brand
Experiences



WHAT ARE YOU ON ABOUT??!

$$FE \times BE = BX$$

Where are
you on this
graph?



WHAT DO THE EXPERTS SAY?

“[Brand] experience **involves every way a customer interacts with a company**, at all stages of the customer journey — including the marketing materials they see before they become a customer, the sales experience, the quality of the product or service itself, **and the customer service they receive post-purchase.**”



zendesk

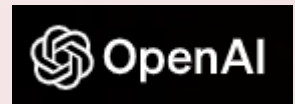
Dave Dyson

Senior Customer Service Evangelist



WHAT DO OUR ROBOT OVERLORDS SAY?

The brand experience is **critical** to an ecommerce customer because **it shapes their perceptions of a company and its products**. A positive brand experience can create a sense of trust and loyalty, leading to repeat business and positive word-of-mouth marketing.



from <https://chat.openai.com/>

WHAT DO WE SAY?



sales

I want...



marketing

I want...



customer

I want...



finance

I want...



IT

I want...



operations

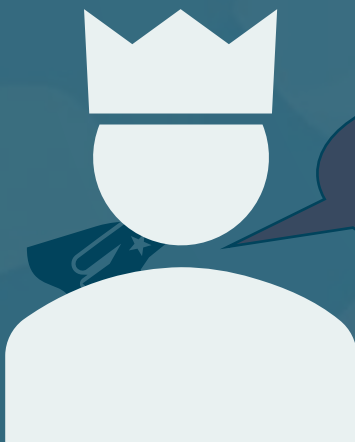
I want...

WHAT DO WE SAY?



sales

I want...



customer

I want...

I want...
...to spend my money
with a company who
looks after me

I want...



finance



operations

What do the data say?

— *Bob* —

SHOPIFY REPORT: COMMERCE TRENDS 2023

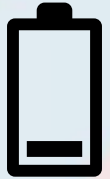
More than seven in 10 consumers bought from the competitor of their go-to brand between May 2021 and May 2022. And, if spending power decreases as expected in 2023, consumers will continue to shop around for better deals.



SHOPIFY REPORT: COMMERCE TRENDS 2023

product shortages motivate nearly half of all brand switching: 46% of consumers move to competitors who have the products they want in stock

46%



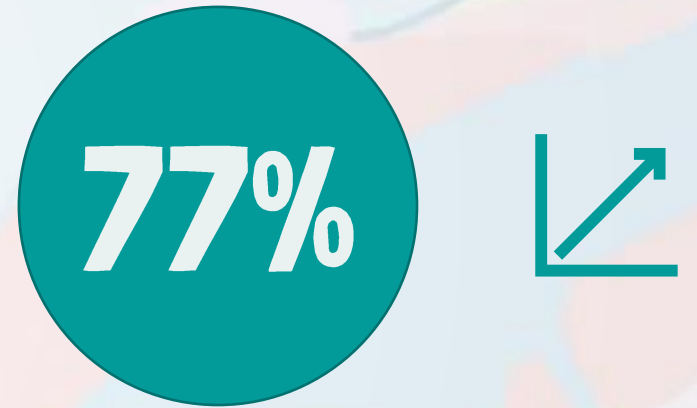
SHOPIFY REPORT: COMMERCE TRENDS 2023

Buyers want to support more ethical businesses with more sustainable supply chains—even though consistency in freight, distribution, and especially fulfillment are nearly impossible for many businesses to control.



SHOPIFY REPORT: COMMERCE TRENDS 2023

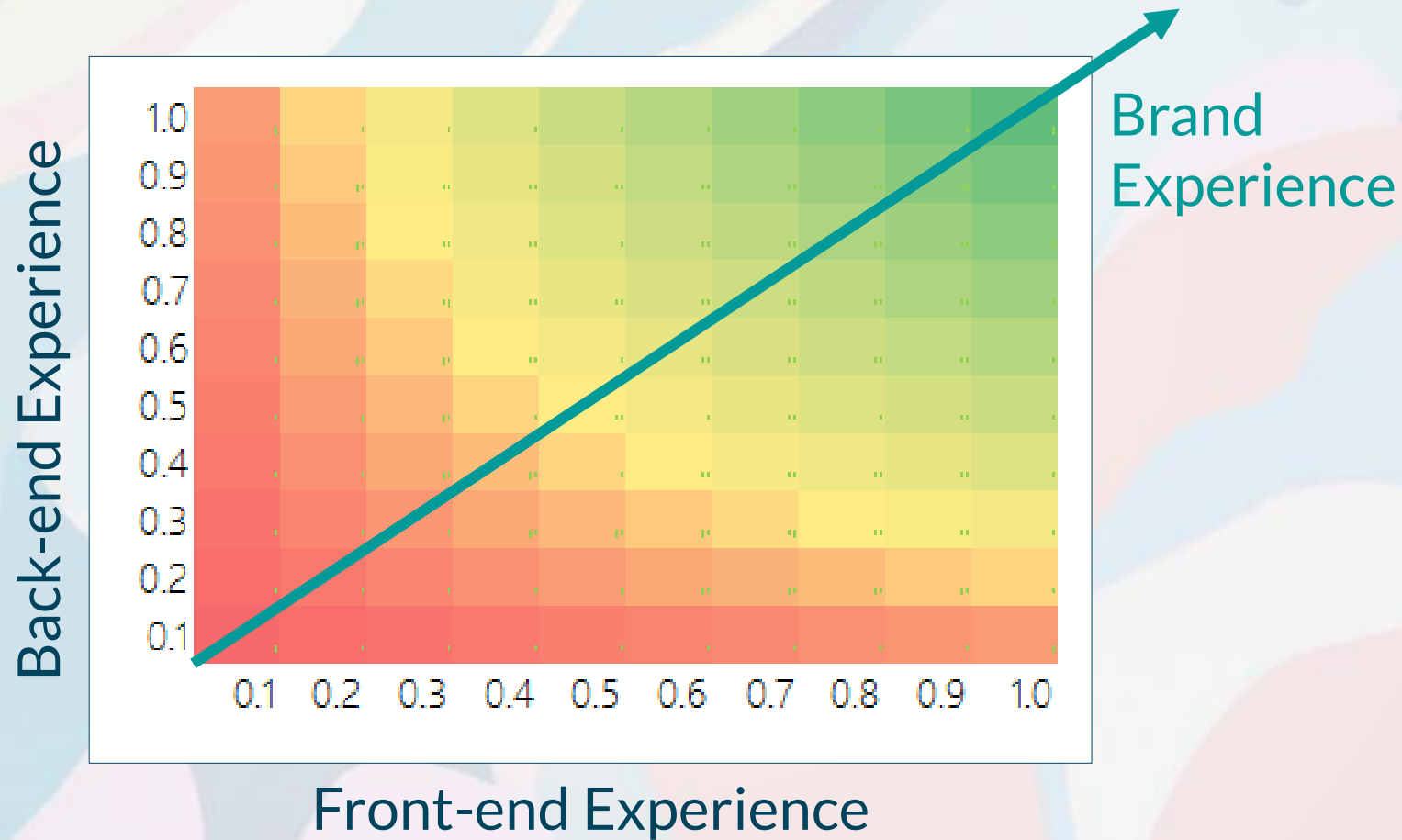
Online shopping jumped 77% year over year just months into the pandemic, accelerating the innovation and adoption of digital commerce by half a decade.



So what?!

— *Bob* —

HOW CAN I MOVE FURTHER INTO THE GREEN?

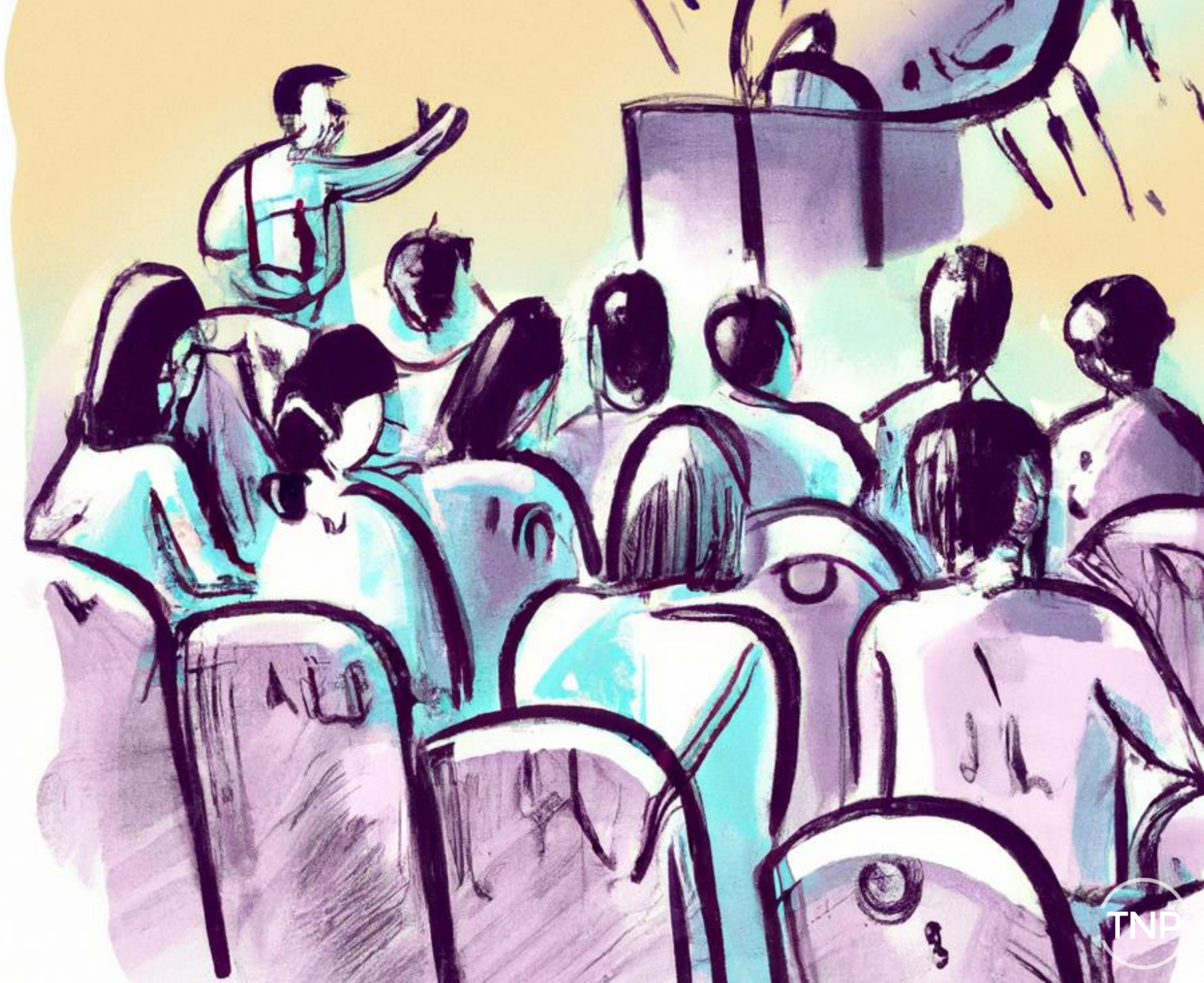




WHAT HAVE WE COVERED SO FAR?

