

LS eCommerce – Get to know Dynamicweb



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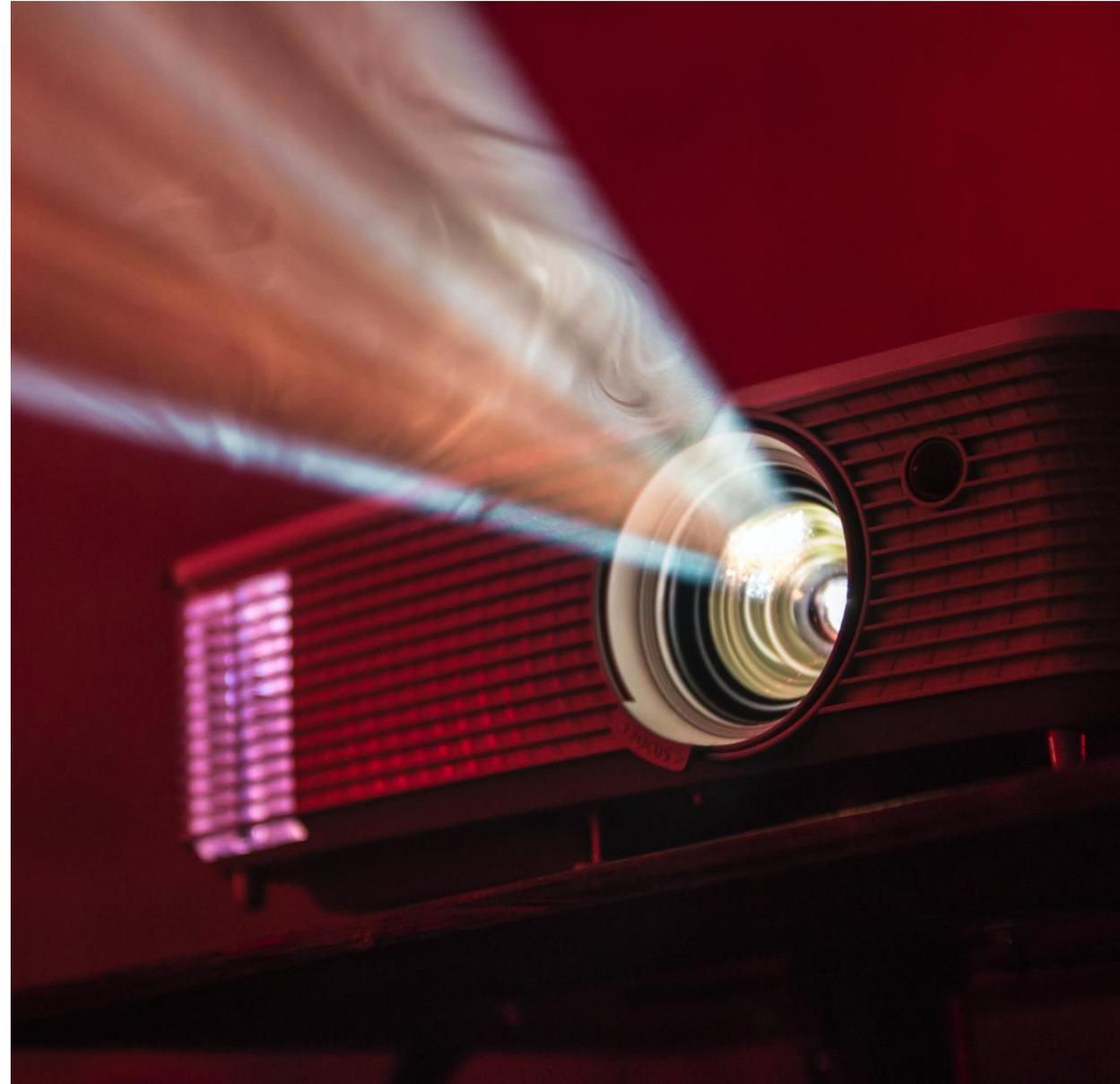
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Pre-sales Consultant – Dynamicweb Software



Agenda

- LS eCommerce – Setting the context
- Why LS Retail and Dynamicweb?
- Who and what is Dynamicweb?
- Platform demo
- Who are using Dynamicweb?
- How to embark on a project?
- Q&A



