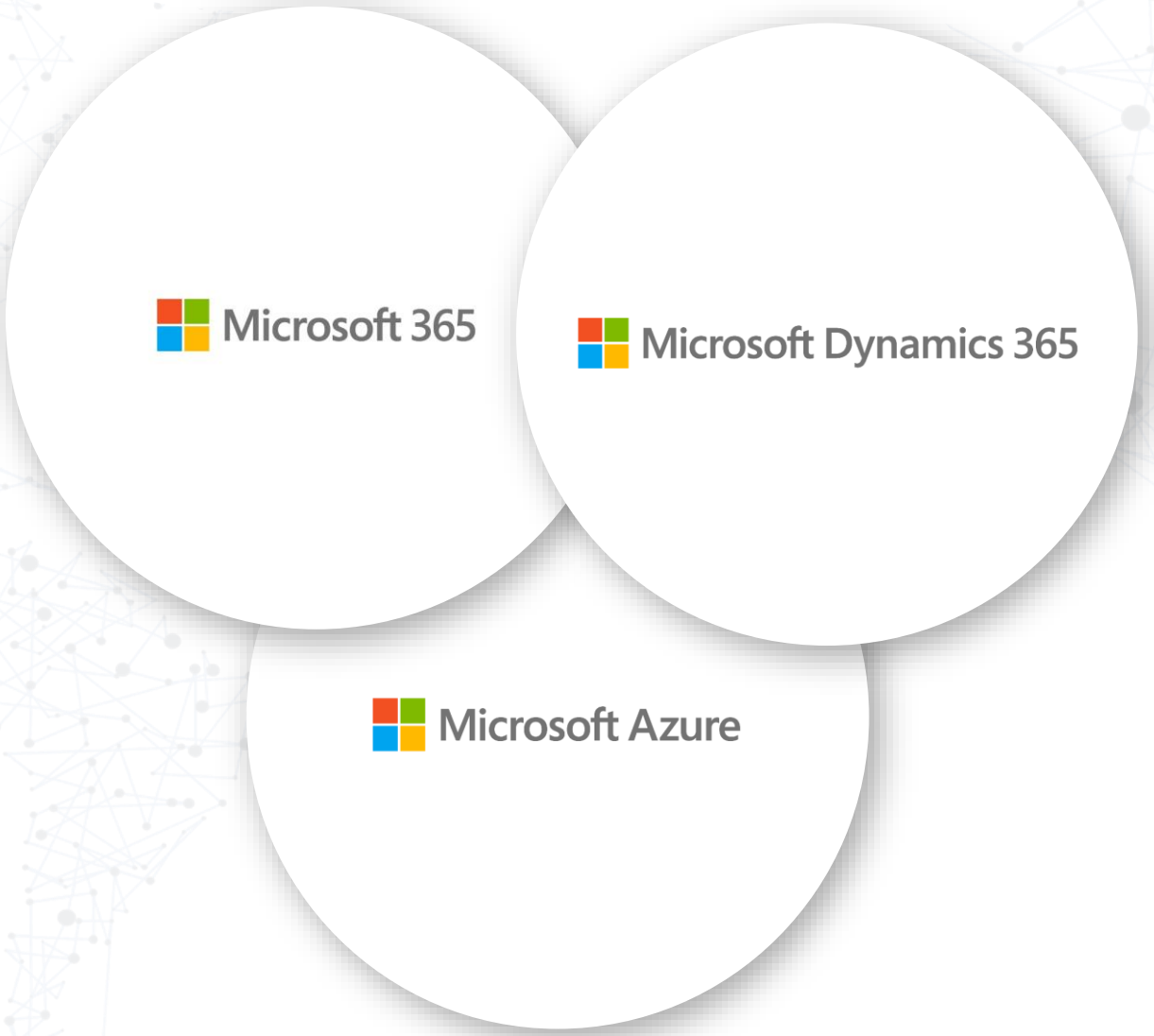
Dynamics 365 Commerce

Kurt Hatlevik

Digital feedback loop

Microsoft Cloud

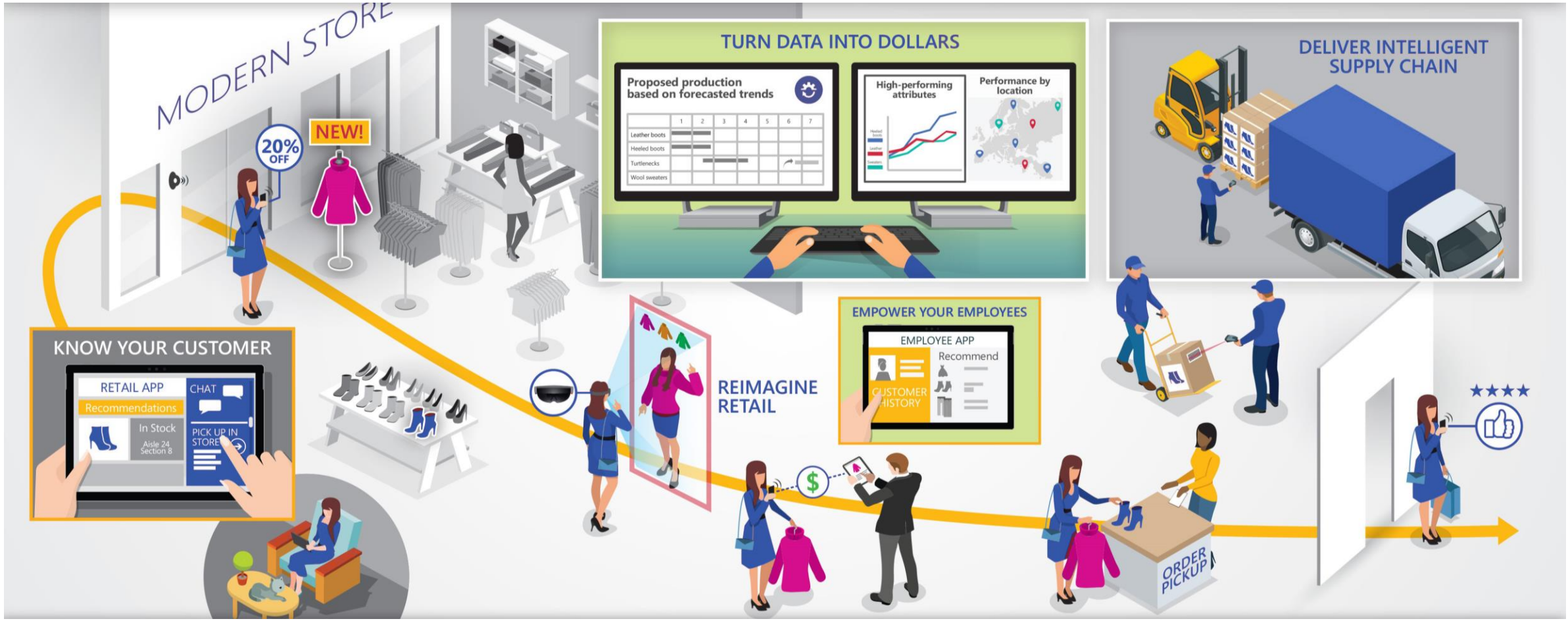


Microsoft Business Applications

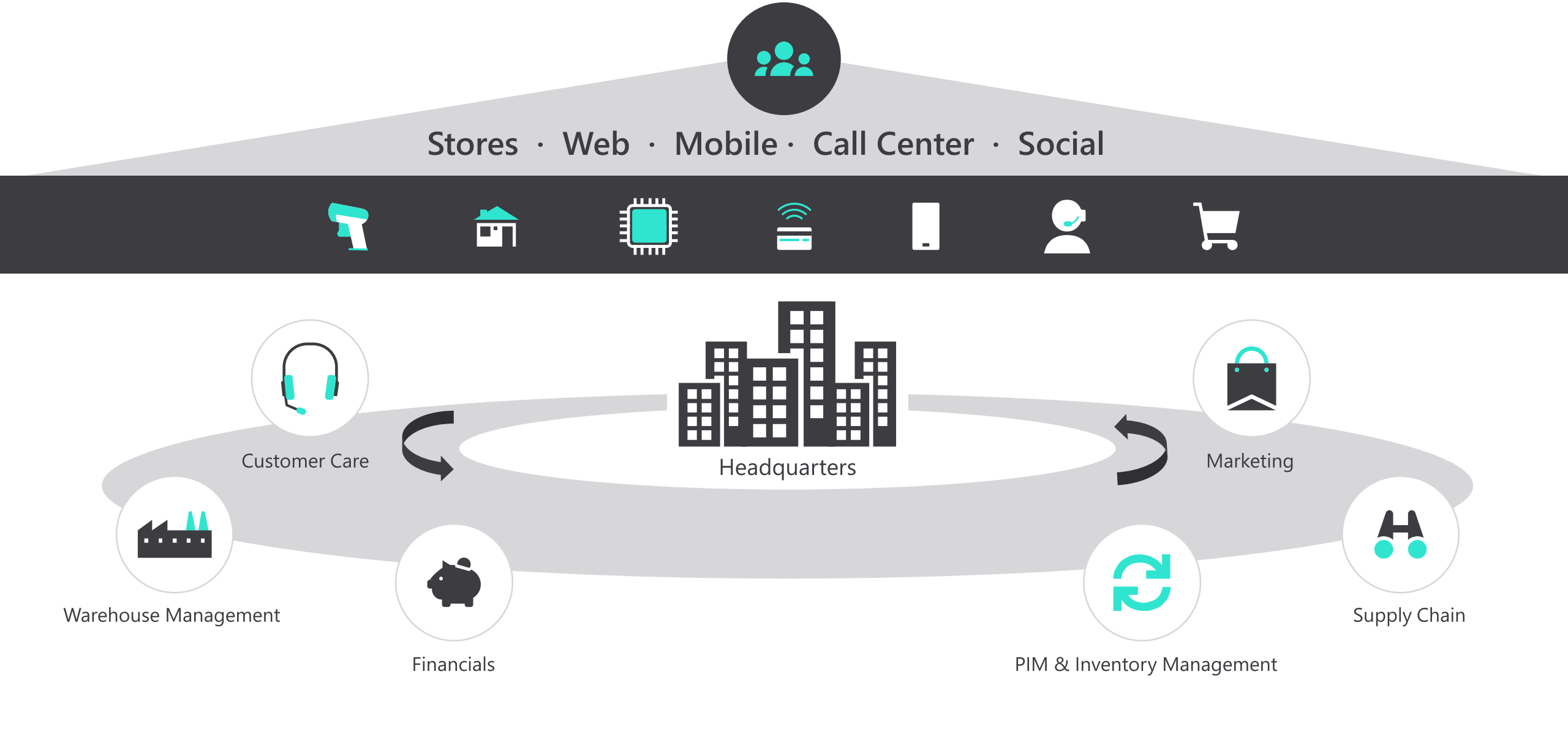
Microsoft Business Applications

What's new in Dynamics 365
Microsoft Dynamics 365 Commerce and Connected Store Vision