- *Prioritise Brand Experience
for your customers*

CHAPTER #2: HOW DO I MAKE MY ECOMMERCE SUCCESSFUL



Choose the best platform!

— *Bob* —

A man with dark hair, wearing a dark sweater, is shown from the chest up. He has his mouth wide open in a shout and is pointing his right index finger towards the viewer. The background is a blurred indoor setting with white curtains and a green plant on the left. A light blue speech bubble is positioned to the right of his head, containing three lines of text.

Oi!

Bob!

Noooooooooooooooooooo!

But since you ask...

— *AI'* —

WHAT ARE THE DIFFERENT PLATFORMS?



- Strategic alignment with Microsoft
- Hence speed of B2C deployment with BC SaaS
- Large partner ecosystem
- 000s of Apps



- Strategic alignment with Microsoft
- Hence speed of B2X deployment with NAV & BC
- Depth of built-in ERP integration
- Highly Customisable



- Large partner ecosystem
- 000s of Apps
- Highly Customisable



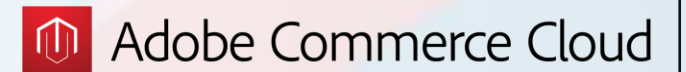
PLATFORM RUNNING COSTS (1M GBP)



From \$2k/m

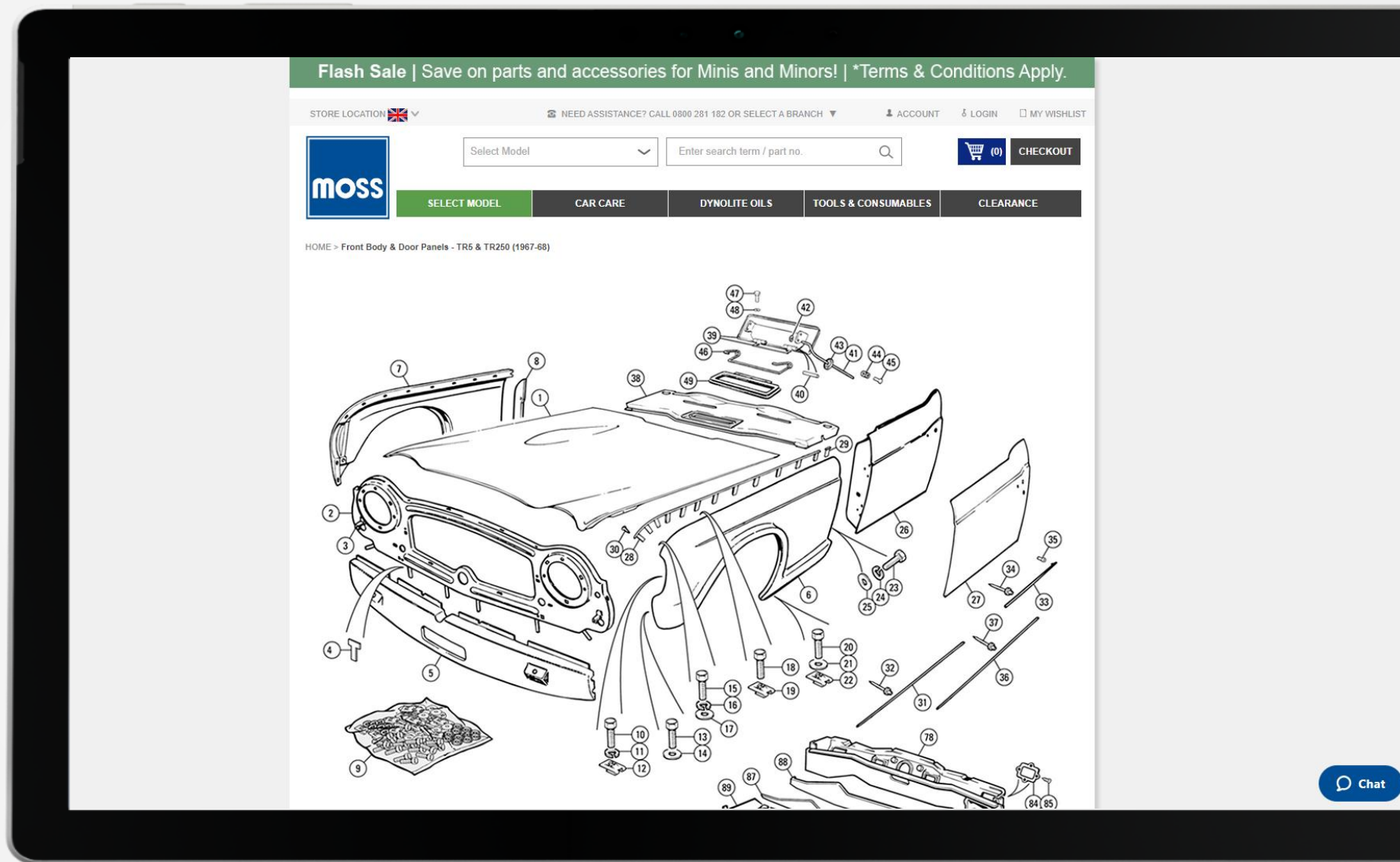


From £1.9k/m

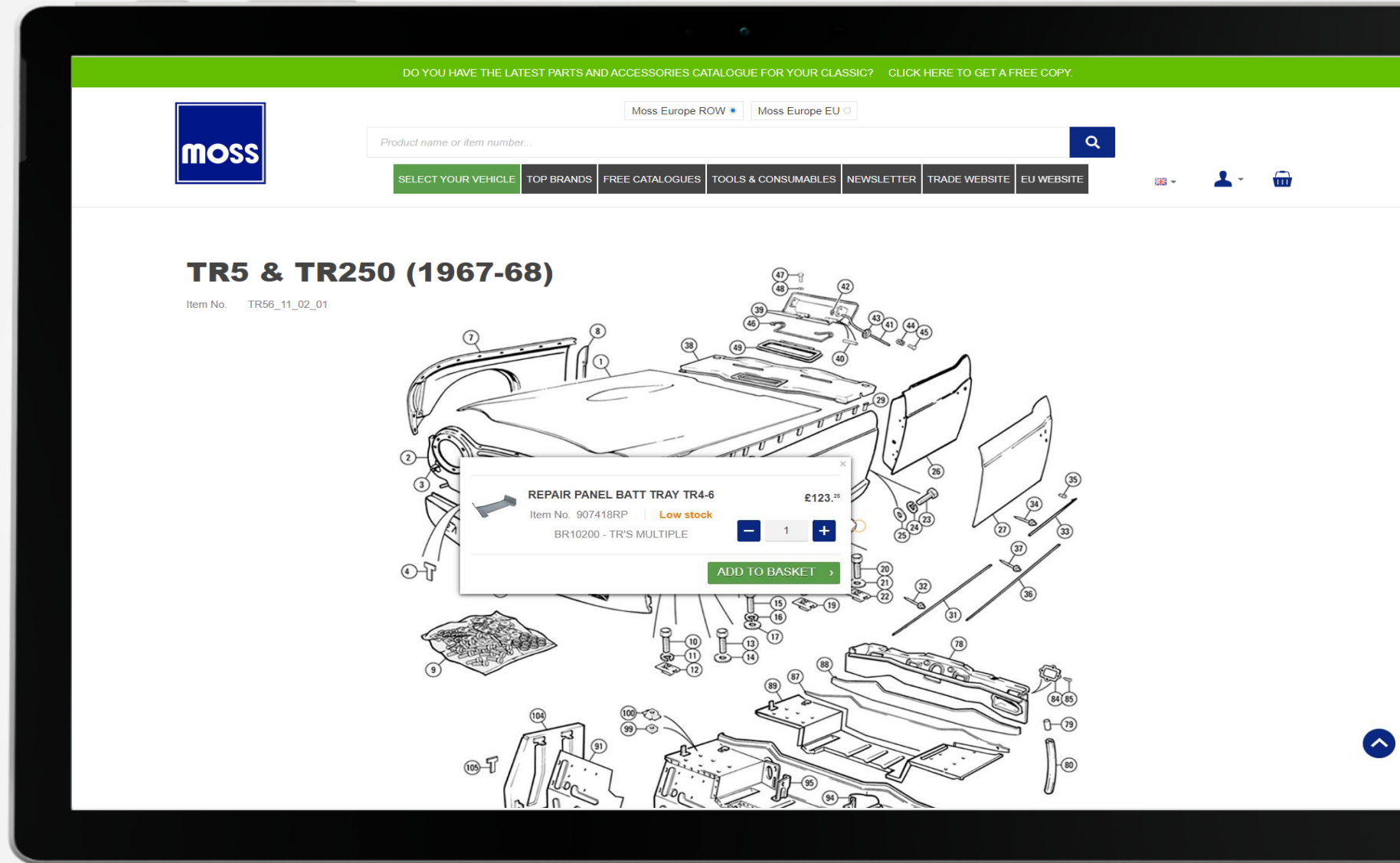


From \$3.3k/m

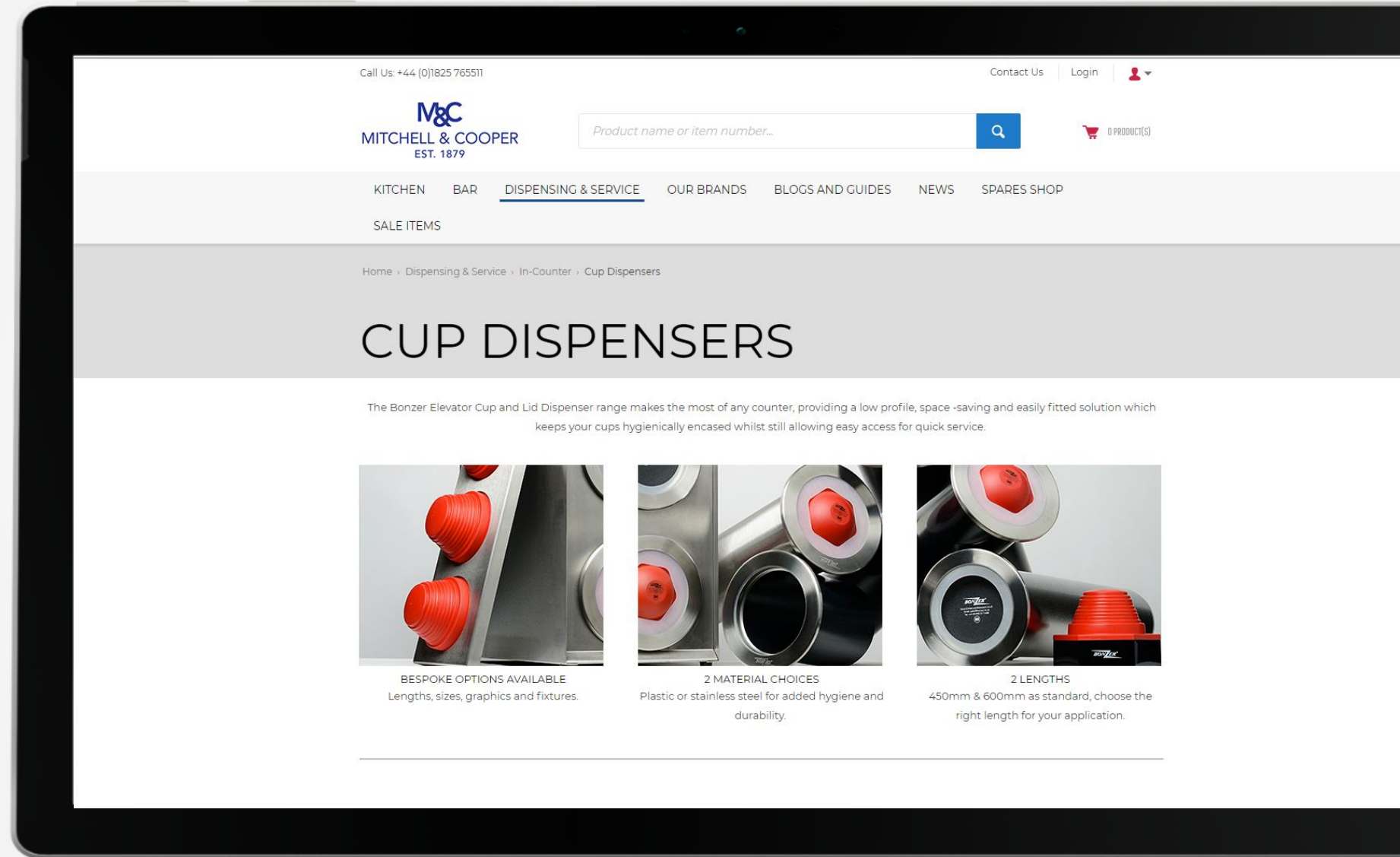
"BEFORE"



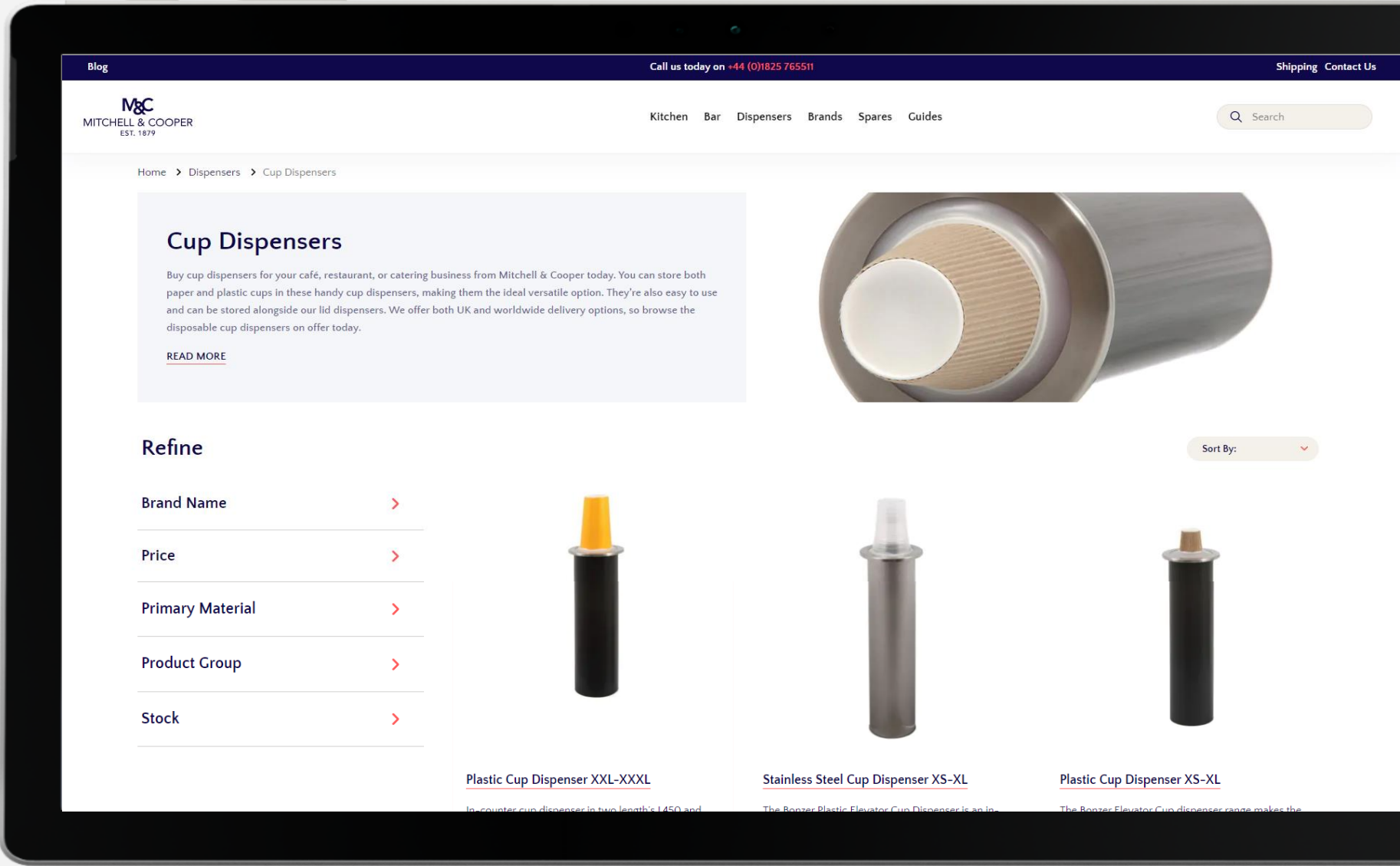
"AFTER"



"BEFORE"



"AFTER"



WHAT DO THE EXPERTS SAY?

Figure 1: Magic Quadrant for Digital Commerce



Source: Gartner (August 2022)

WHAT ABOUT THE ROBOT OVERLORDS?

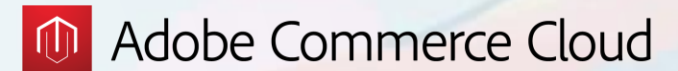


AI-generated product descriptions are available to merchants in core supported languages, included for free in your paid Shopify plan