eCommerce

LS Central

POS



Master Data

Store Inventory

Basket Calculation

Hospitality

Customer Loyalty

Click & Collect

Customer Orders

Transaction Repository

Token Vault

Gift Cards

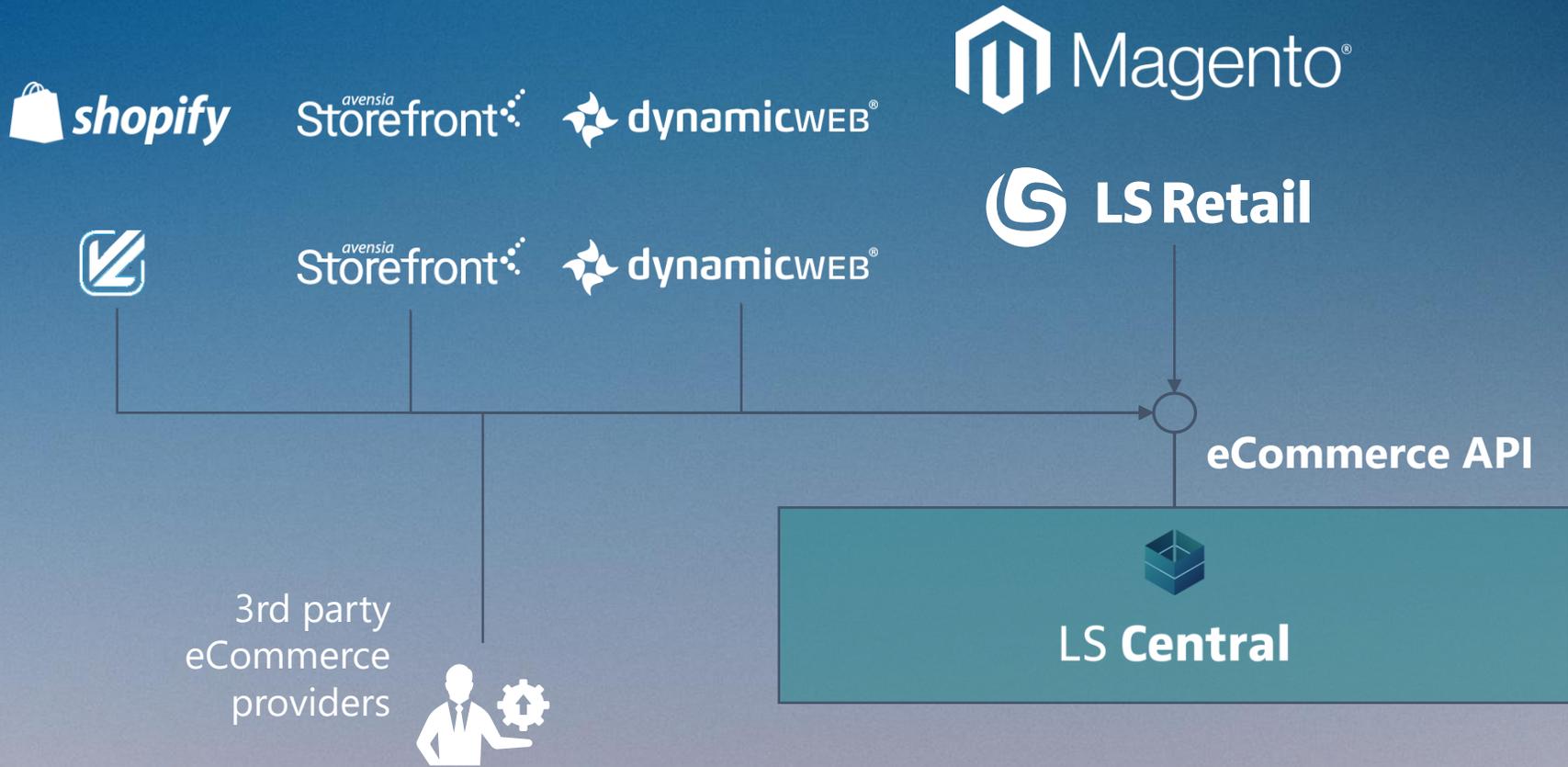
Activity

KDS

B2B Price Management

Point of Sale





Dynamicweb Software



Brede Bjerke

VP Sales – Dynamicweb Software



Nicolai Gosvig

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Why

LS Retail and Dynamicweb





'Today's consumers expect retailers to be on all sales channels, at all times. With Dynamicweb, retailers will now have a new way to fulfill their customers needs'

- **Magnus Norddahl, CEO and President at LS Retail**

LS Retail characteristics

- One software solution – front to back;
- Total control across all channels;
- Scalable and efficient;
- Easy to learn – easy to use;
- Connected to the customers anytime, anyplace;
- Superior customer service with mobile POS;
- Personalization;



'Retailers are looking for robust unified solutions that are fast and easy to implement. LS Retail and Dynamicweb definitely share this vision. With this combined solution we aim to set new standards for unified commerce solutions'

- Christian Beer, CEO at Dynamicweb

Dynamicweb Characteristics

- All-in-One platform – one platform for your whole digital world
- Built to scale
- Rapid deployment
- Multi-channel delivery
- Personalization

Who and what is Dynamicweb?



