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Customer Self-Service Overview

- E-commerce application for selling products via the Internet
- Easy access to functionality and information in core Navision Axapta system
- Rapid implementation using web application wizard
- No web programming experience needed
- Cascading style sheets
- Shoppers/buyers set up own login and password
- Shopping basket system
- Easy set up of product catalog with direct access to data in Navision Axapta
- Multiple languages and currencies
- Added security via Secure Socket Layers (SSL)



Customer Self-service

Introducing the Navision Axapta Customer Self-Service web application

The Customer Self-Service web application enables companies to rapidly implement e-commerce sites for selling products and services via the Internet.

Using the Navision Axapta web application wizard, a new site can be set up in a matter of minutes. Because all web applications in Navision Axapta are built on top of the core Navision Axapta system, companies are able to easily include product data, customer information, and functionality that already exists in their Navision Axapta system.

The Customer Self-Service web application provides a range of vital capabilities for companies looking to leverage the Internet to boost sales, and provide higher levels of customer service. These capabilities include:

- Rapid implementation via wizard
- Ease of use for customers
- Simplified administration
- Full access to the core Navision Axapta system

The above capabilities are described in this fact sheet.

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Rapid implementation via wizard

The Customer Self-Service web application can be quickly implemented using the Navision Axapta Web Application Wizard.

No previous experience with web programming is needed to set up and maintain a site that is based on the Customer Self-Service web application. No knowledge of HTML or Active Server Pages (ASP) is required, and no external web development tools are necessary.

Easy wizard-driven setup and administration

The Customer Self-Service web application is set up

on a Microsoft Internet Information Server (IIS). The web application wizard guides you through the simple steps required to put the website to work. These steps include:

- From within the Website Administrator form, choose the Customer Self-Service option and enter a name for your site.
- Enter the name of the web server you will use to deploy your site.
- Enter the name of the directory where you wish to install the application.
- Click on the Setup button to select your site's language, layout theme and other style properties.

The customer ordering process is based on the shopping basket concept.

Customer Self-Service

Home | Info | Help

Search

Account
Log off
Products
Product catalog
Basket
Basket
Checkout
Customer
Info
Password
Create new user
Users
History
Administrator
Setup
Site Setup
Refresh AOD
Refresh Data
Refresh Dictionary

Basket

Below the contents of your basket are displayed. Note that all prices are excluding sales tax.

Delivery name Admin (Intern)
Customer number admin
Contact person Admin

Item number	Item name	Configuration	Quantity	Unit	List price	Your price	Discount amount	Net amount
SP-BHolder/10	Bulb Holder 10 mm		<input type="text" value="1,00"/>	Pcs	1,15	1,15	0,00	1,15 <input type="button" value="X"/>
PL-2500/Black	Pendant Lamp 2500 Black		<input type="text" value="1,00"/>	Pcs	0,00	0,00	0,00	0,00 <input type="button" value="X"/>
Total								<u>1,15</u>

Basket
Quantity
Amount

Add to basket
Item
Configuration
Quantity

21-11-2000 13:48:11

Powered by Damgaard Axapta

Local intranet

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- Click on the Finish button, which deploys the files for your site.

Once these steps have been completed, the site is ready for use, and users can log on right away.

A range of graphical design facilities

Navision Axapta provides a number of facilities that make it easy to implement a complete look and feel for a site based on the Customer Self-Service web application. These facilities include style sheets, and pre-built graphical themes.

Style sheets

Navision Axapta includes cascading style sheets that make it easy to define and maintain a consistent graphical look for an entire site. Style sheets allow you to separate graphical design from content, so that each can be maintained with a great degree of flexibility.

There is a style sheet for controlling the general design of site elements, like body text, headings, and other text elements. And there is a style sheet assigned to each visual element of a website, including WebForms, WebMenus and WebReports.

All visual elements can be customized to match a consistent corporate image. New style sheets can be created to support any design.