Copilot in Microsoft Dynamics 365 Business Central help small and medium-sized businesses to bring new products to market faster by producing AI-generated product descriptions. This Copilot feature suggests copy for engaging product descriptions, tailored to your brand using a product's title and key attributes, such as color, material, and size. Easily customize the text to your preferred writing style by choosing the tone and length, make any needed edits before saving. Business Central customers can seamlessly publish the new product descriptions to their Shopify store with just a few clicks.



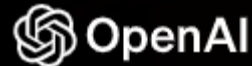
The OpenAI Product Description add-on leverages the power of OpenAI to generate high-quality product descriptions for product detail pages based on product attributes from your ERP or PIM system. The OpenAI Product Description add-on uses advanced machine learning algorithms to analyze the product attributes and generate descriptions that capture the essence of the product, making it easier to attract and convert customers. Using the OpenAI Product Description content element, you can create informative and engaging product descriptions quickly and easily with just a few clicks. You can say goodbye to tedious manual product descriptions, and hello to effortless creation of product descriptions that will help your products stand out in a crowded online marketplace.



31 marketplace extensions matching the search criteria "product description openai". Ranging from a handful of free extensions to paid extensions between \$49 and \$209.

E.g. for \$50:

"If you ever get stuck writing product descriptions or are overwhelmed by writing descriptions for too many products, ChatGPT AI Product Content Generator module can help you write product descriptions or page contents instantly with the click of a button. And it is not just any random content, it is the kind that can convert e-window shoppers into repeat customers."



WHAT DO WE SAY?



sales

I want...



marketing

I want...



I want...



finance

I want...



IT

I want...



operations

Be Platform Agnostic

— *Matt* —

So what?!