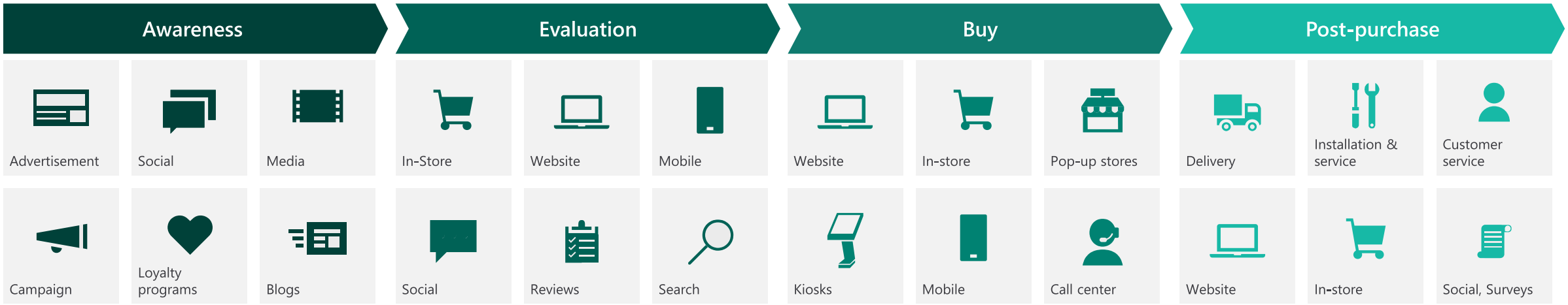
The future of retail is a seamlessly connected and curated experience



Deliver a connected commerce experience

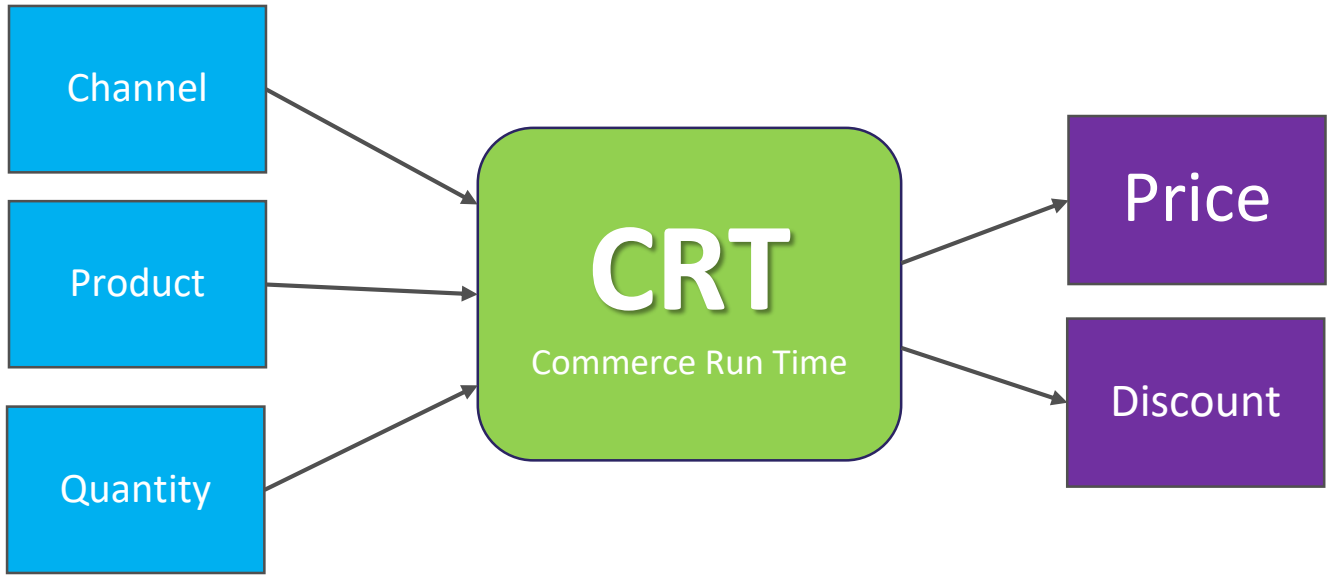


Consumer shopping journey



Back office processes

The key for Dynamics 365 is CRT – Commerce Runtime



Retail prices

Loyalty programs
- Gold = 20%discount
- Silver = 10% discount
- Bonus point

Price adjustments per channel
- Online gives 5% discount
- In Store gives 2% discount

Timebased discounts
- Happy hour (10-12)
- Sunday discounts
- Christmas/Easter discount

Coupons
- Discount codes
- Onetime codes
- Mobile/Cell codes
- Promotion codes

Smart rounding
- 28 → 29.90
- 31 → 29.90

Recurring and discounts
- First shipment is free. Next shipment is 299. Then 25% discount

Trade discounts
- Employee discounts
- Discount category
- Loyalty discounts

Mix & Match discounts
- Mix/Match
- BOGO
- 3 for 2
- Free item A if item B

Quantity discounts
- Buy 2 items, get -5%
- Buy 3 items, get -10%
- Buy 10 items, get -40%

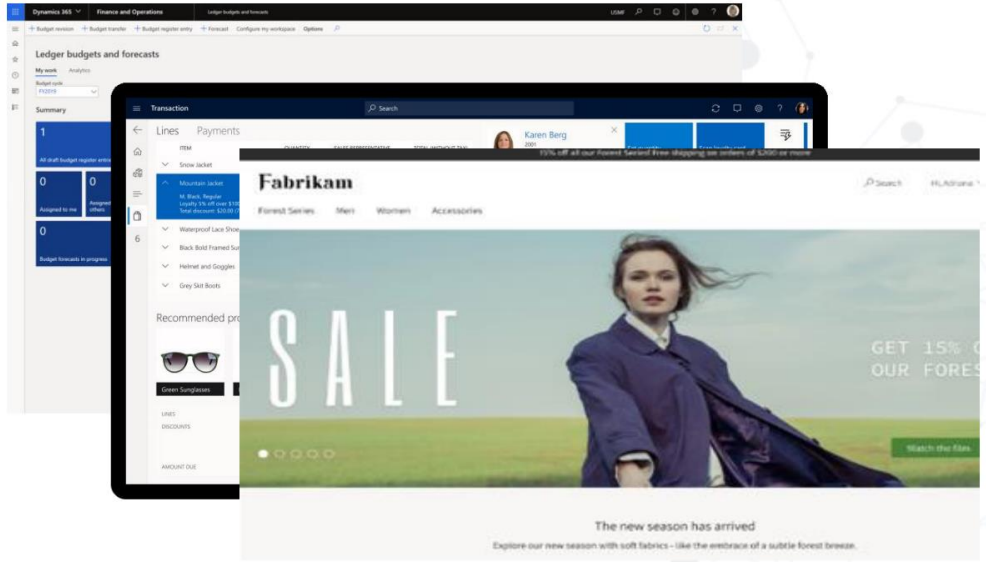
Threshold discounts
- Buy for 100, get -5%
- Buy for 200 , get -10%
- Buy for 900 , get -40%

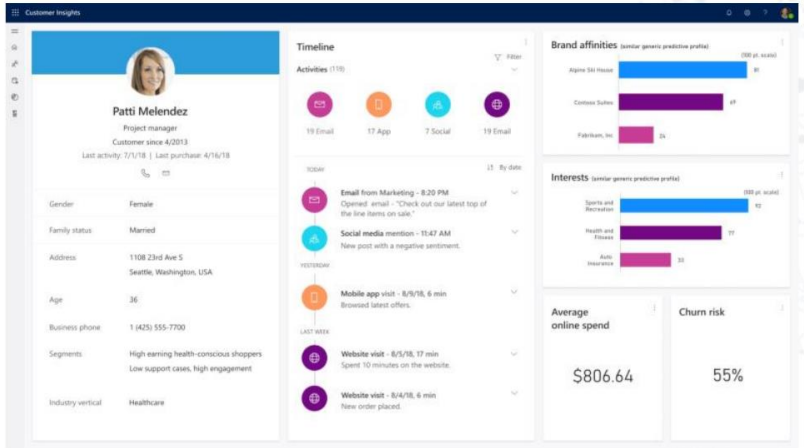
B2B Discount agreement
- Buy for 15.000, next 3 months and get 25% discount
- Year agreement 2000 pcs, and get them for 20,- per pcs.

Price/Discount matrix's(Trade agreements)

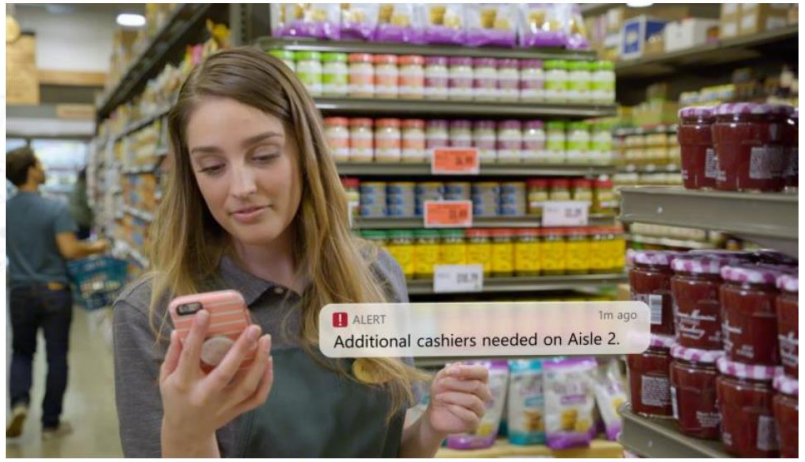
Product prices(Base prices)

Mer enn ERP....