Dynamicweb facts

- 8 countries
- 200+ colleagues
- 300+ partners
- 4.000+ customers
- 12.000+ websites
- 3.000.000 daily visitors

Profitable since 1999

Target customer

Focused go-to-market approach



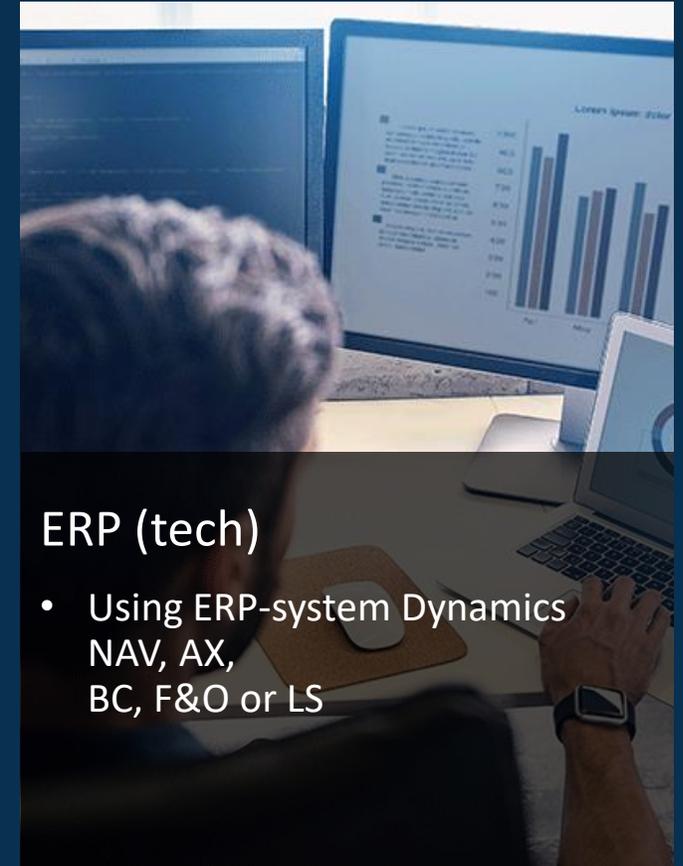
Industries

- Manufacturing, Distribution, Retail
- Companies with SKU's and complexity



Demographics

- Mid- and large sized businesses
- Not too big or small



ERP (tech)

- Using ERP-system Dynamics NAV, AX, BC, F&O or LS

Dynamicweb

value proposition and USP's

Data Sources



ERP / CRM / PIM



All-In-One Platform



Personalization



Content



Ecommerce



Marketing



PIM



Development Platform



Integration Framework

Channels



Website



Mobile



Online Store



Self Service Portal



Email Marketing



Social Media



3rd Party Marketplace



Document Generation

Frankenstack

eCommerce of best-of-breed



Suite

eCommerce unified



Positioning Dynamicweb



CMS platforms

- Integrated email marketing and segmentation using Smart Searches
- Built in marketing tools like split-test, SEO and lead tool
- Prepared for later expansion into ecommerce

Ecommerce platforms

- You will need other systems for CMS and email marketing
- Make a business case on functions like customer reactivation and abandon shopping cart
- Be aware of potential scalability issues with open source platforms

PIM systems

- You will need external systems to make frontend editing

All-in-One platforms

- Few mid market All-In-One platforms
- Other All-In-One platforms have acquired technology and are not build from the inside out
- Sitecore / Episerver has expensive license price and requires +1,000 hours implementation

Platform Demo

Current LS eCommerce API support

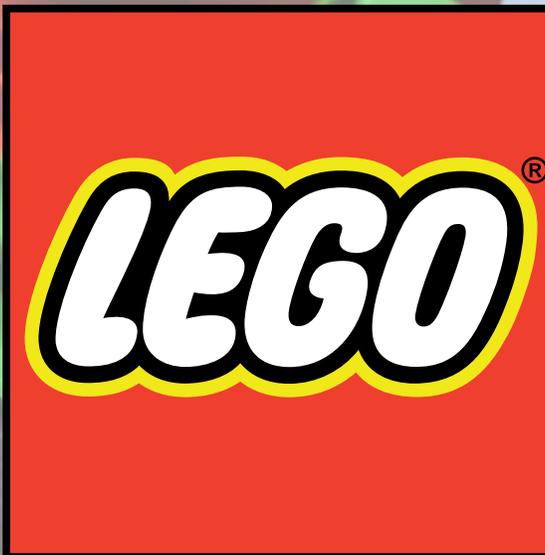
- Stores
- Members
- Currencies
- Stock and Item availability
- Items
- Item attributes
- Item Variants
- Item images
- Hierarchy
- Prices
- Orders
- Payment and order webhooks
- Order history
- Discounts and pro-active discounts

Who are using Dynamicweb?