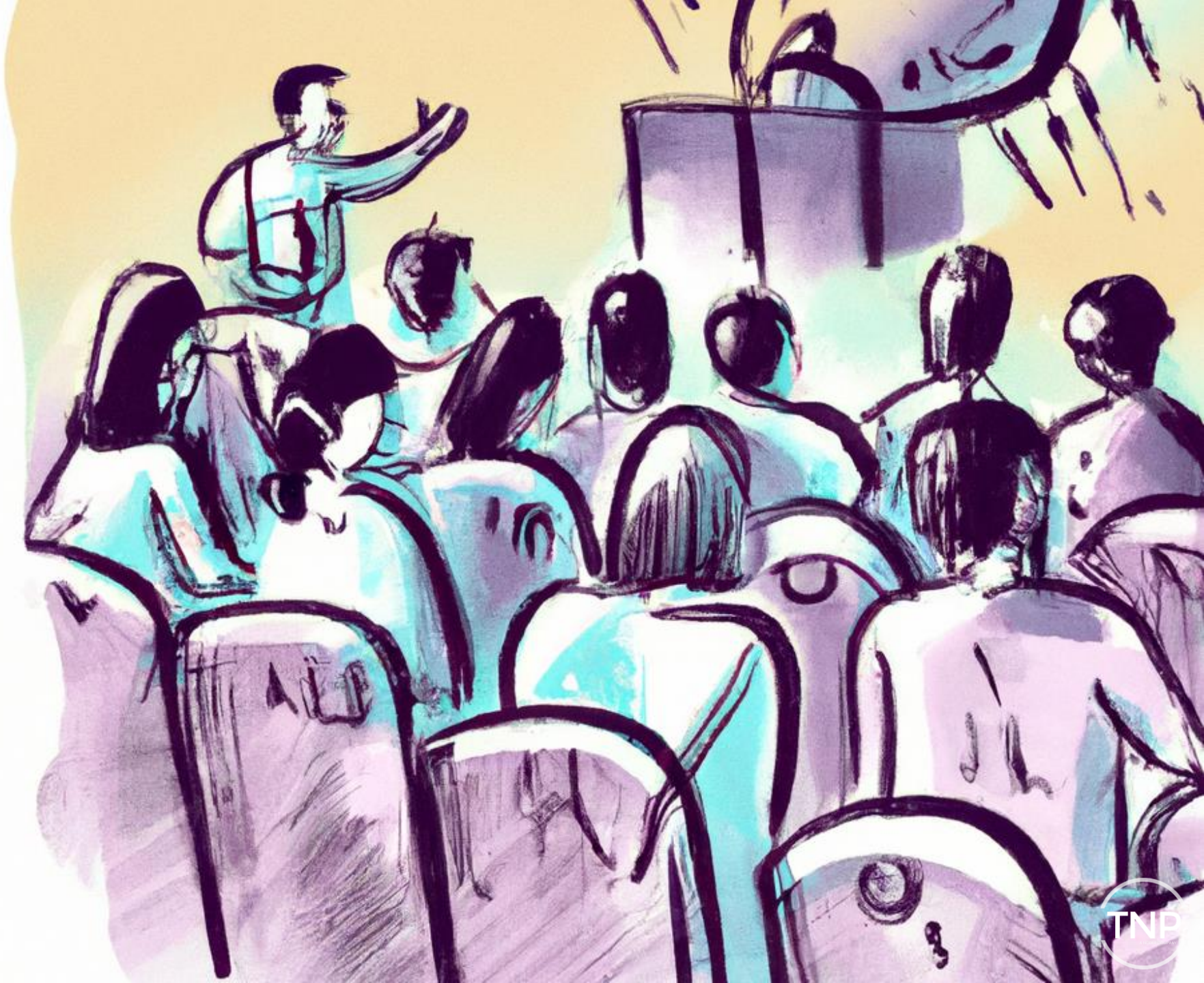
— *Bob* —



WHAT HAVE WE COVERED SO FAR?

- Prioritise Brand Experience
- *Be platform agnostic*

CHAPTER #3: HOW DO I MAKE MY ECOMMERCE SUCCESSFUL



HEAD TOWARDS SUCCESS...



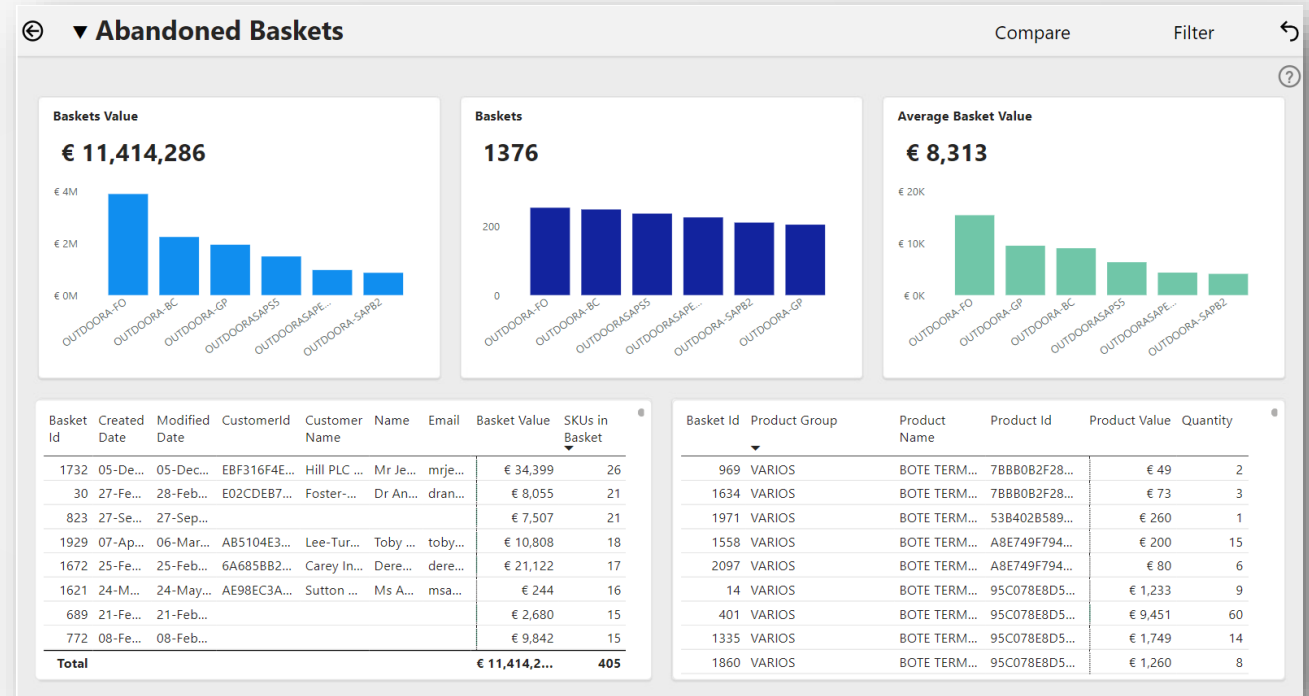
**"DO MORE
WITH LESS"**

DEFINE YOUR GOALS

“We want to increase online revenue by 20% in FY24”

Focus on BX: customers need to feel more confident in a streamlined checkout experience...

Monitor: conversions

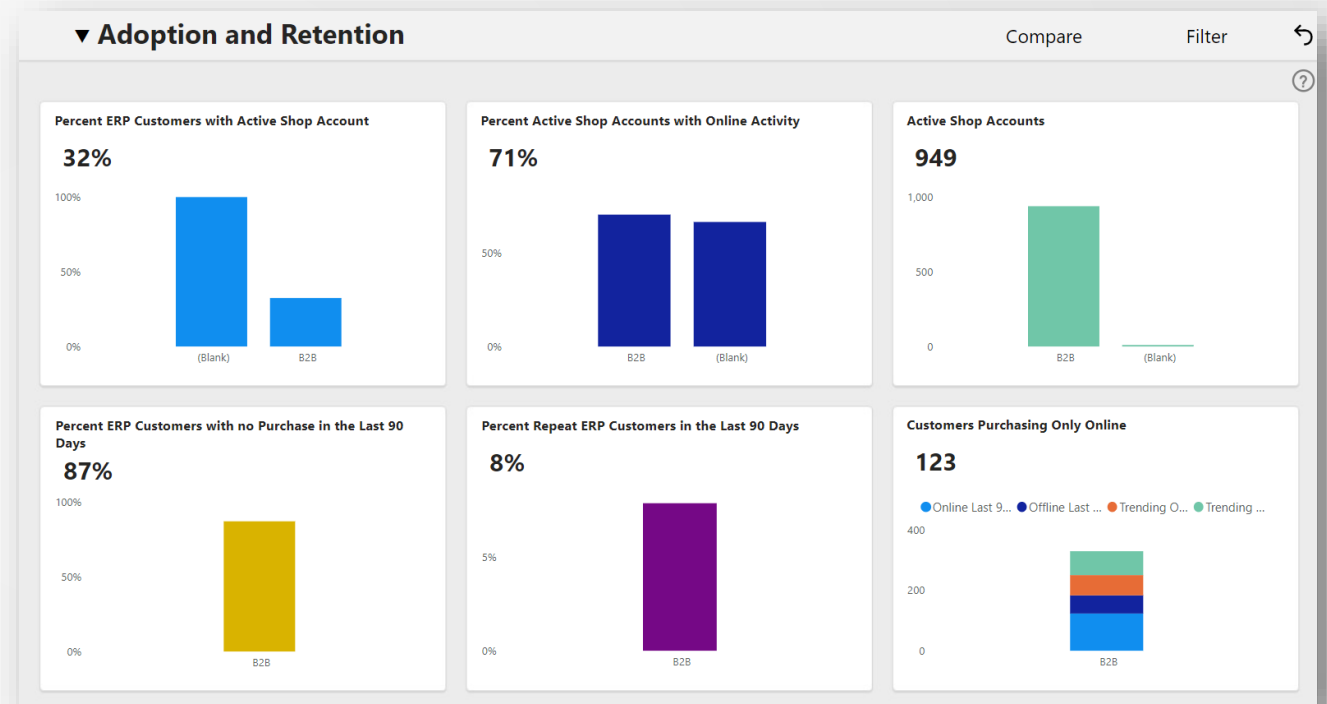


DEFINE YOUR GOALS

“We want to raise repeat ordering by 10% to boost revenue from next quarter”

Focus on BX: customers should be invited back with personalised incentives...