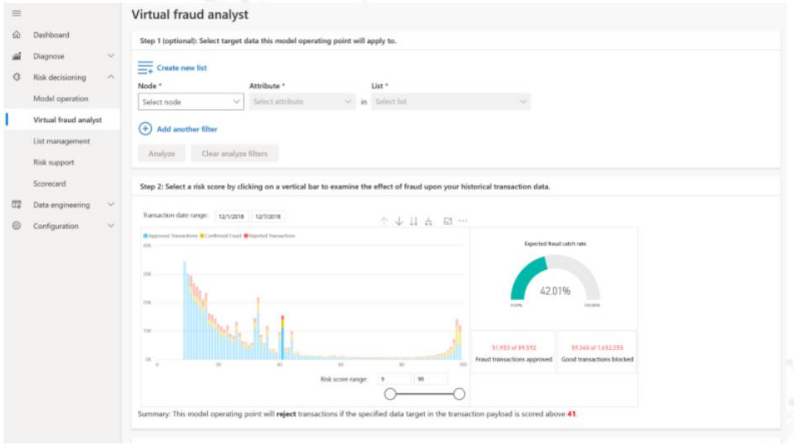




Customer insights



Connected Store



Fraud Protection

Dynamics 365 Commerce

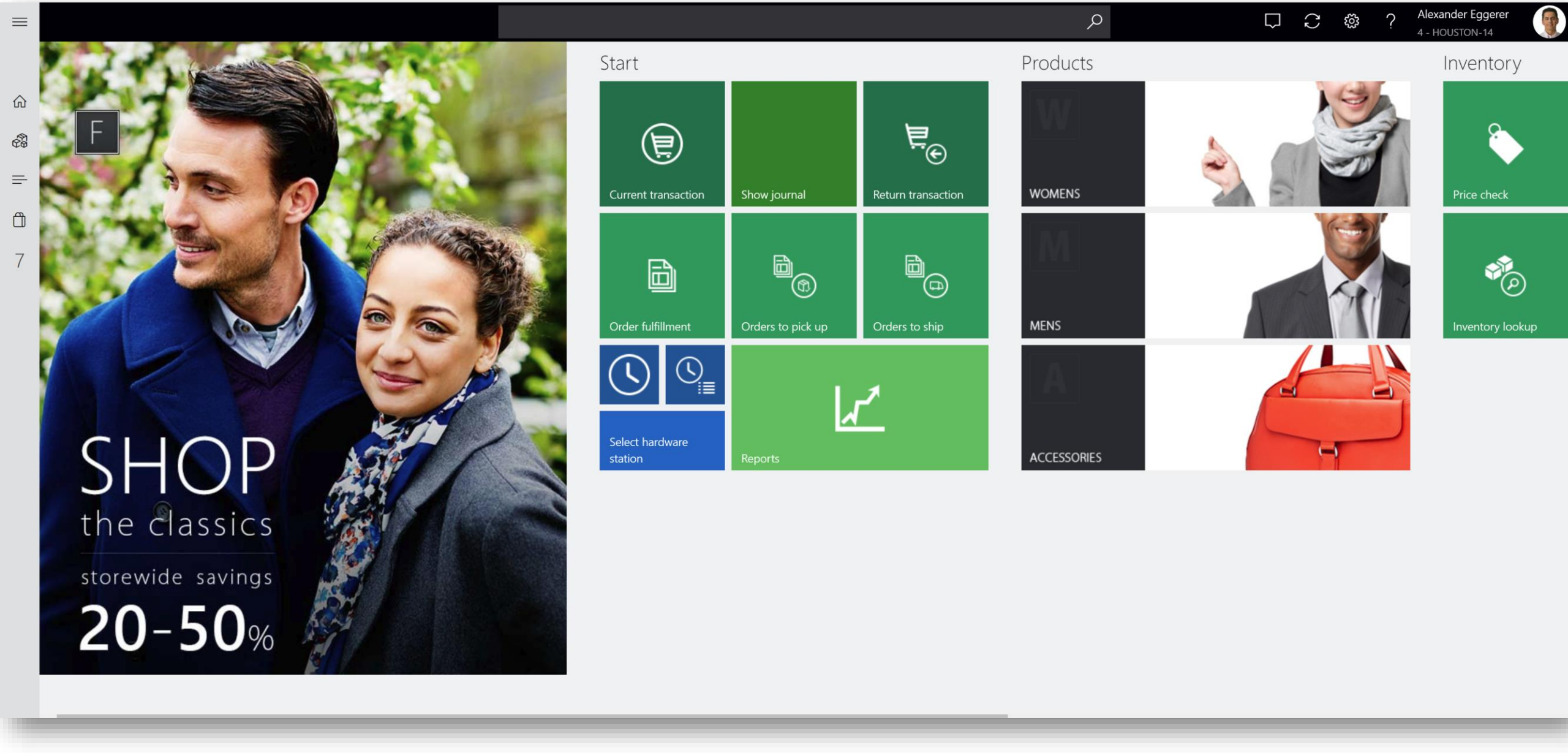
- Integrated end-to-end Commerce solution
- Centralized management & visibility
- Complete omnichannel across physical and digital stores
- Flexible – Cloud, Edge, Hybrid
- Sealed, Extensible, continuously updated

"Look and Feel"

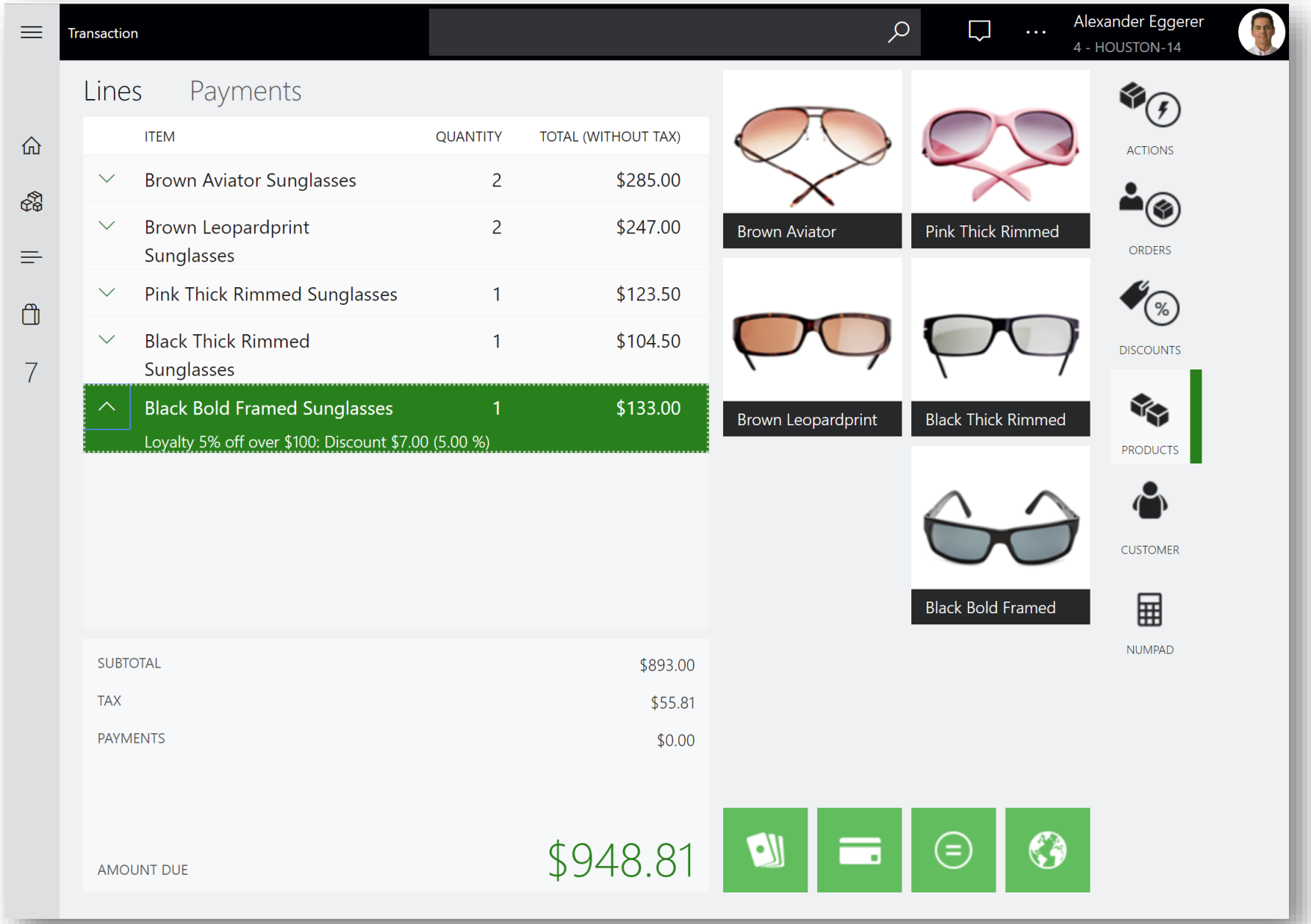
POS/Kasse løsning

Kurt Hatlevik

Welcome screenhttps://d365std1f3504adc93aeb809pos.cloudax.dynamics.com/



Transaction screen



Category browsing

All categories

Alexander Eggerer
4 - HOUSTON-14

Fashion Accessories >

Fashion Accessories

Fashion Sunglasses

Gloves & Scarves

Handbags

Jewelry

Watches

Menswear >

Menswear

Casual Shirts

Coats & Jackets

Dress Shirts

Mens Jeans

Mens Shoes

Pants

Suits & Sportcoats

Product browsing

Fashion Accessories

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Products Categories

Brown Glove & Scarf Set
81319
$75.00

Brown Leather Gloves
81320
$50.00

Black Cotton Gloves
81321
$35.00

White Cotton Gloves
81322
$35.00

Grey Cotton Gloves
81323
$35.00

Brown Leather Travel Bag
81300
$250.00

Yellow Snakeskin Bag
81301
$275.00

Brown Snakeskin Bag
81302
$275.00

Dark Brown Purse
81303
$200.00

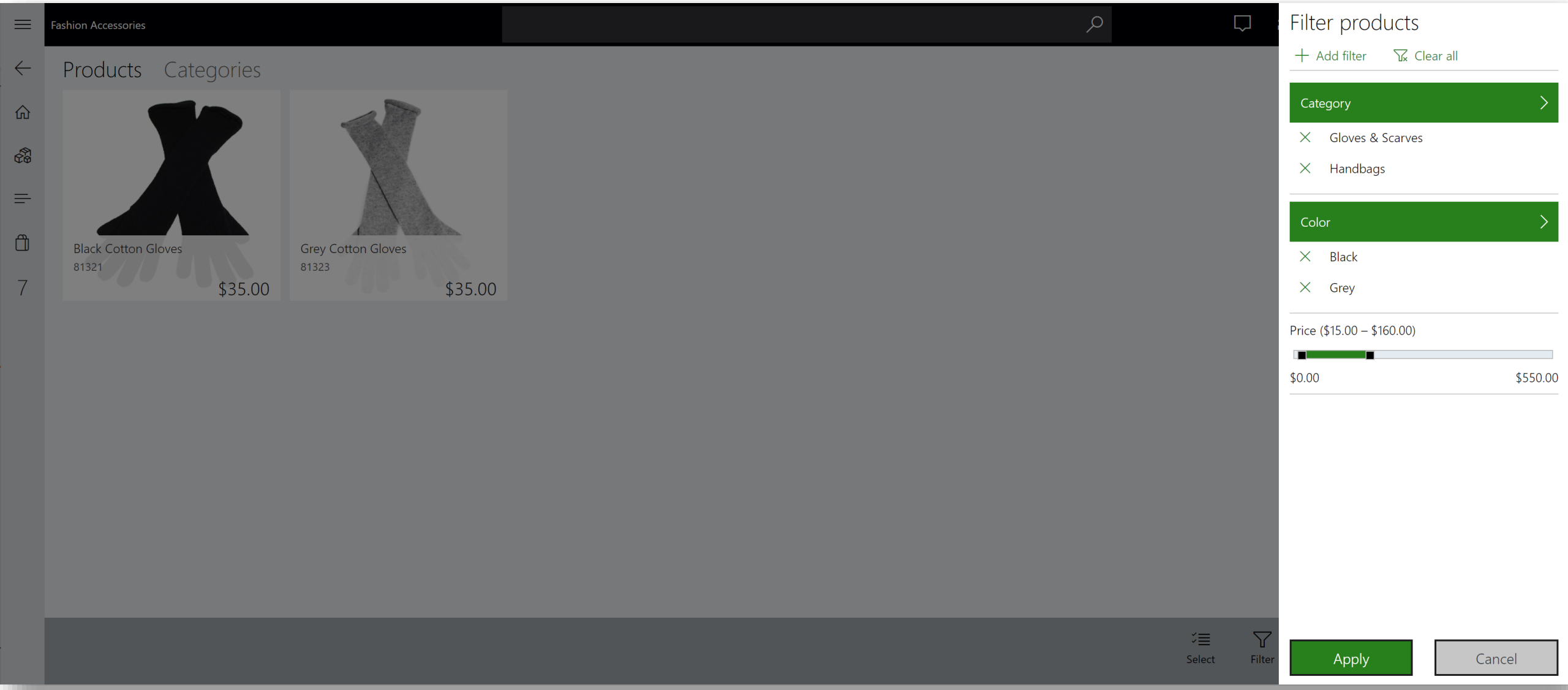
Brown Suede Bag
81304
$300.00

Pink Vinyl Bag
81305
$250.00

Orange Leather Bag
81306
$300.00

Select
Filter
Change view
Compare
Add to sale
Sell now

Product browsing with filters



PIM

Products

Alexander Eggerer
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Summary

Blue Butterfly Class Ring

81313

$75.00

Add item

Images

Specifications

PRODUCT NAME	Blue Butterfly Class Ring
DESCRIPTION	Commemorate your special moment with our his-and-hers jewelry styles. You can't go wrong with these treasured, timeless gifts that last a lifetime.
ITEM NUMBER	81313
FEATURES	Default
SPECIFICATION	Default
COLOR	
SIZE	
STYLE	
CONFIGURATION	
REVIEW RATING	

Description

Commemorate your special moment with our his-and-hers jewelry styles. You can't go wrong with these treasured, timeless gifts that last a lifetime.