AWARD

Dynamicweb Choice Award 2019/2020

WINNER



Legóbúđin

by



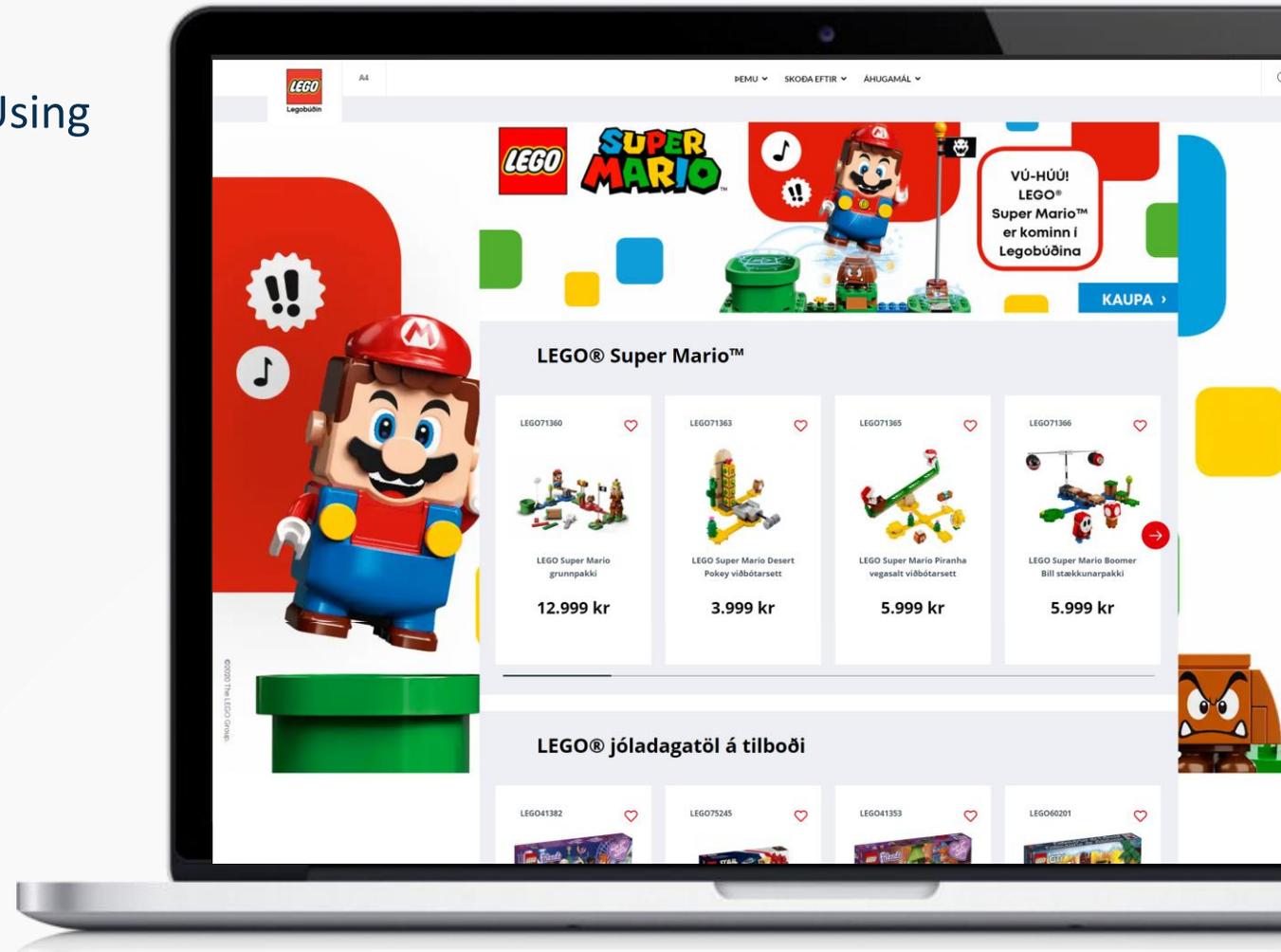
advania

Case Legobudin.is / LEGOSTORE

B2C webshop with LS Retail implementation. Using LS Omni and DW LS Retail Integration.

- Product information is synchronized directly from LS Retail and all orders get automatically processed over to LS Retail.
- 600 products and 32 themes from LEGO (Major groups).
- Different payment options and different delivery or pickup options.