Monitor: repeat sales

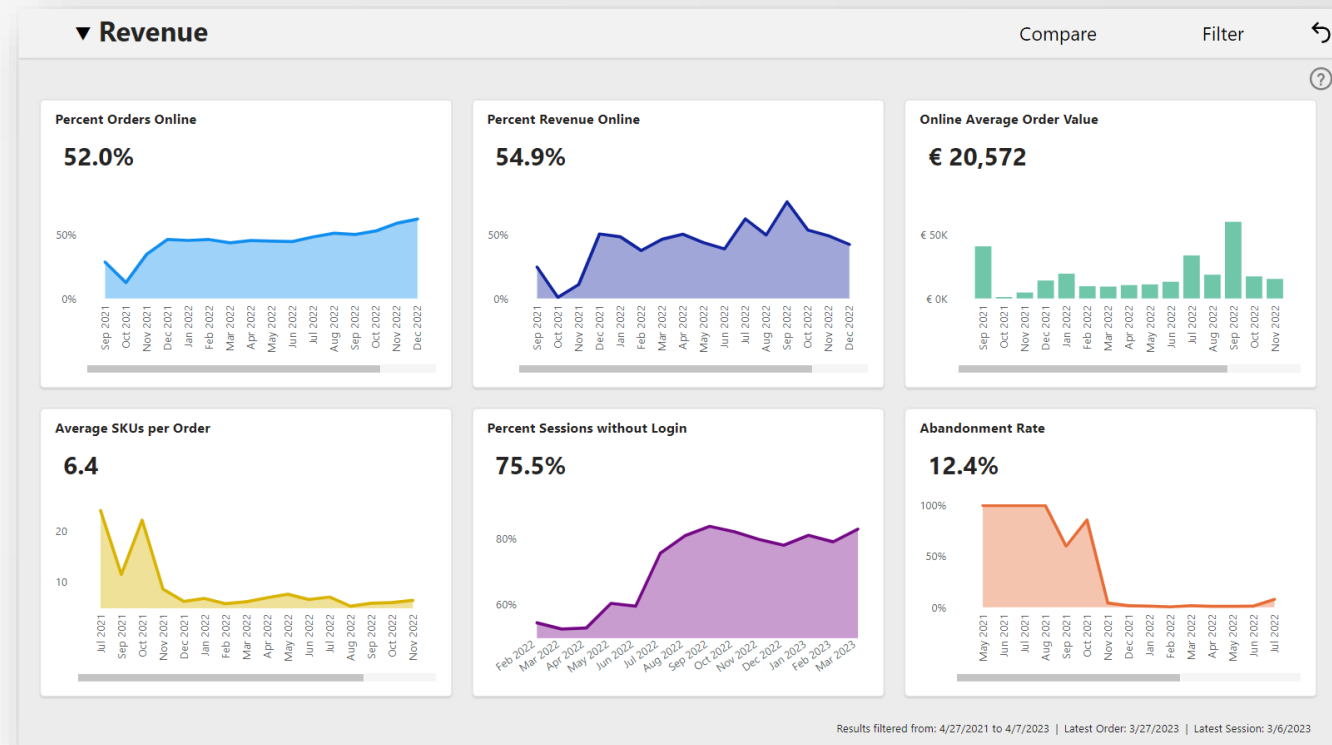


DEFINE YOUR GOALS

“We want to reduce staff overheads on inbound calls by 50% next FY”

Focus on BX: customers' self-serve options online need to be more compelling for them than phoning in...

Measure: online vs offline

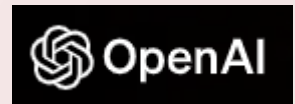


WHAT DO THE EXPERTS SAY?

Measurement is the first step that leads to control and eventually to improvement. If you can't **measure something**, you can't understand it. If you can't **understand it**, you can't control it. If you can't **control it**, you can't **improve it**.

WHAT DO OUR ROBOT OVERLORDS SAY?

The implications of failing to measure progress against goals include a **lack of clarity**, ineffective resource allocation, **missed opportunities** for improvement, a lack of accountability, stagnation, **difficulties in decision making**, and limited learning and development.



from <https://chat.openai.com/>

WHAT DO WE SAY?



sales

I measure...



marketing

I measure...



finance

I measure...



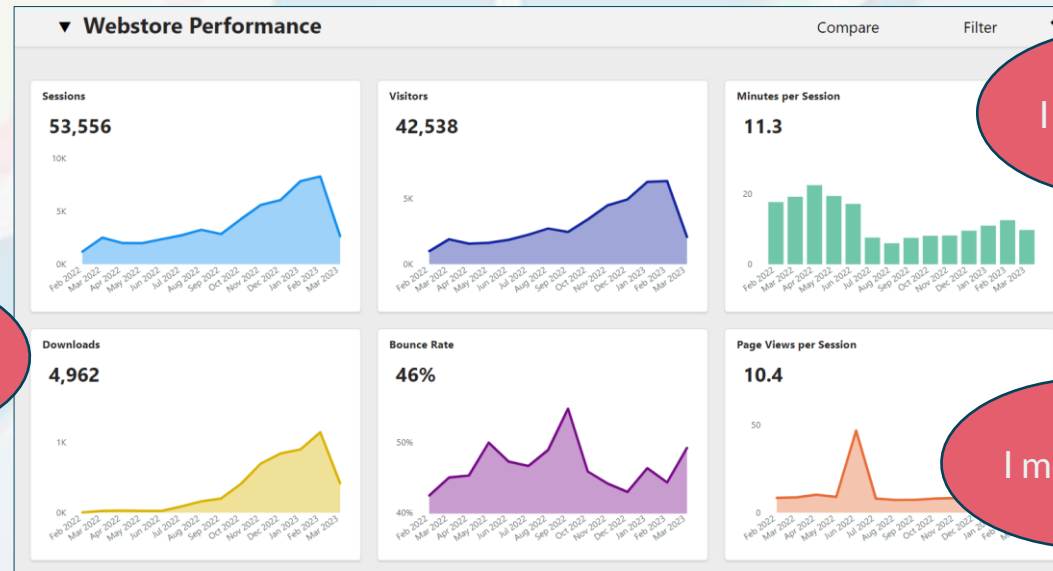
IT

I measure...



operations

I measure...



So what?!

— *Bob* —

**If you cannot define and
measure success, you cannot
know if you are winning**

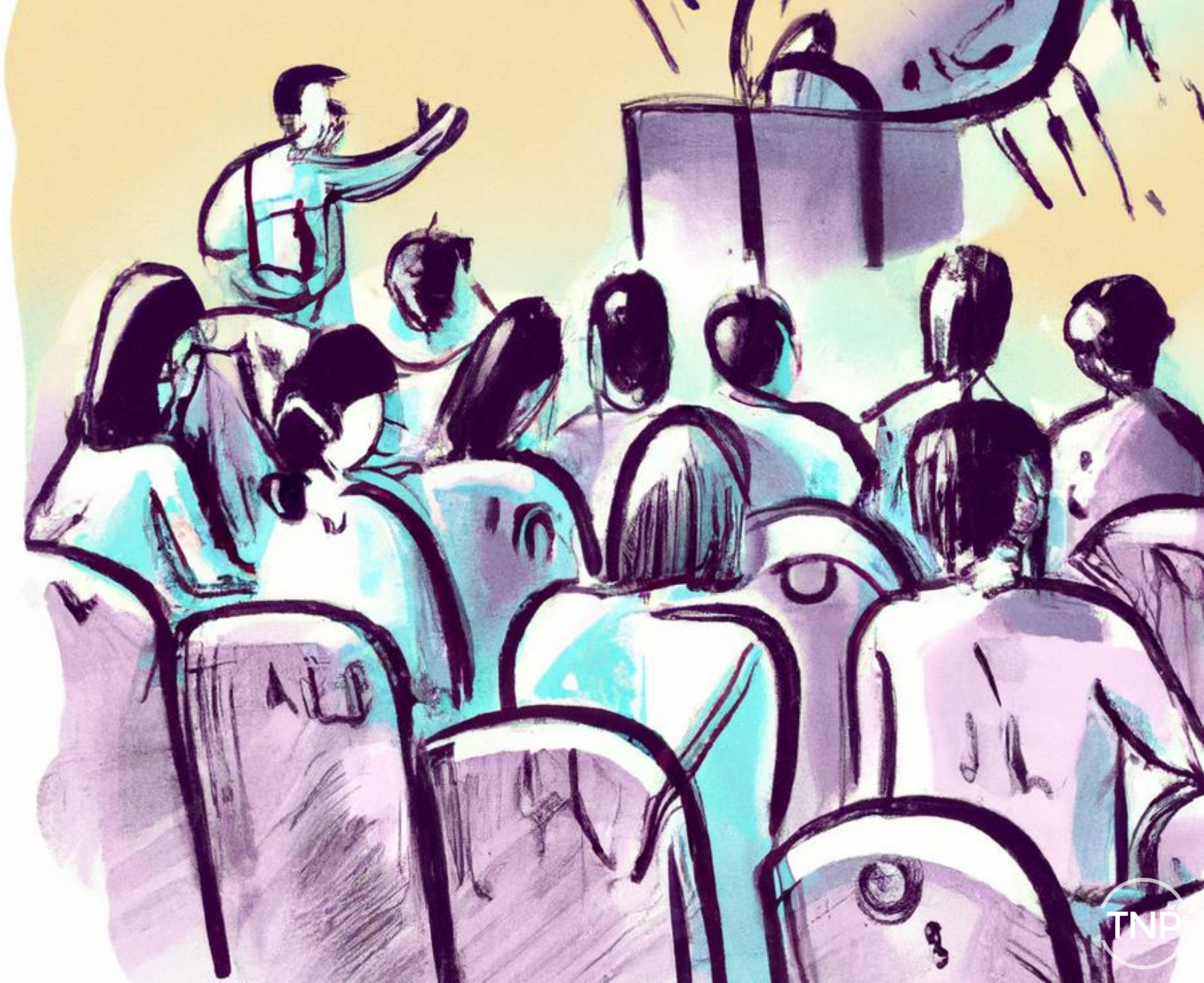
— *Matt & Al* —



WHAT HAVE WE COVERED SO FAR?