Add item

Sell now

Inventory lookup (81331)

Inventory lookup

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Locations

NAME	STORE NUMBER	INVENTORY	RESERVED	ORDERED	UNIT
Houston	HOUSTON	92	7	0	ea
Annapolis	ANNAPOL	0	0	0	ea
Atlantic City	ATLANTI	0	0	0	ea
Boston	BOSTON	0	0	0	ea
Chicago	CHICAGO	0	0	0	ea
Georgetown	GEORGET	0	0	0	ea
Miami	MIAMI	0	0	0	ea
New York	NEWYORK	0	0	0	ea
San Antonio	SANANTO	0	0	0	ea
Seattle	SEATTLE	0	0	0	ea
Troy	TROY	0	0	0	ea

Product

Pink Thick Rimmed Sunglasses
81331
$130.00

Current store quantity
92

Unit
ea

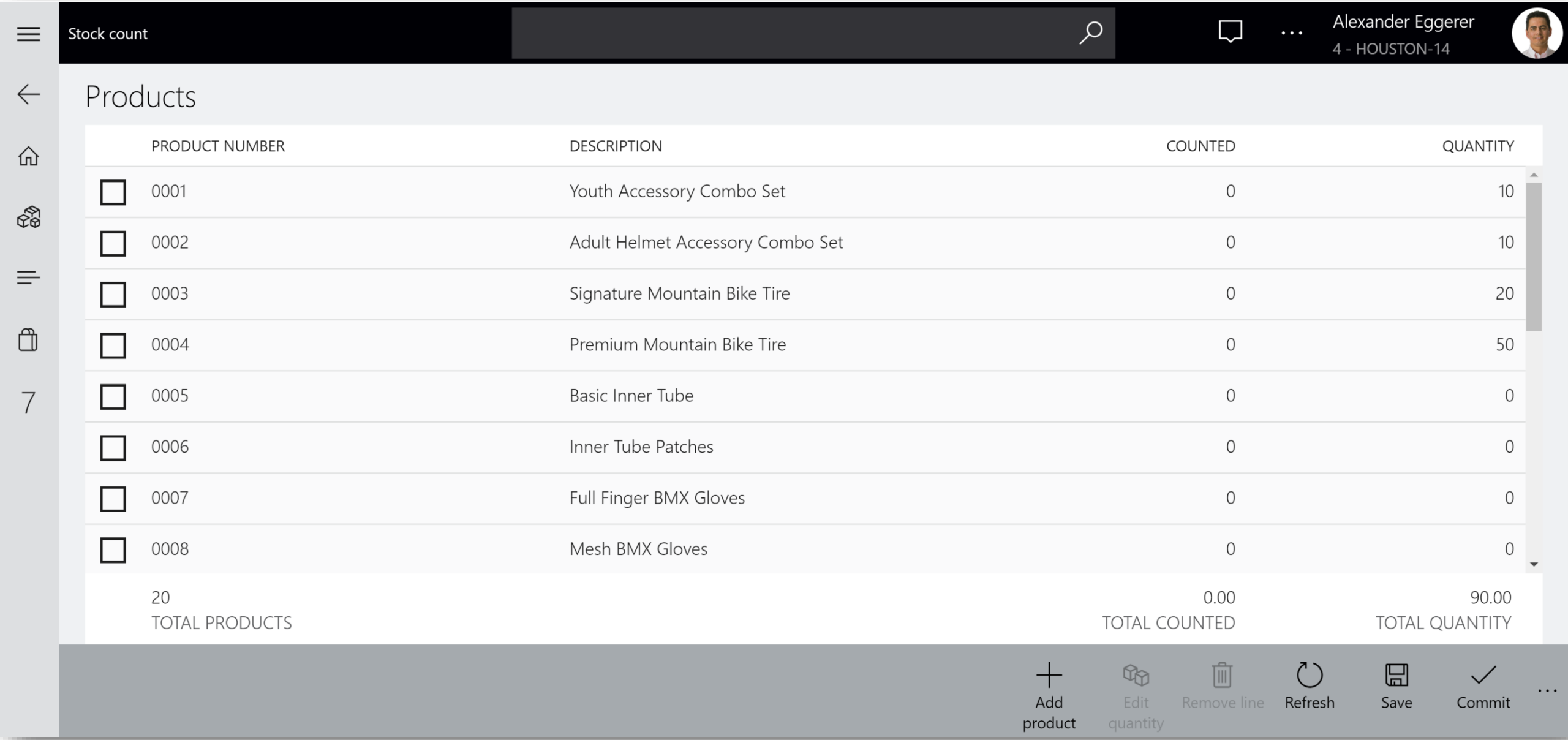
Search products

81331

7 8 9
4 5 6 abc
1 2 3
0 .

Filter | Show store availability | Show store location | Pick up in store | Ship product | View all variants | Add to transaction

Stock count


Stock count
Alexander Eggerer
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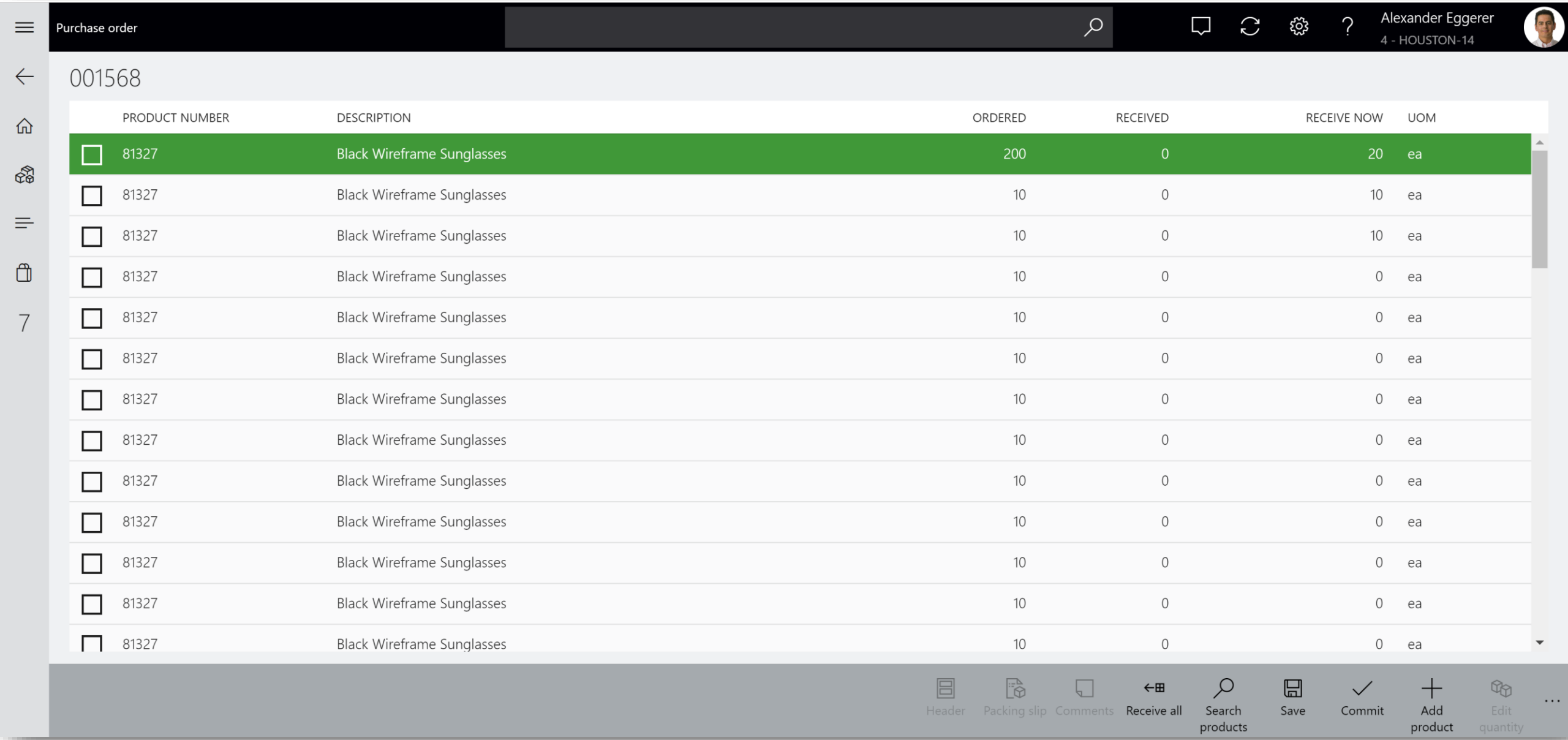
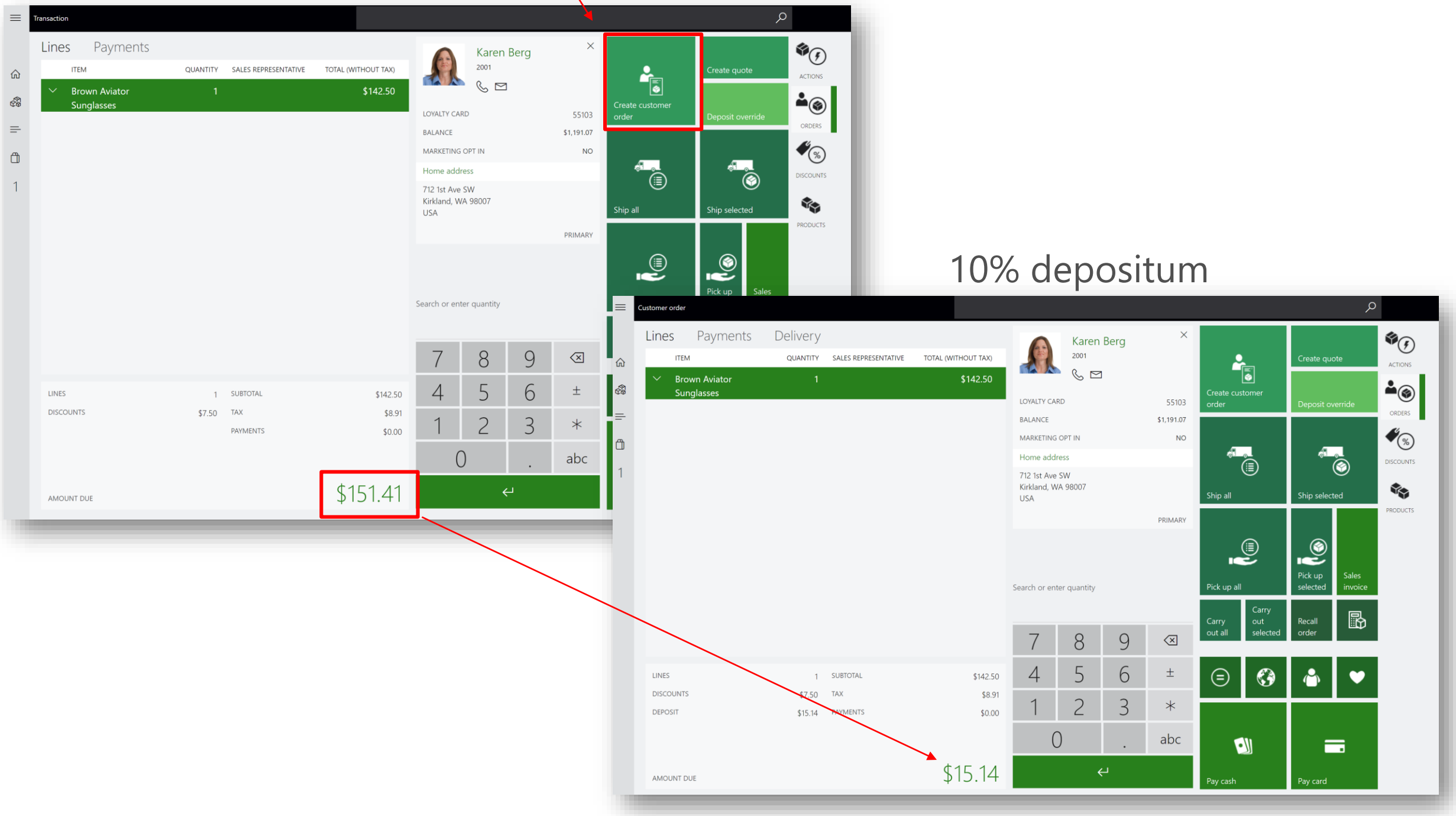
Products
PRODUCT NUMBER
DESCRIPTION
COUNTED
QUANTITY
0001 Youth Accessory Combo Set 0 10
0002 Adult Helmet Accessory Combo Set 0 10
0003 Signature Mountain Bike Tire 0 20
0004 Premium Mountain Bike Tire 0 50
0005 Basic Inner Tube 0 0
0006 Inner Tube Patches 0 0
0007 Full Finger BMX Gloves 0 0
0008 Mesh BMX Gloves 0 0
20
TOTAL PRODUCTS
0.00
TOTAL COUNTED
90.00
TOTAL QUANTITY
Add product
Edit quantity
Remove line
Refresh
Save
Commit