→ <https://legobudin.is/>



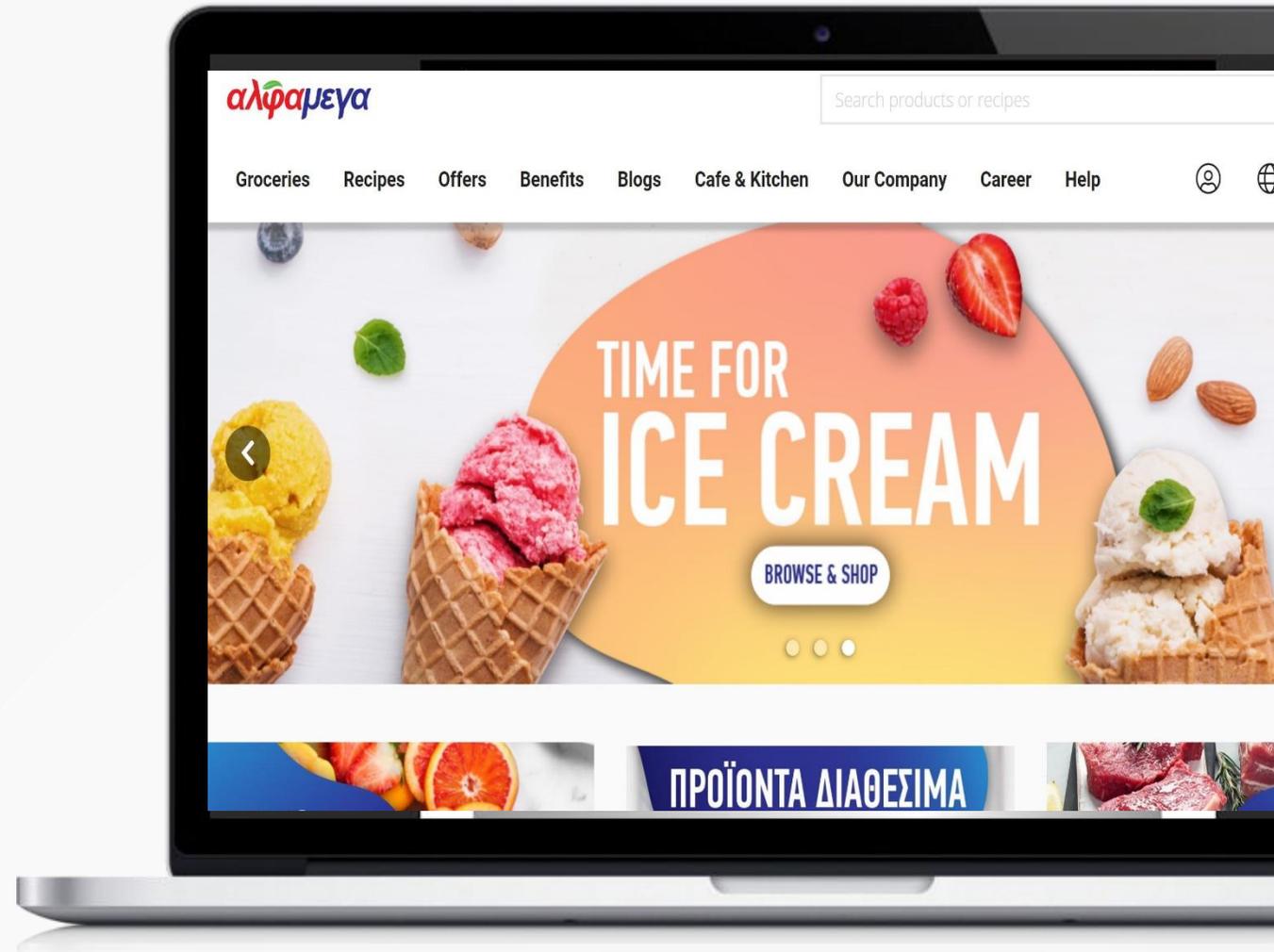
Case Alphamega

PIM end ecommerce solution

- Cyprus' biggest hypermarket chain
- Recommendation engine and personalization
- Loyalty club, shop with points and email marketing campaigns
- Implemented by Nextech, Cyprus