- Prioritise Brand Experience
- Be platform agnostic
- *Define your desired outcomes*
- *Measure your progress*

CHAPTER #4: HOW DO I KEEP THINGS SIMPLE?



How do I simplify everything?

— *Bob* —

BEWARE: COMPLEXITY BIAS

Life is really simple,
but we insist on
making it
complicated

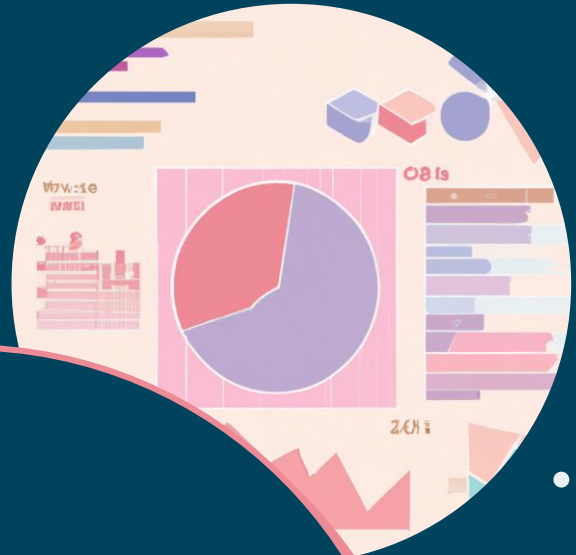

CONFUCIUS

TRENDING: CUSTOM → STANDARD → SAAS

- ERP
 - Typical ERP projects nowadays are geared towards simplifying processes and maximising leverage on standard functionality
- Ecommerce
 - Recognition that “ecommerce” is the whole brand experience and not just the front-end
 - Still tempting to think, “we just need a fancier front-end with new widgets”
 - Beware: pet projects

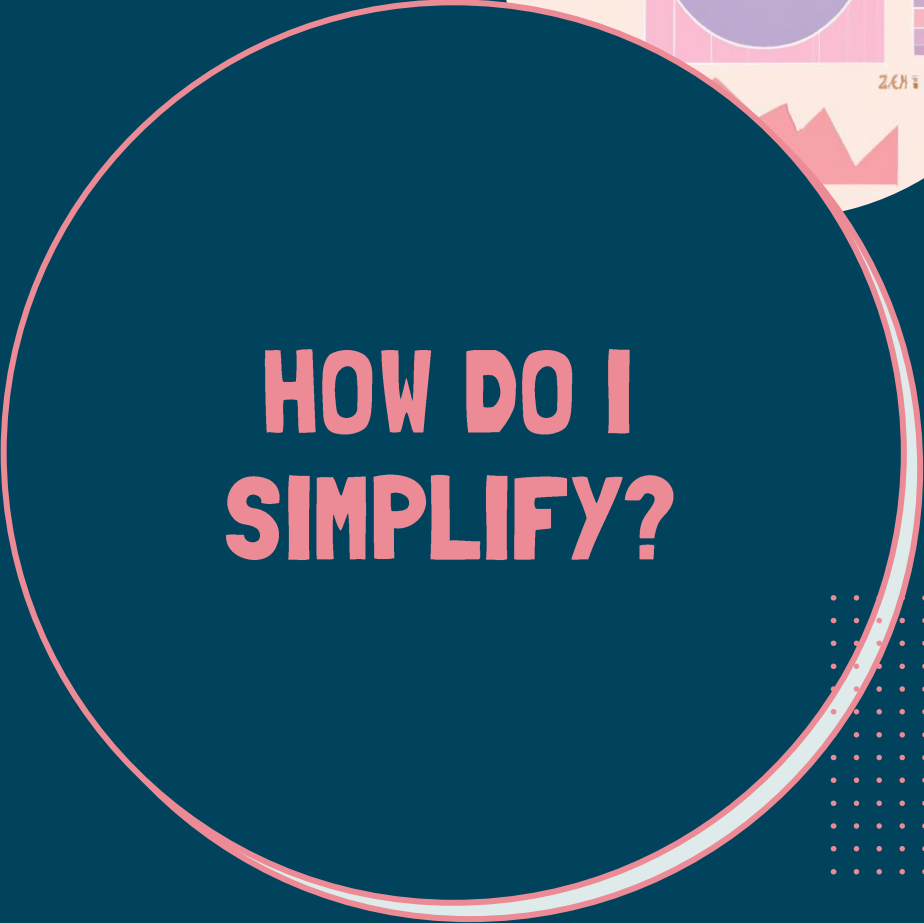
Be like ERP – trend towards standard/SaaS

**“DO MORE
WITH LESS”**



Simple = Standard
Complex = Custom

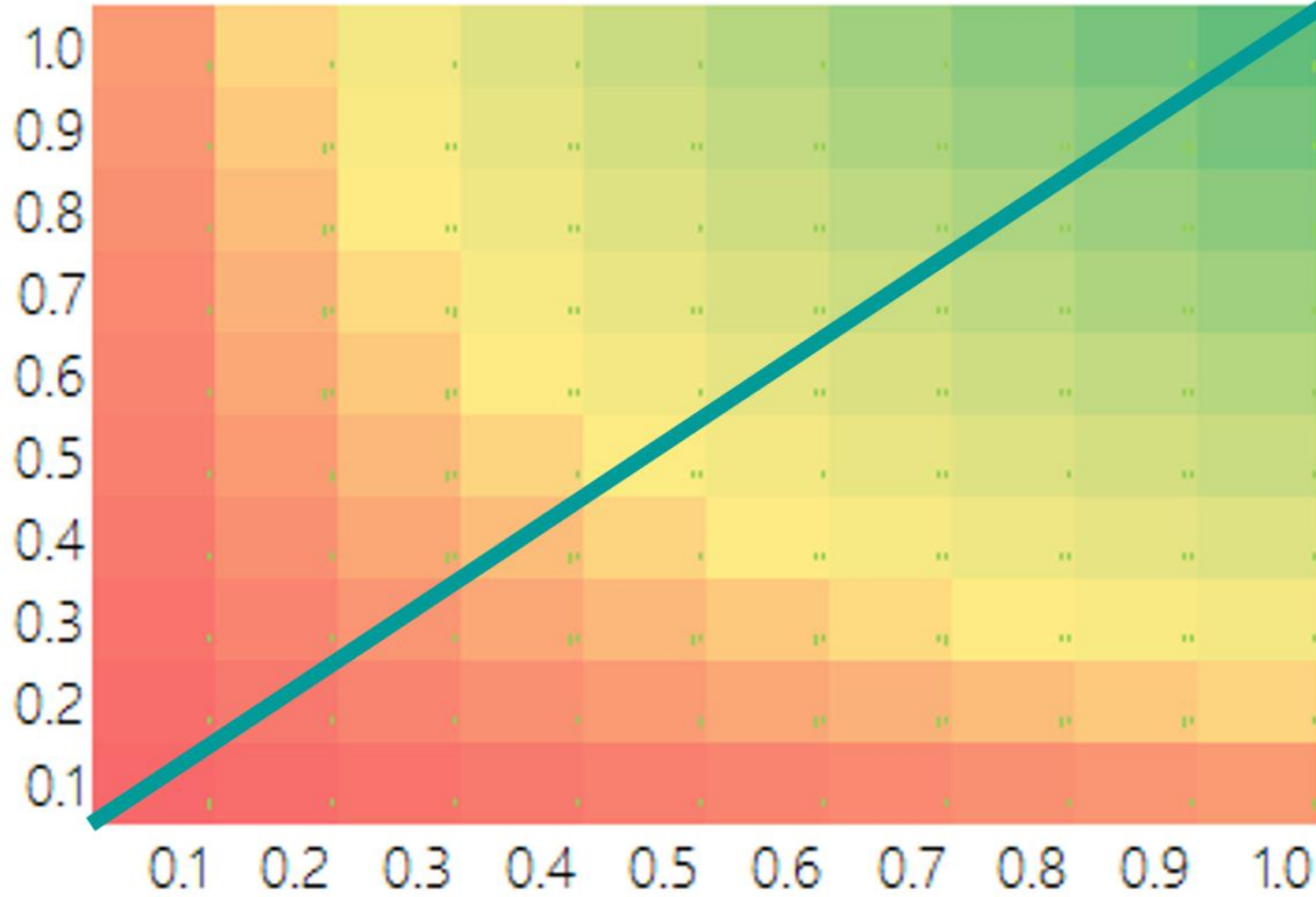
- Simplify systems and processes (FE **X** BE!)