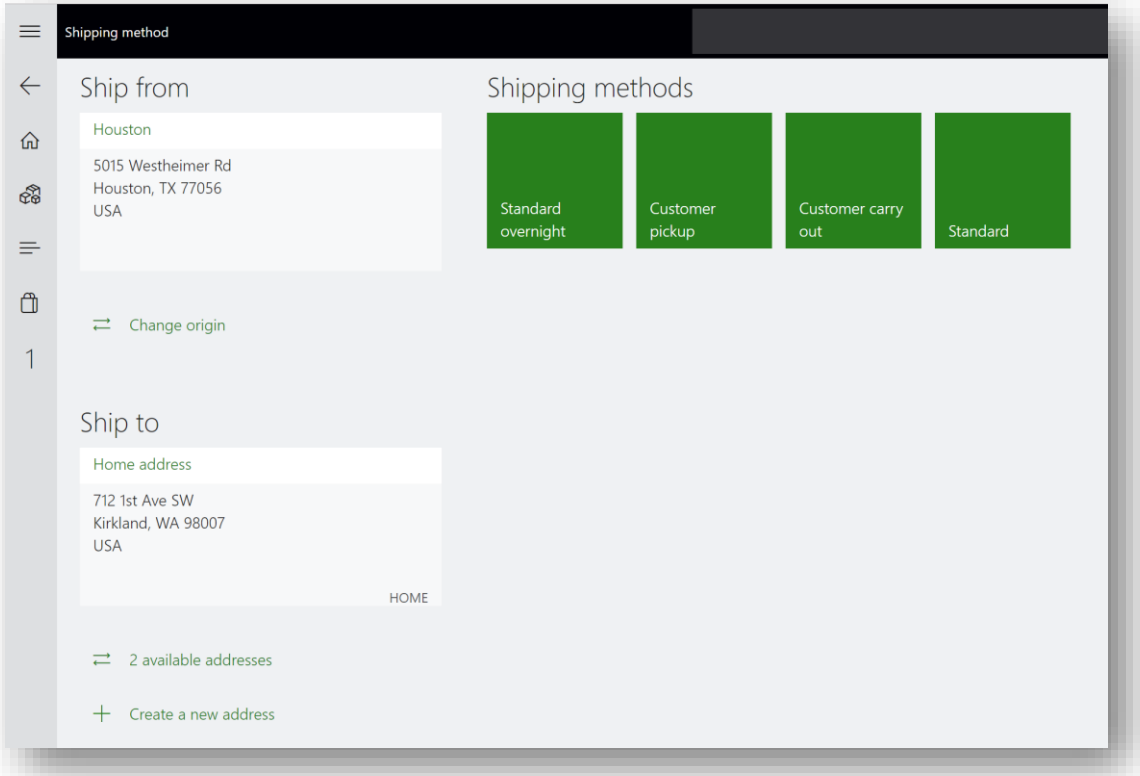
Receive stock (Purchase + Transfer)