Navision Axapta cascading style sheets exploit benefits and options in Microsoft's Internet Explorer browser. If your site is entered using a Netscape browser, the web user is directed to an alternate version that uses low-level style sheets intended for older browsers like Netscape. Site functionality is the

same for both Internet Explorer and Netscape users. (It is expected that future versions of Netscape will fully support cascading style sheets.)

Visual look and feel

Navision Axapta also includes a range of graphical themes for controlling the visual appearance of web pages. Themes consist of sets of style sheets and images. They make it very fast and easy to change the look of a site.

A number of predefined themes are provided, and new themes can be easily created. All of the style sheets in a theme by default have the same layout in order to ensure a common look and feel throughout your entire website.

Ease of use for customers

The Customer Self-Service web application provides a range of facilities that make it easy for your customers to use your site. This is a vital aspect in the overall success of a self-service site.

Customers can create their own logins

When unregistered customers enter your site, they can log in as guests. A guest can view items in an electronic catalog, and place items in a shopping basket. But a guest cannot create sales orders until he or she has registered.

Guests can sign up directly on the website and create a registration request. This displays a form for entering such information as company name, contact person, e-mail address, and so on.

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The guest can select to keep the basket, if items have been added to it. After getting signed up, the guest can return and finalize the purchase.

Customer personalization

Just as Navision Axapta supports multiple languages and currencies, so too can sites based on the Customer Self-Service web application. At any time, a guest can request, or set up a login and specify a language.

Customers can maintain their own contact information. This is the same information that is used in your core Navision Axapta system.

Shopping basket concept

The customer ordering process is based on the shopping basket concept. Shopping baskets are completely integrated with backbone functionality in Navision Axapta.

The customer browses through a product catalog, adding items to the shopping basket. To finalize a purchase, the customer only needs to complete a form in which a range of options — such as delivery address, delivery date, etc.— must be specified.

Clicking Create Sales Order finalizes the purchase, and the order is added to the Sales Order module in Navision Axapta. Each order that arrives from the Internet is tagged so you can track its origin.

The Customer Self-Service web application does not include functionality to handle credit card payment or payment provided by a third-party service.

Simplified administration

The Customer Self-Service web application, combined with other capabilities offered in Navision Axapta, makes it easy to administer the site.

Among the capabilities available are: advanced options for pricing, images, text, dynamic updates of data, and free-text search facilities. Product catalog administration is also supported.

Administering the electronic catalog

The electronic catalog can be created based on the inventory table in Navision Axapta. The products that reside in your inventory table must be organized and filtered in a way that is intended for presentation on the Internet.

When a customer opens the product menu item on your website, the list of product groups is presented. For example, the list could include product groups such as bulbs, lamps, and shades, if you are a company that sells lighting.

You can add descriptive text and an image to each product group in Navision Axapta. When a customer clicks on a given product group, a list of product items within that group is presented with the text and image for the product group appearing above the list.

Monitoring open shopping baskets

Navision Axapta provides an overview of all processed and open baskets in the Customer Self-Service web application. If you have allowed “resting” sales baskets, the overview list includes baskets with unordered items that have been left by any site

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visitors.

Security

You can control the level of security on your website by using the Secure Socket Layers (SSL) in Navision Axapta. SSL encrypts the information sent to and from your website.

Full access to core Navision Axapta system

Like all web applications deployed using Navision Axapta's web publishing wizard, the Customer Self-Service web application is fully integrated with the core Navision Axapta system.

Updates in Navision Axapta can immediately take place on your website, if required. For example, you can make updates to the inventory table available online for your Internet customers. What's more, users can update their contact information from the website.

WebForms, WebMenus and WebReports

Navision Axapta's MorphX Development Suite allows system administrators to develop forms, menus and reports that run in a web browser.

Called WebForms, WebMenus, and WebReports, these elements are created using MorphX development tools in much the same way as the standard client environment. However, each element has been extended to include web functionality such as links and images.

Technology Requirements

To use Customer Self-Service web application, the following are required:

- Microsoft Internet Information Server (IIS)
- Microsoft Transaction Server (MTS)
- The Navision Axapta Business Connector

The multi-session features of the Navision Axapta Business Connector run with both the Microsoft SQL Server and Oracle databases.

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