**HOW DO I
SIMPLIFY?**

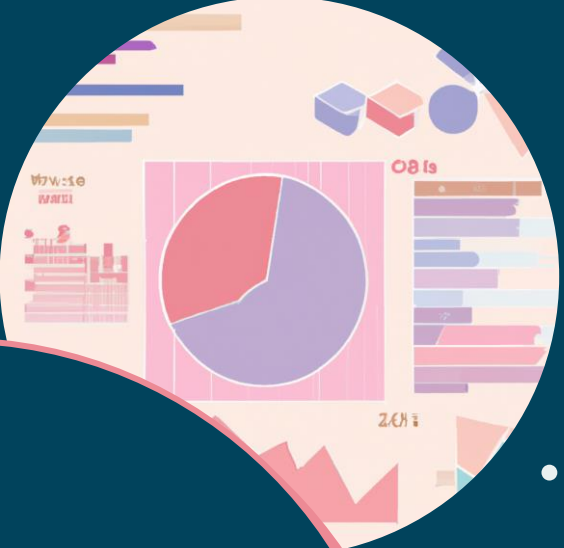



Back-end Experience

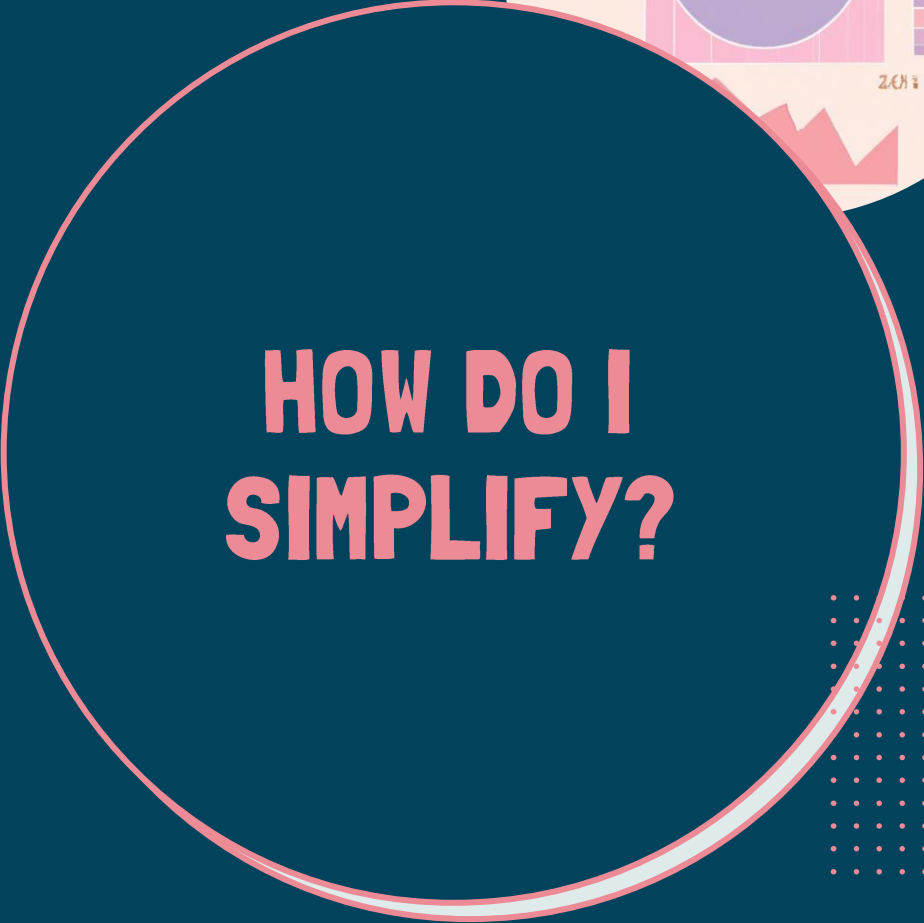


Front-end Experience

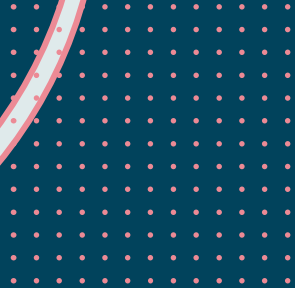
Brand Experience



Simple = Standard
Complex = Custom



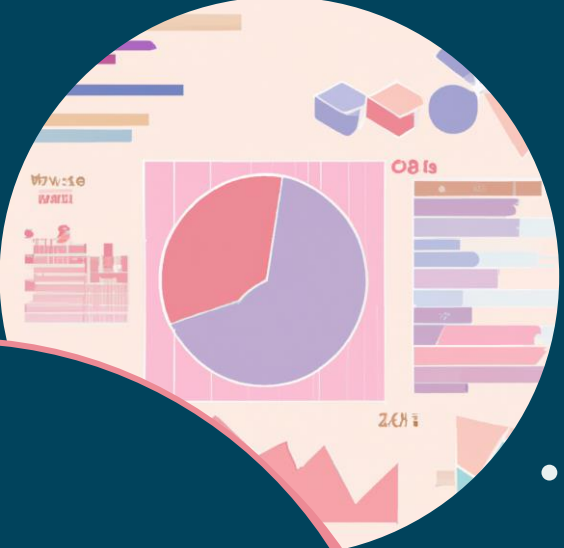

**HOW DO I
SIMPLIFY?**



- Simplify systems and processes (FE **X** BE!)
- Choose your complexity wisely

Complexity is largely caused by breadth of scope:

- Number of technologies (integration)
- Number of suppliers/partners/agencies
- Number of stakeholders (ecommerce is cross-department)
- Number of configured features
- Number of customisations
- Need for regulatory compliance



Simple = Standard
Complex = Custom

**HOW DO I
SIMPLIFY?**

- Simplify systems and processes (FE **X** BE!)
- Choose your complexity wisely
- Choose customisation that *MATTERS*

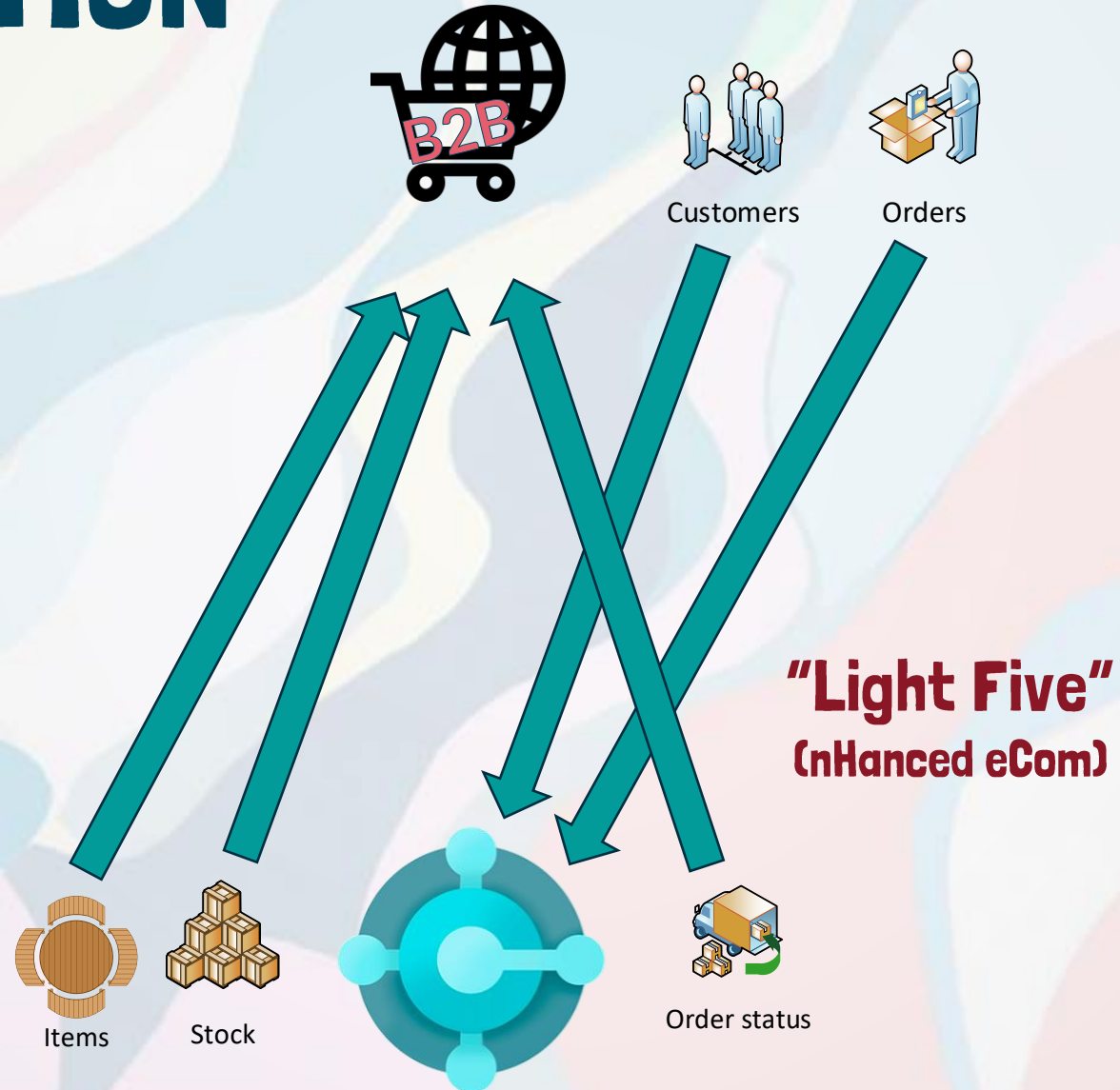
“Does this customisation add to my
Customers’ Brand Experience?”

ECOMMERCE IN A NAV AND BUSINESS CENTRAL WORLD

With Matt & Al'