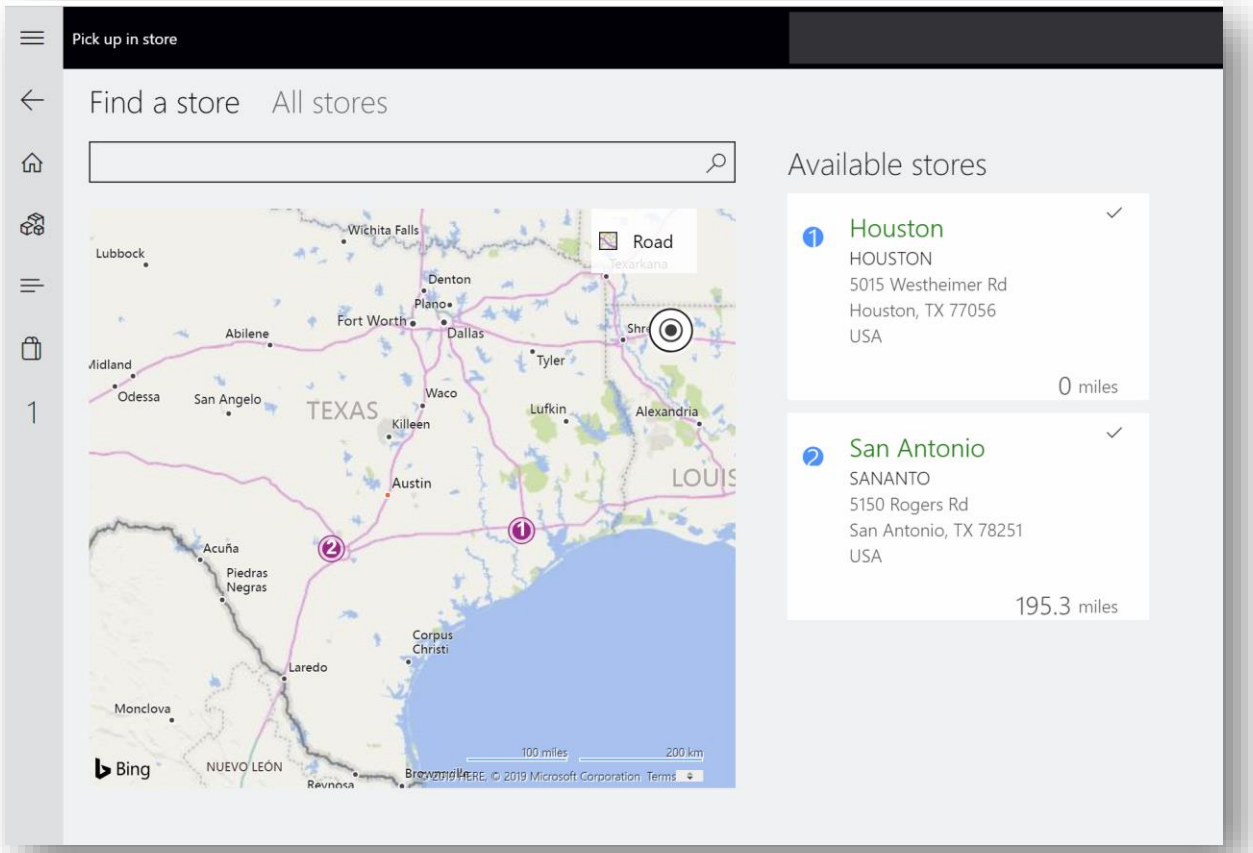


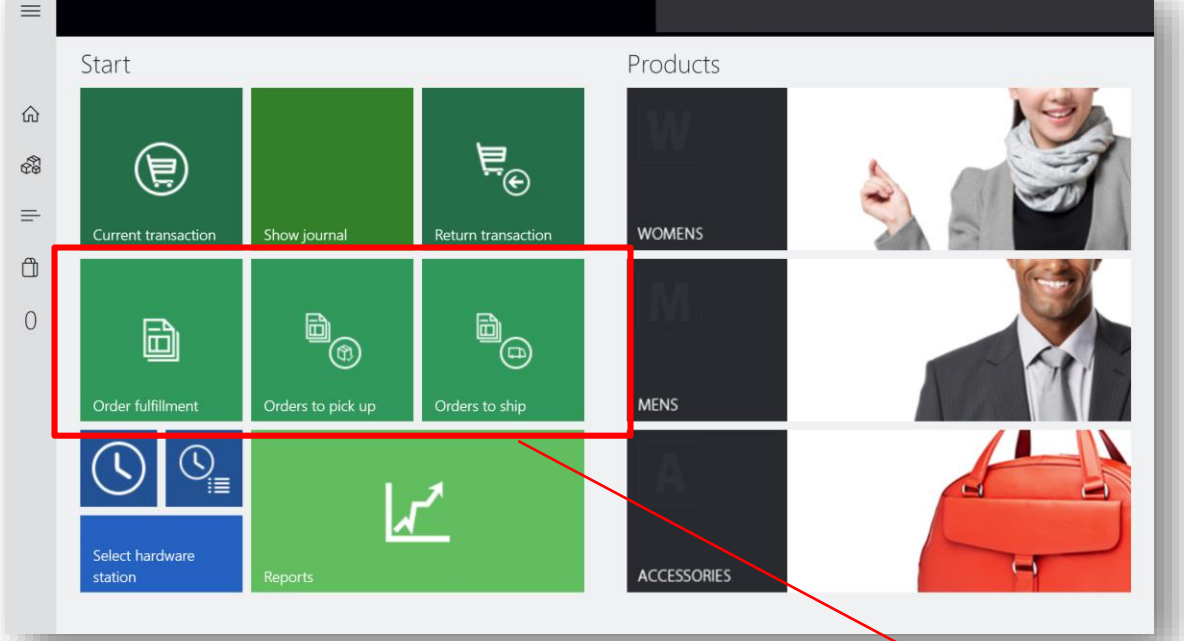
10% depositum

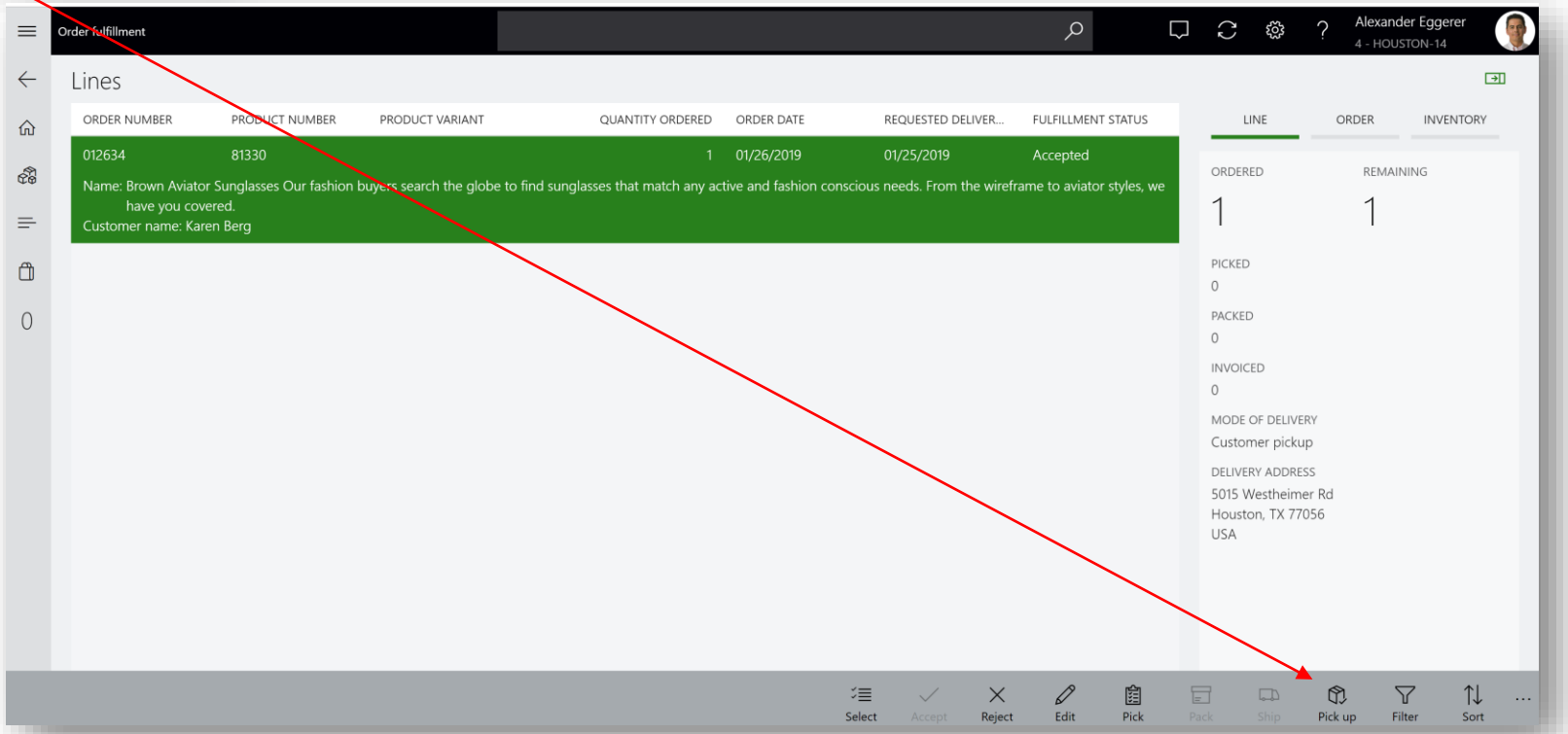
Velg forsendelsesmetode



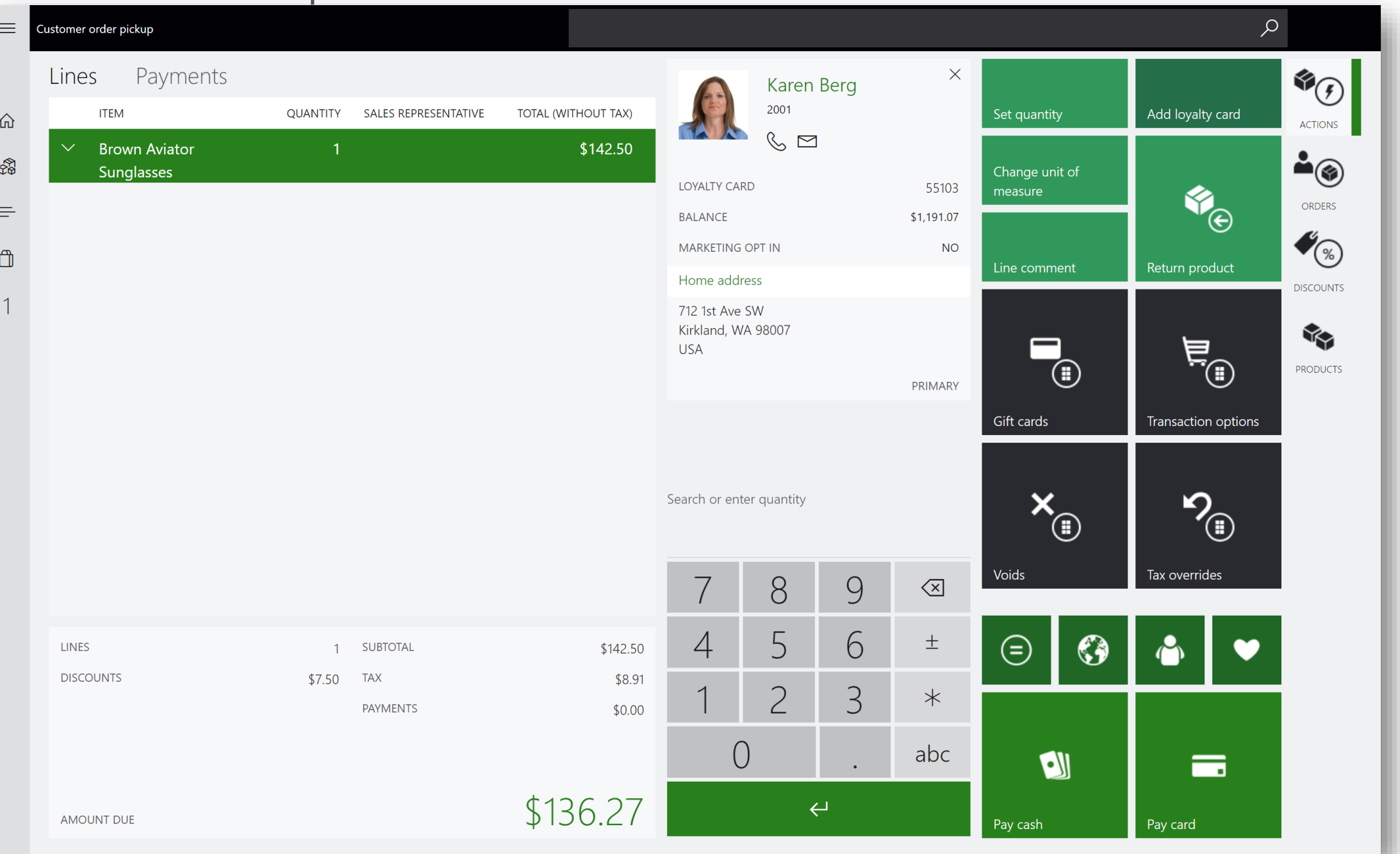
Velg utleveringssted



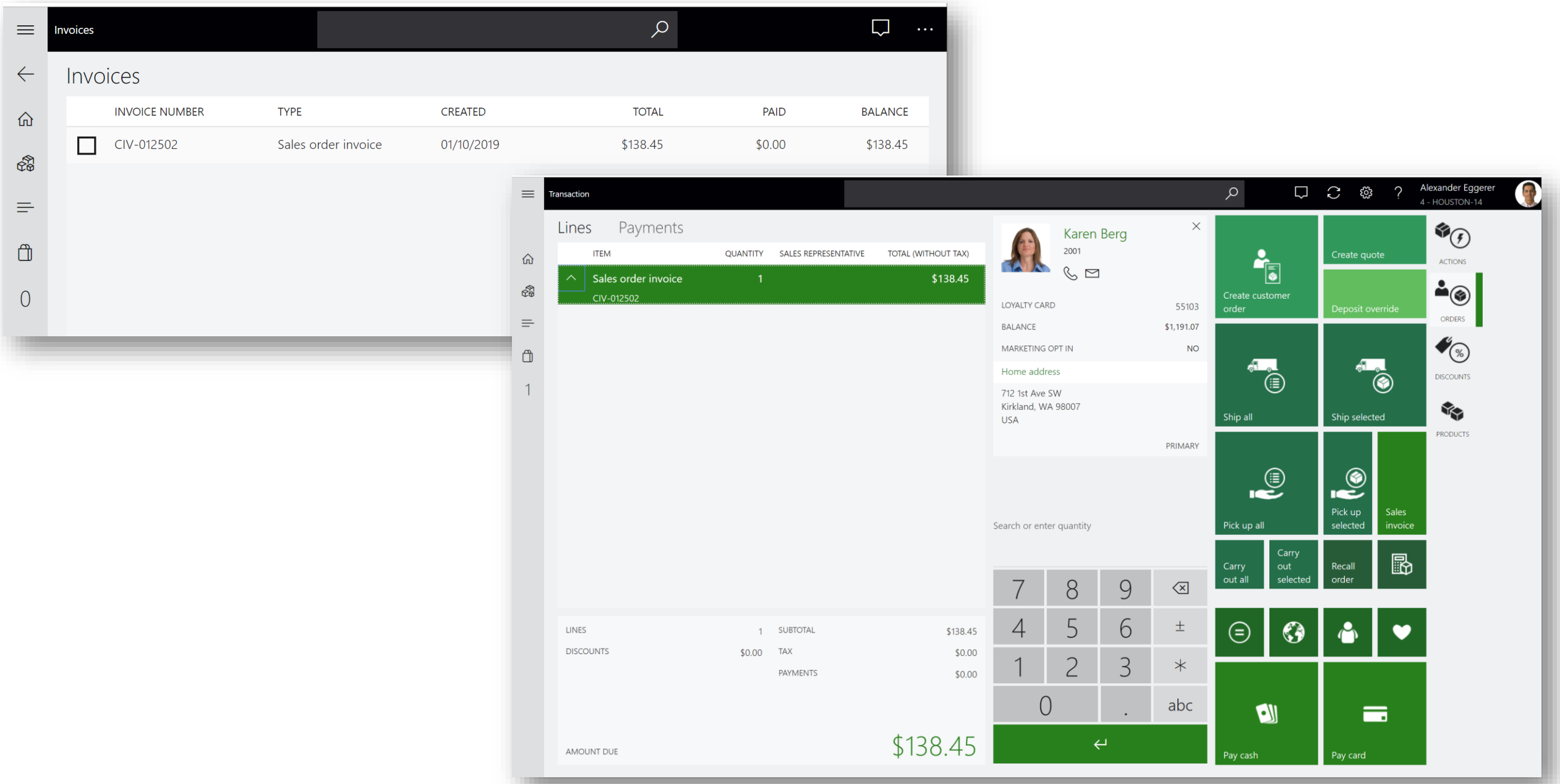

Start
Products
Current transaction
Show journal
Return transaction
Order fulfillment
Orders to pick up
Orders to ship
Select hardware station
Reports
WOMENS
MENS
ACCESSORIES


Order fulfillment
Alexander Eggerer
4 - HOUSTON-14
Lines
ORDER NUMBER
PRODUCT NUMBER
PRODUCT VARIANT
QUANTITY ORDERED
ORDER DATE
REQUESTED DELIVER...
FULFILLMENT STATUS
012634
81330
1
01/26/2019
01/25/2019
Accepted
Name: Brown Aviator Sunglasses Our fashion buyers search the globe to find sunglasses that match any active and fashion conscious needs. From the wireframe to aviator styles, we have you covered.
Customer name: Karen Berg
LINE
ORDER
INVENTORY
ORDERED
1
REMAINING
1
PICKED
0
PACKED
0
INVOICED
0
MODE OF DELIVERY
Customer pickup
DELIVERY ADDRESS
5015 Westheimer Rd
Houston, TX 77056
USA
Select
Accept
Reject
Edit
Pick
Pack
Ship
Pick up
Filter
Sort