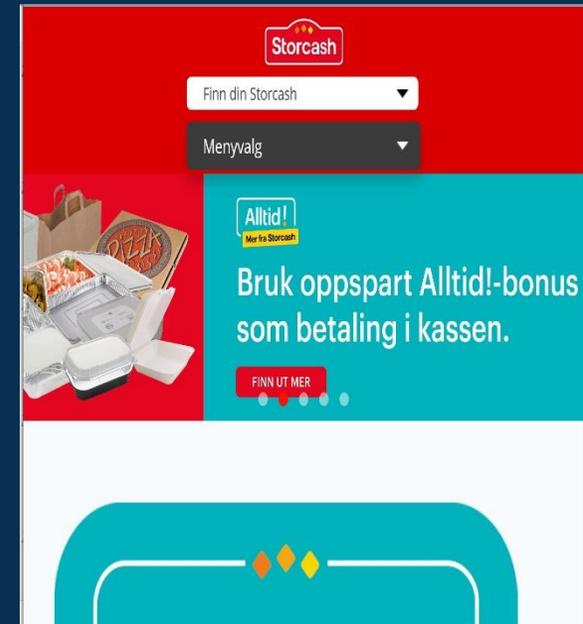
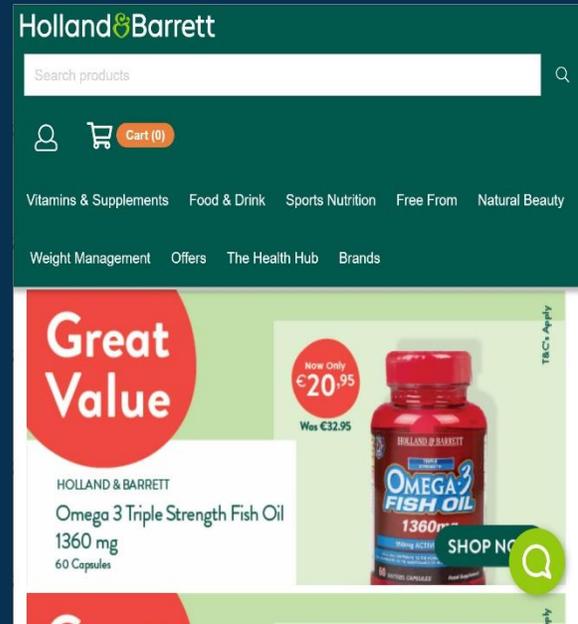
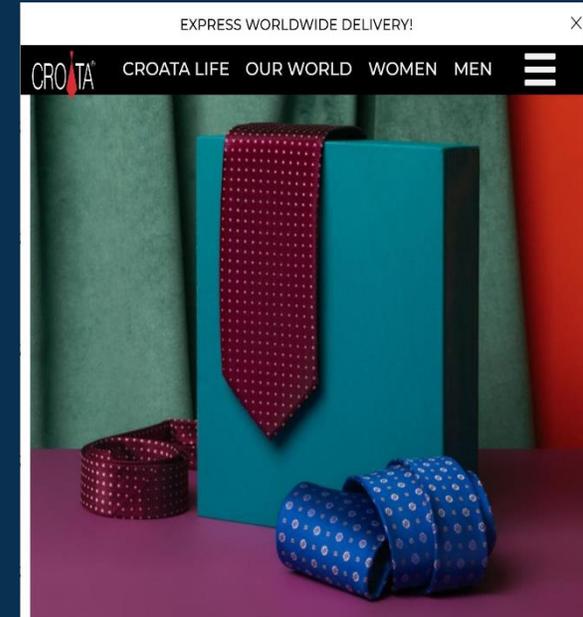
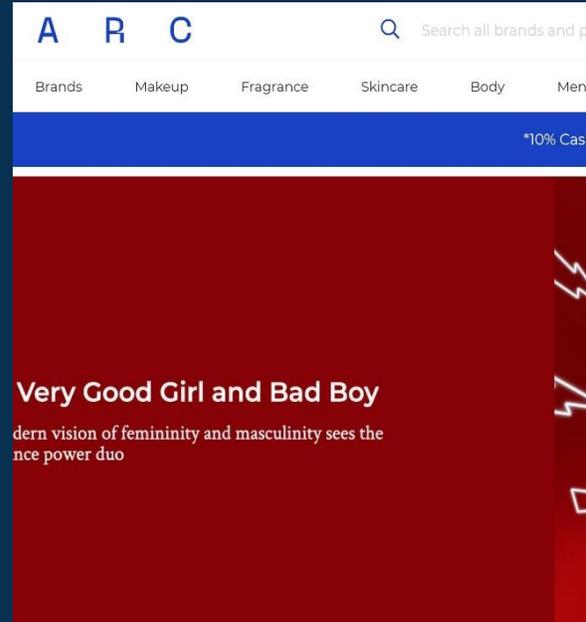


<https://www.alphamega.com.cy/en>



Other LS Retail Cases

- **ARC Stores**
Beauty products, South Africa
Implementation done by Braintree
- **Croata**
Fashion, Croatia/Global
Implementation done by Dignet
- **Holland & Barret**
Health and beauty, Cyprus
Implementation done by Nextech
- **Storcash**
Groceries, B2B, Norway
On-going implementation by Advania



How to embark on a project?

Analysis Process

The **best** way to launch an Ecommerce site

→ 1.A

Customer qualification

Meeting to understand customers requirements, position Dynamicweb and give Ball-park estimate.

- Define situation and objectives
- Summary and process
- High level estimate

→ 1.B

Deep-dive session

Detailed walk through requirements based on Deep-dive Questionnaire to define the scope of the project.