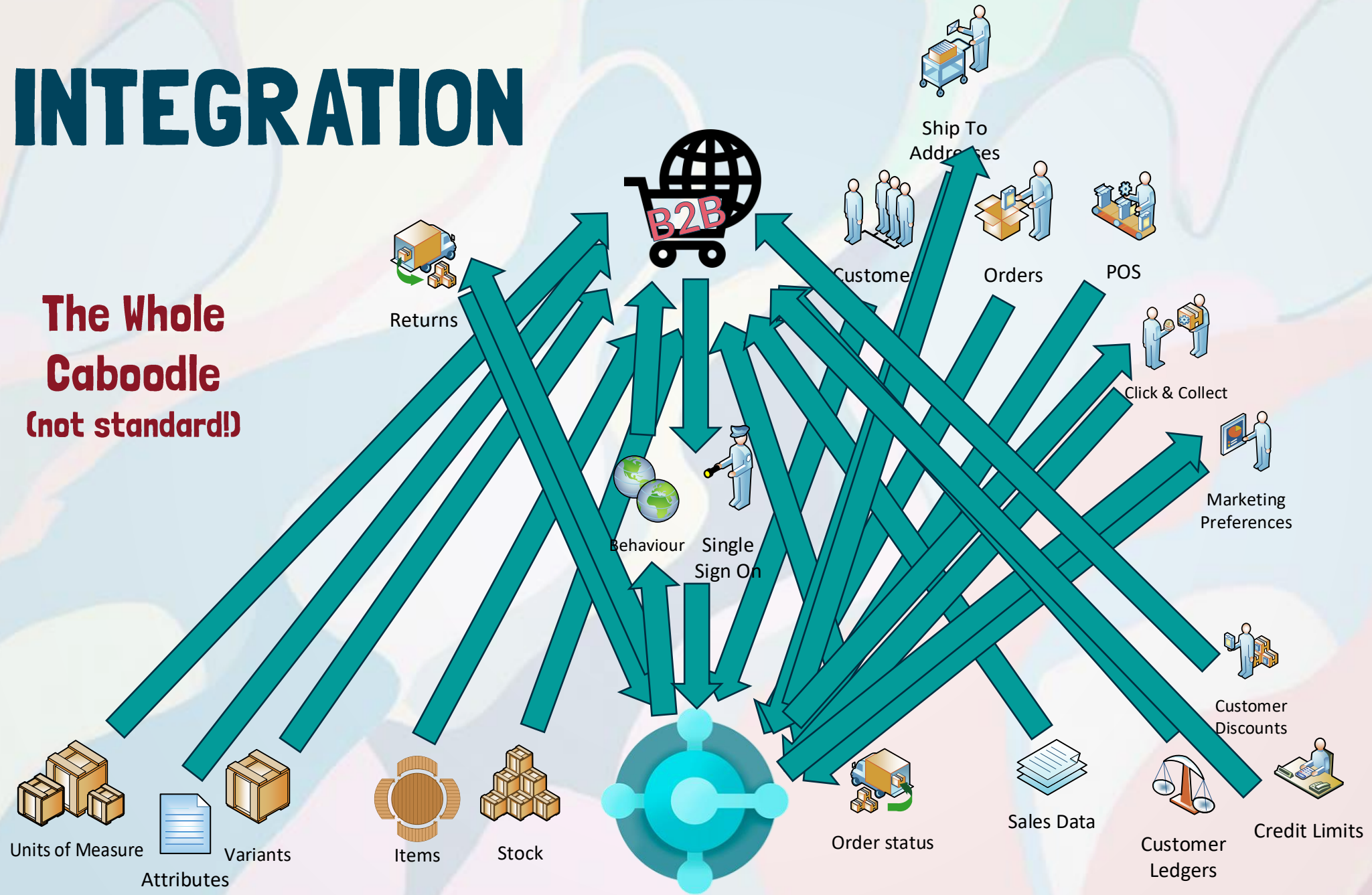
(Alex Willingham & Matt Aitken)

INTEGRATION



INTEGRATION

**The Whole
Caboodle
(not standard!)**



THE BALANCING ACT

Features Vs Data / Integration

- Does this feature require data?
- Either from ERP to eCom OR vice versa
- Ultimately – which is more complex?
- Building Custom Features or Integrating them ...



WHICH PLATFORMS HAVE INTEGRATION?



- Pre-built Shopify Connector in BC (free!)
- Hence speed of B2C deployment with BC SaaS
- Can be modified
- Cannot be extended

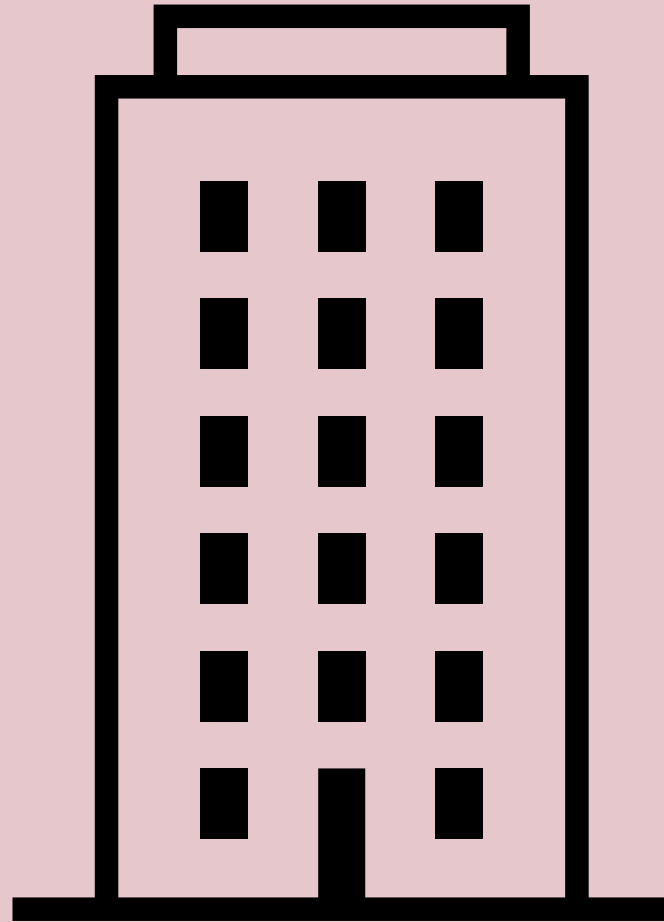


- Ecom addon for NAV & BC
- Executes code in BC online
- Hence speed of B2X deployment with NAV & BC
- Can be modified
- Can be extended

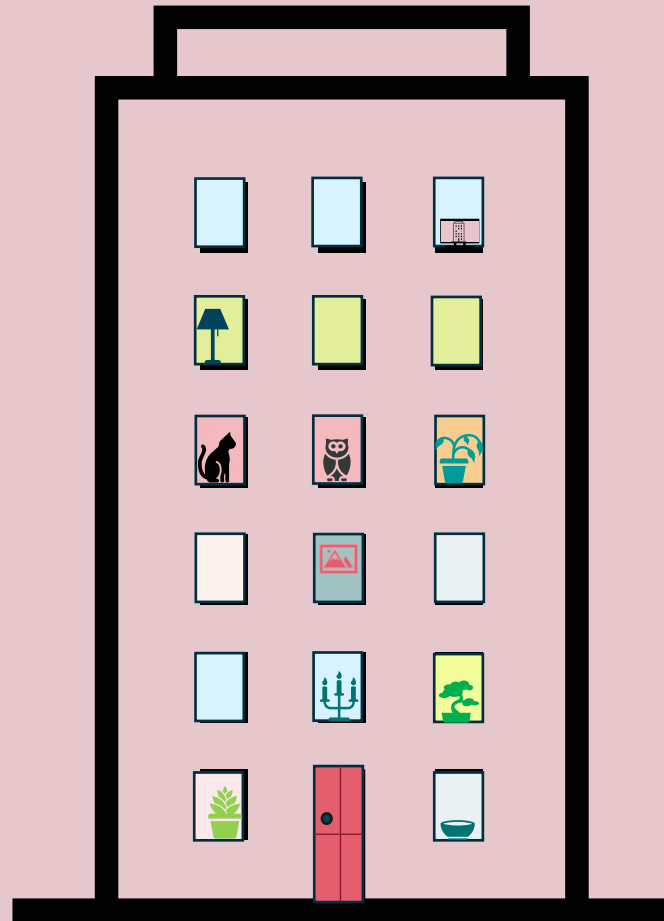


- “Out of the box” connectors do exist
- Modification can be tricky
- Extension can be tricky

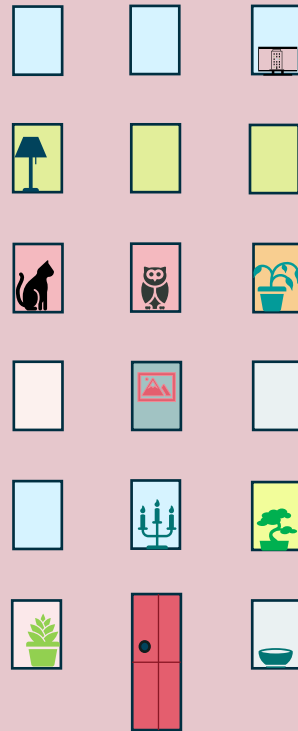
“Why build the
skyscraper when
you can simply
furnish it”



“Why build the
skyscraper when
you can simply
furnish it”



“Why build the
skyscraper when
you can simply
furnish it”



WHAT DO THE EXPERTS SAY

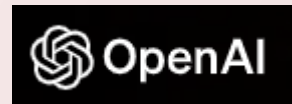
We have observed increasing complexity in our clients' business and operating models and **identified simplification as a necessity** from a business perspective, and something our clients **need to consider**

Deloitte.

from [deloitte-ch-en-the-simplification-principle.pdf](https://www.deloitte.ch/en-the-simplification-principle.pdf)

WHAT DO OUR ROBOT OVERLORDS SAY?

Ecommerce platforms and ERP systems often use different technologies, databases, and data formats. Integrating these diverse systems requires **careful consideration of compatibility issues** to establish seamless data flow and communication between them. To overcome these complexities, it is advisable to **work with experienced professionals** who specialize in ecommerce-ERP integrations.



from <https://chat.openai.com/>



WHAT DO WE SAY?



sales

I want...



marketing

I want...



I want...



finance

I want...



IT

I want...



operations



WHAT HAVE WE COVERED?

- Prioritise Brand Experience
- Be platform agnostic
- Define your desired outcomes
- *Simplify & standardise*
- *Customise carefully*
- Measure your progress



ECOMMERCE WITH TNP



20
Ecom
Experts



200+
Years of
Experience



1,000,000+
Registered
Users



Thank You!

— *Al' & Matt* —



"Wo



SUBSCRIBE



SUBSCRIBED



Ecommerce in a NAV and Business Central world

Conference Suite 2
14:45 - 15:30



Alex Willingham
TNP



Matt Aitken
TNP



Sana Commerce and Shopify are both ecommerce platforms with a focus on Business Central. Whichever ERP version you are on, this session will explain how you can get your NAV or Business Central system hooked up to full-featured ecommerce platform. Suitable for both B2B and B2C.

Add rating



Just WOW!!

eventEE



s!!"



TAKEAWAYS

1. Prioritise Brand Experience
(remember: FE x BE)
2. Define success
3. Apply simplification as a decision-making principle
4. Let the platform choose itself
5. Measure progress