Betale restbeløp



Betale faktura i POS

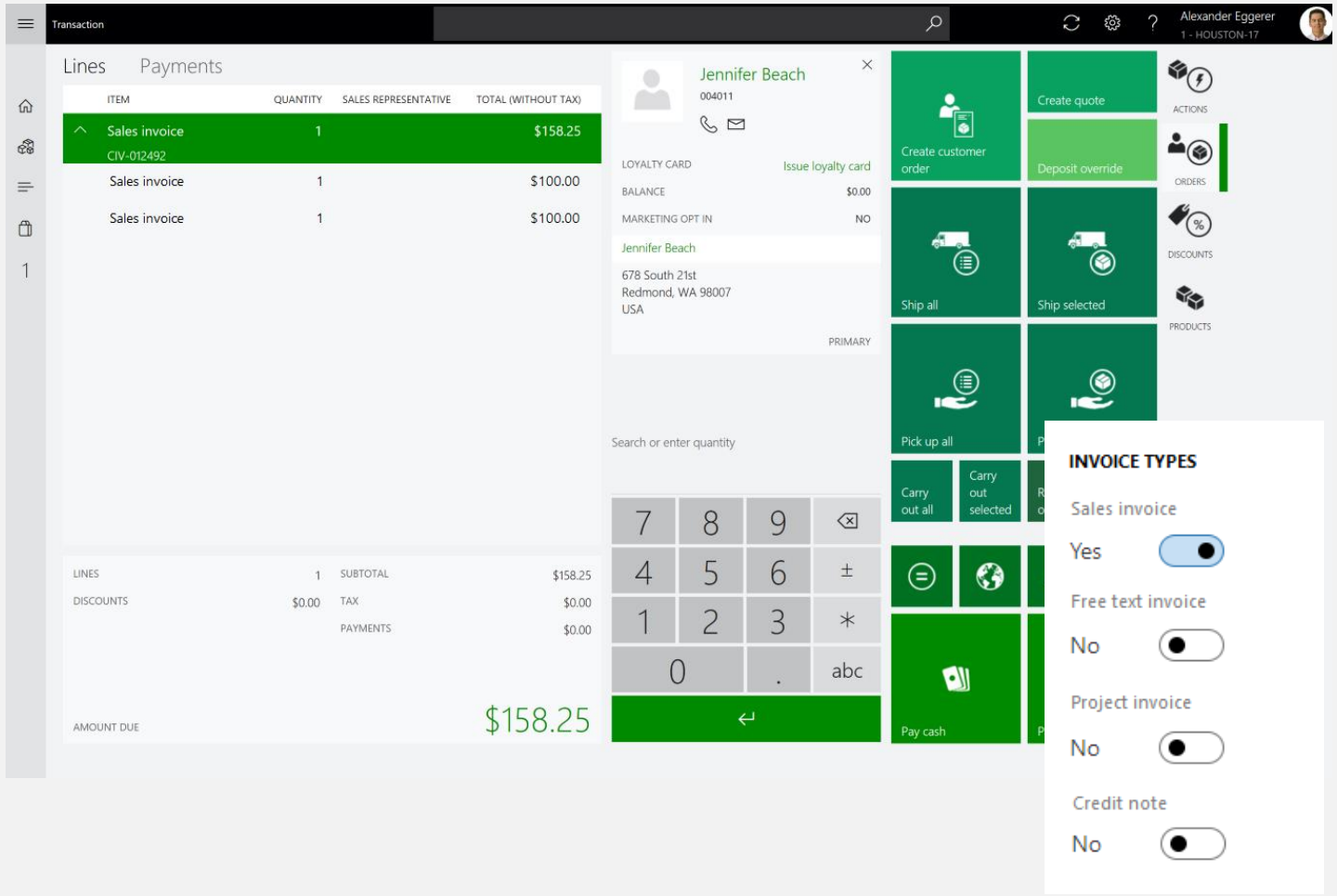


Sales invoice in POS improvements

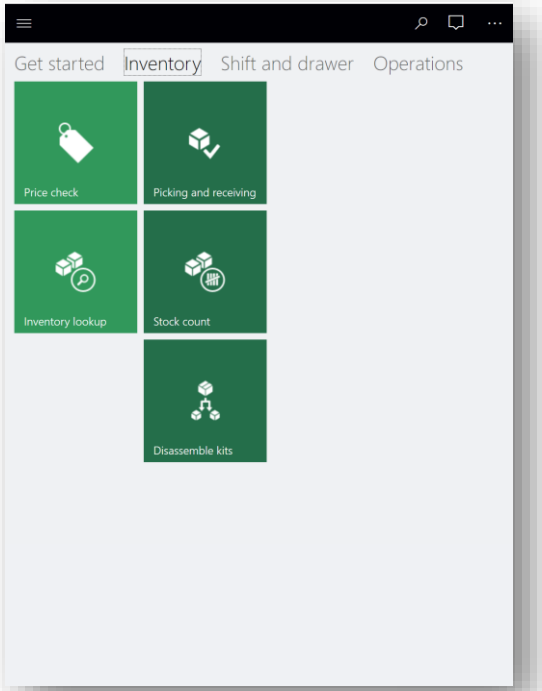
INDUSTRY EXCELLENCE

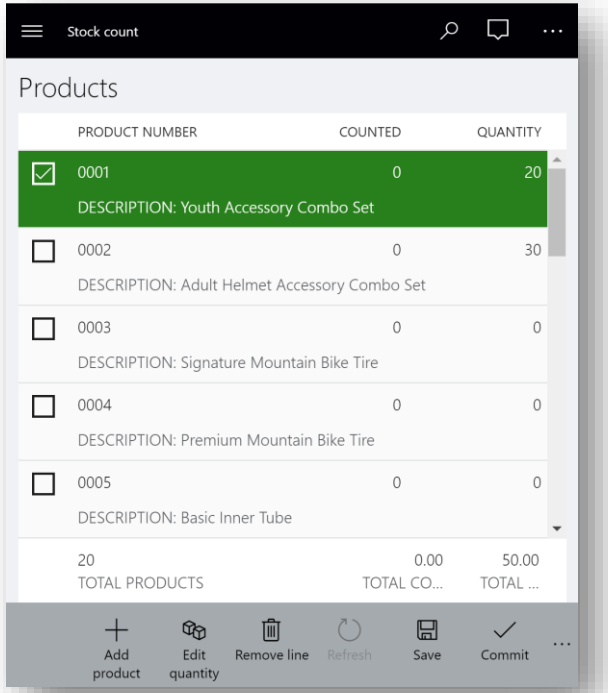
- Ability to pay more than one invoice within a POS transaction

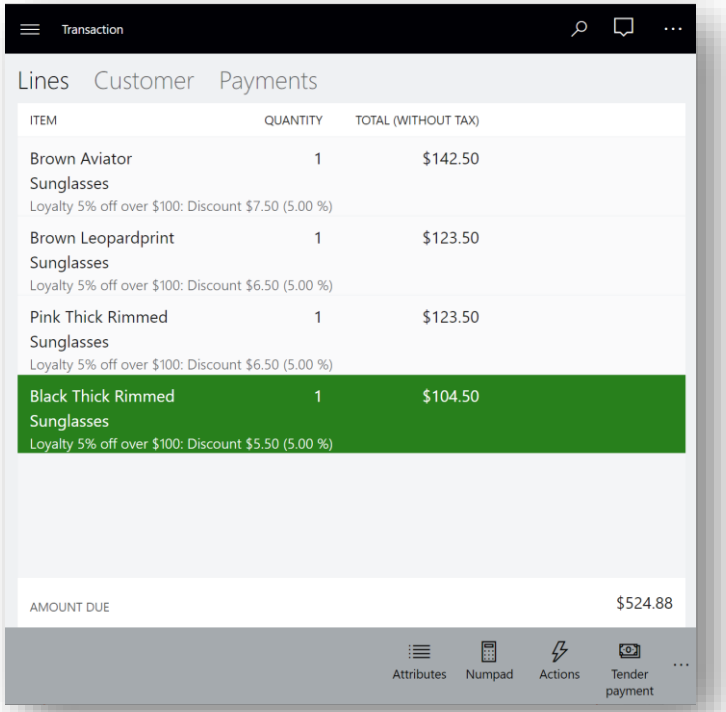
- Support for additional types
  - Sales invoice
  - Free-text invoice
  - Project invoices
  - Credit notes

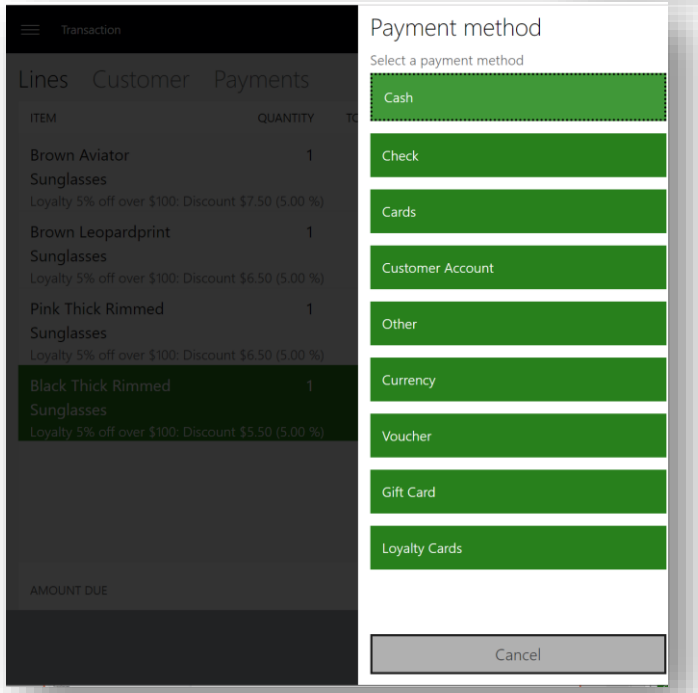


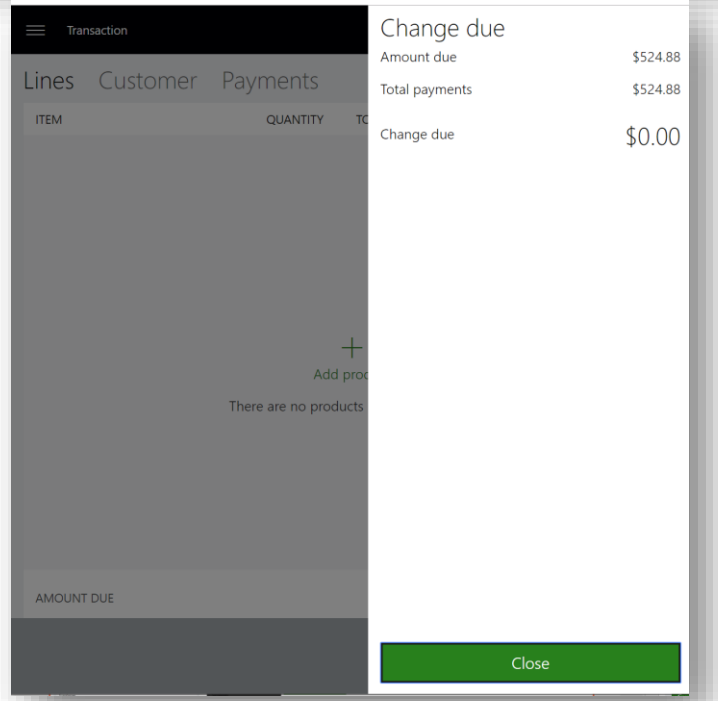
Gjør det gjerne POS operasjoner med mobil