- Architecture
- High level description of project
- Offer +/- 20%

→ 1.C

Present quote and estimate

Present Quote that outlines the customers business objectives, scope and estimate based on Deep-dive Questionnaire

- Solution overview
- Price and Process
- Expectation alignment

→ 1.D

Order Confirmation

Based on feedback from the presentation the Quote is revised and presented to the customer with an Order Confirmation

- Alignment

→ 1.E

Project Kick-off

Project Kick-off to define scope for the Final Solution Description, walk through Design Questionnaire and kick-off the project

- Solution description
- Project overview
- Price

Aligning expectations is EVERYTHING

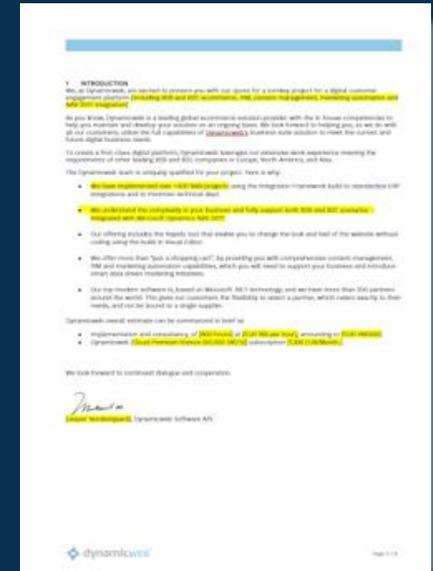
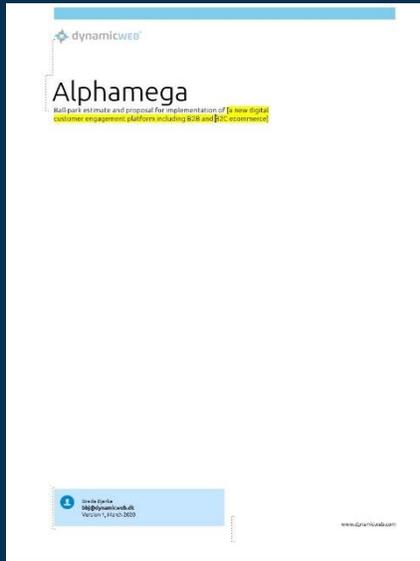
Ballpark, deep dive and Quote

All documents are available to our partners on our Documentation Portal

Ballpark

Deep-dive questionnaire

Quote



Delivering on expectations is KEY

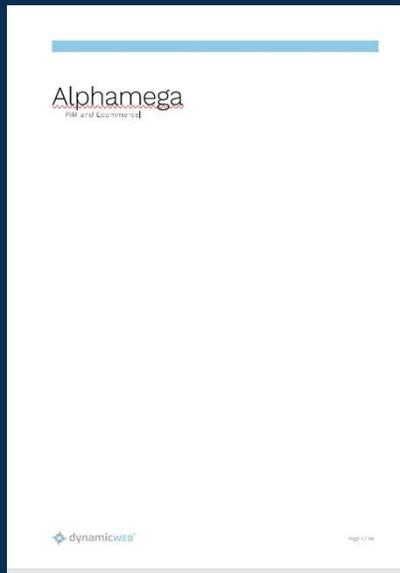
Solution description, Scoping and estimation

All documents are available to our partners on our Documentation Portal

[Solution Description](#)

[Scoping and estimation](#)

[Non Functional Requirements](#)

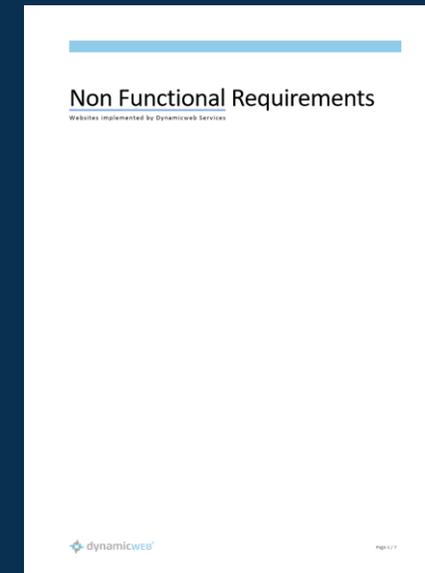


The image is a screenshot of a spreadsheet used for project scoping and estimation. It includes a table for "Implementation Project" with columns for "Hours Configuration", "Hours Modification", "Hours Development", and "Risk". It also includes a table for "Solution Characteristics" with rows for "Customer Types", "Number of products", "Number of languages", "Number of users in product groups", "Number of daily visitors", "Orders per day", "ERP System", and "Hosting". A final table on the right lists various project tasks and their associated hours and prices.

Implementation Project	Hours Configuration	Hours Modification	Hours Development	Risk
General page layout	20	2	0	4%
Development	11	0	0	4%
Customer center	4	0	0	4%
Additional pages	28	0	0	13%
Integrate	5	0	0	2%
Test & Marketing	1	0	0	0%
TOTAL	69	2	0	27%

Solution Characteristics	Value
Customer Types	826/500
Number of products	2000
Number of languages	
Number of users in product groups	
Number of daily visitors	
Orders per day	
ERP System	
Hosting	HN, Cloud, Theme sales

Task	Hours	Price
Workshop		
Project start-up	10	11900
Configure		
Total configurations	81	96750
Build		
Tether modifications	141	168450
Total Custom development	222	265200
Integrate		
DynamicWeb integration implementation and set up	20	23800
Third party integration implementation and setup	20	23800
Total integration configuration	40	88000
Total integration customization	20	23800
Go live		
Training	30	35000
Go live and marketing	15	17500
Project management and coordination	30	35000
Monthly subscription		
Hosting		
TOTAL	420	585600



Partner enabling Process

7 steps to get you started



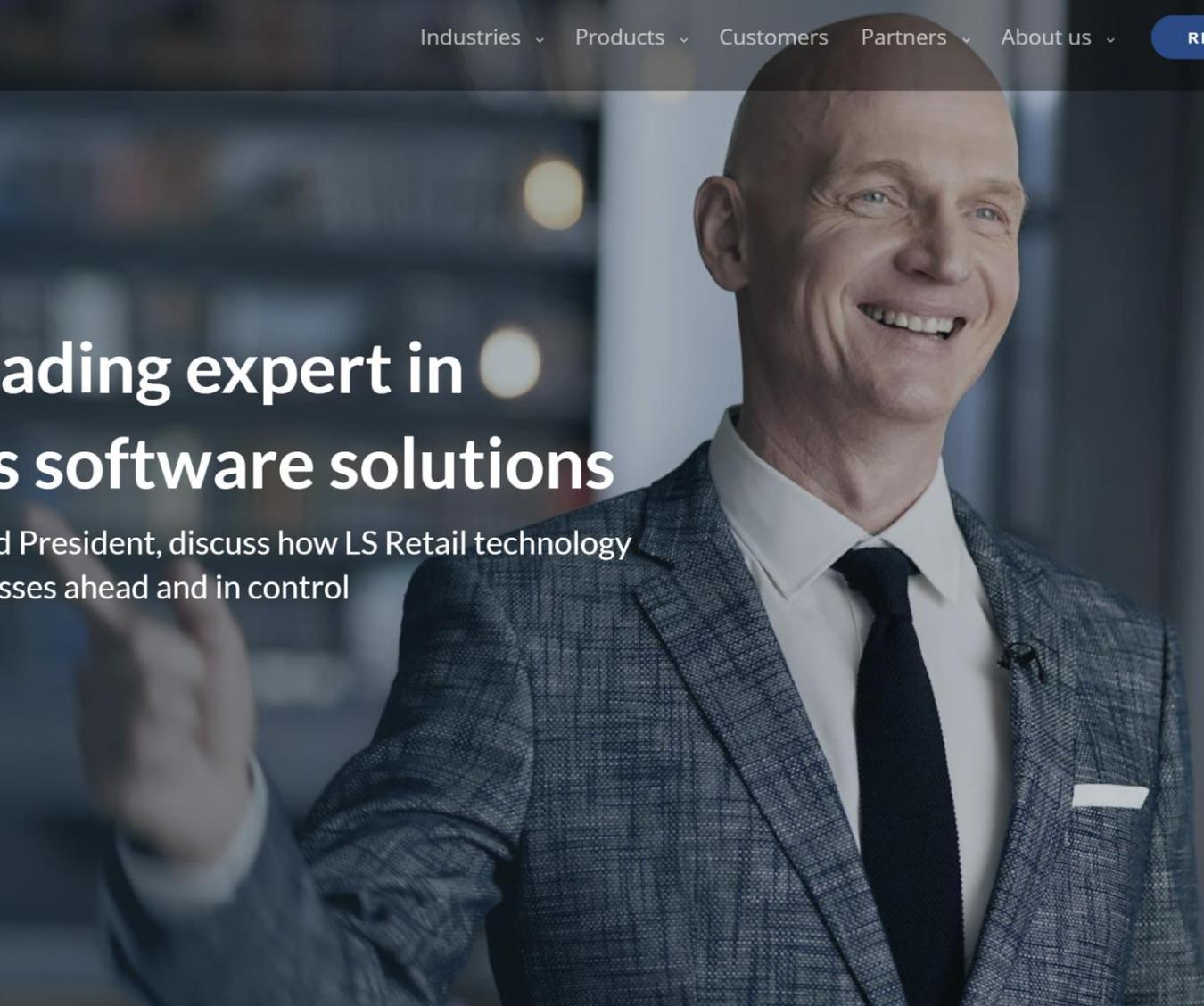
7-step process

Our 7-step partner on-boarding process will ensure that your business becomes successful when delivering Dynamicweb Solutions

LS Retail: the leading expert in unified business software solutions

Watch Magnus Norddahl, CEO and President, discuss how LS Retail technology keeps retail and hospitality businesses ahead and in control

[WATCH THE CONNEXION VIDEO
SERIES 2021](#)





Questions

Thank you



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