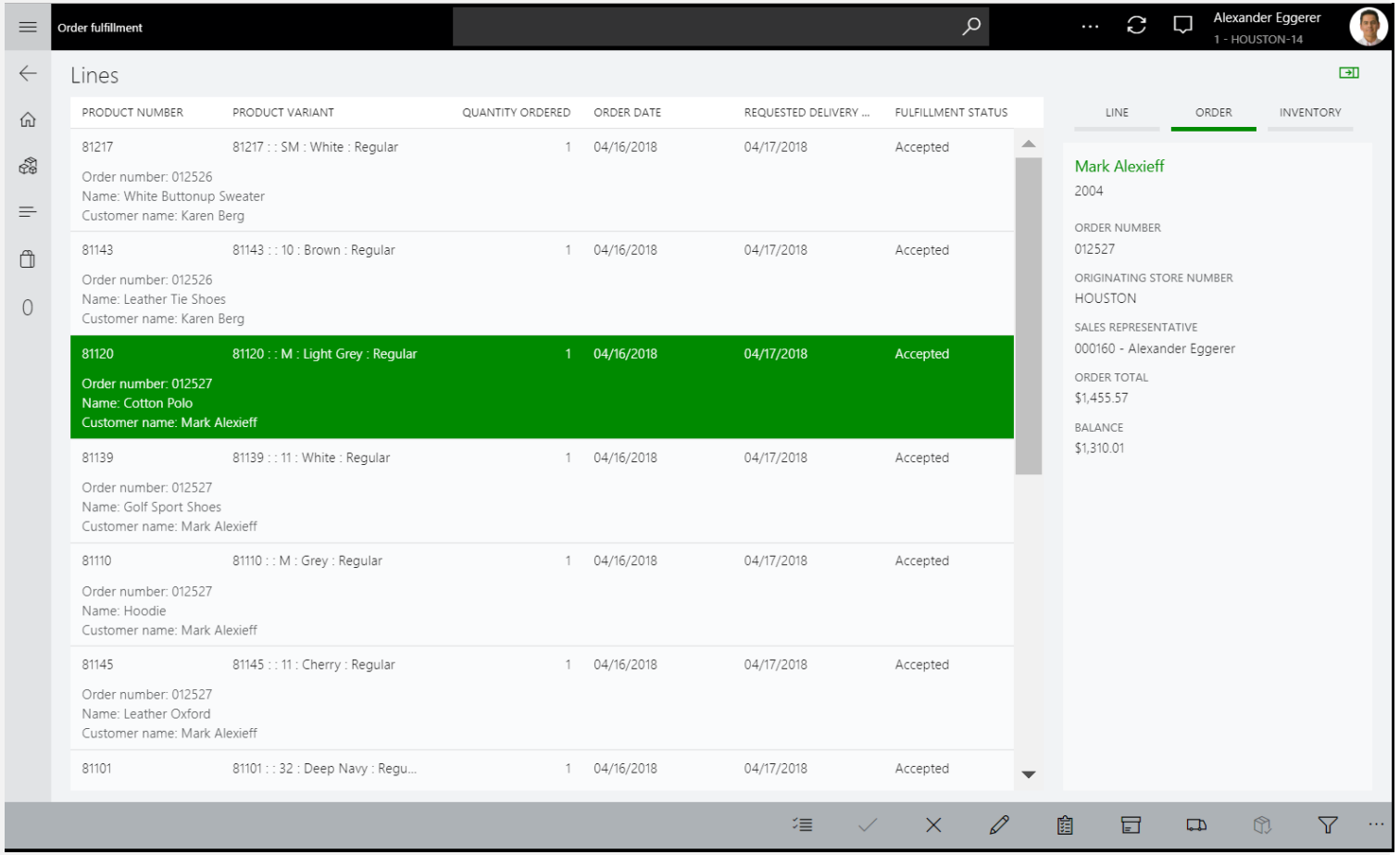




Store fulfillment

INDUSTRY EXCELLENCE

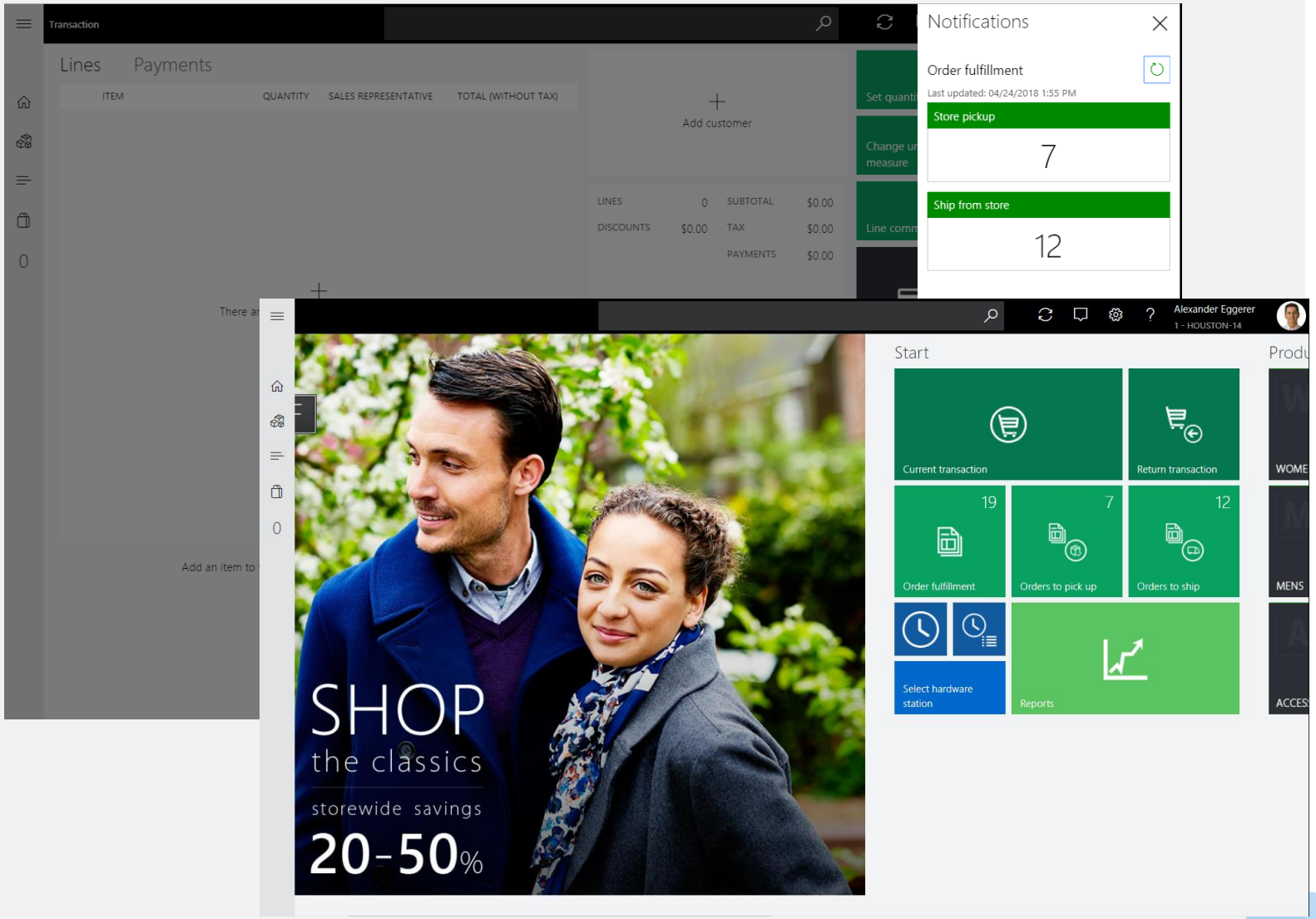
- Leverage POS notifications
- Configurable POS button grids
- In-store pick, pack, ship processing



POS notifications

INDUSTRY EXCELLENCE

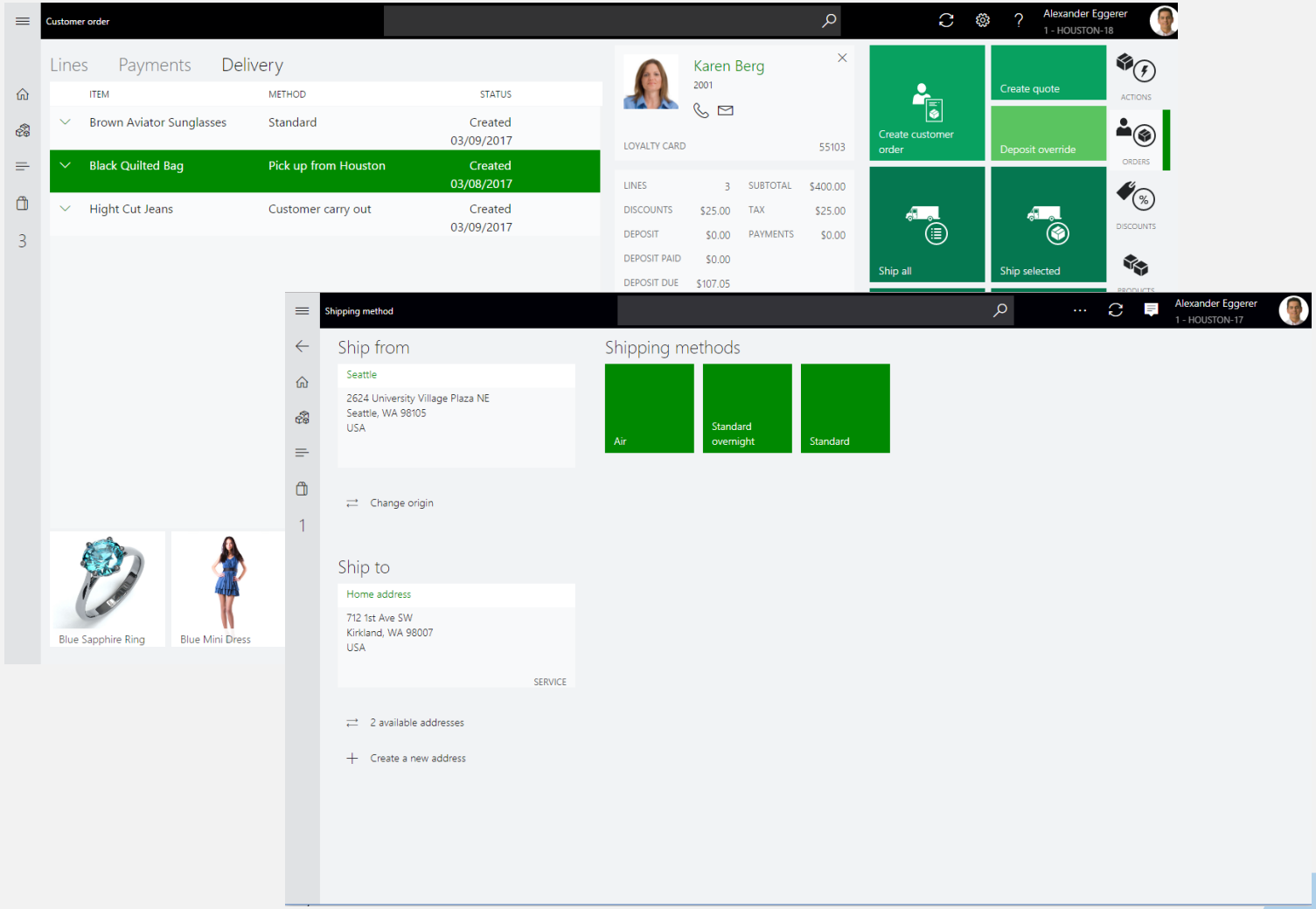
- Notify users for order fulfillment
- POS tile counts
- New POS notification framework supports custom operations



Order processing (charge/send)

INDUSTRY EXCELLENCE

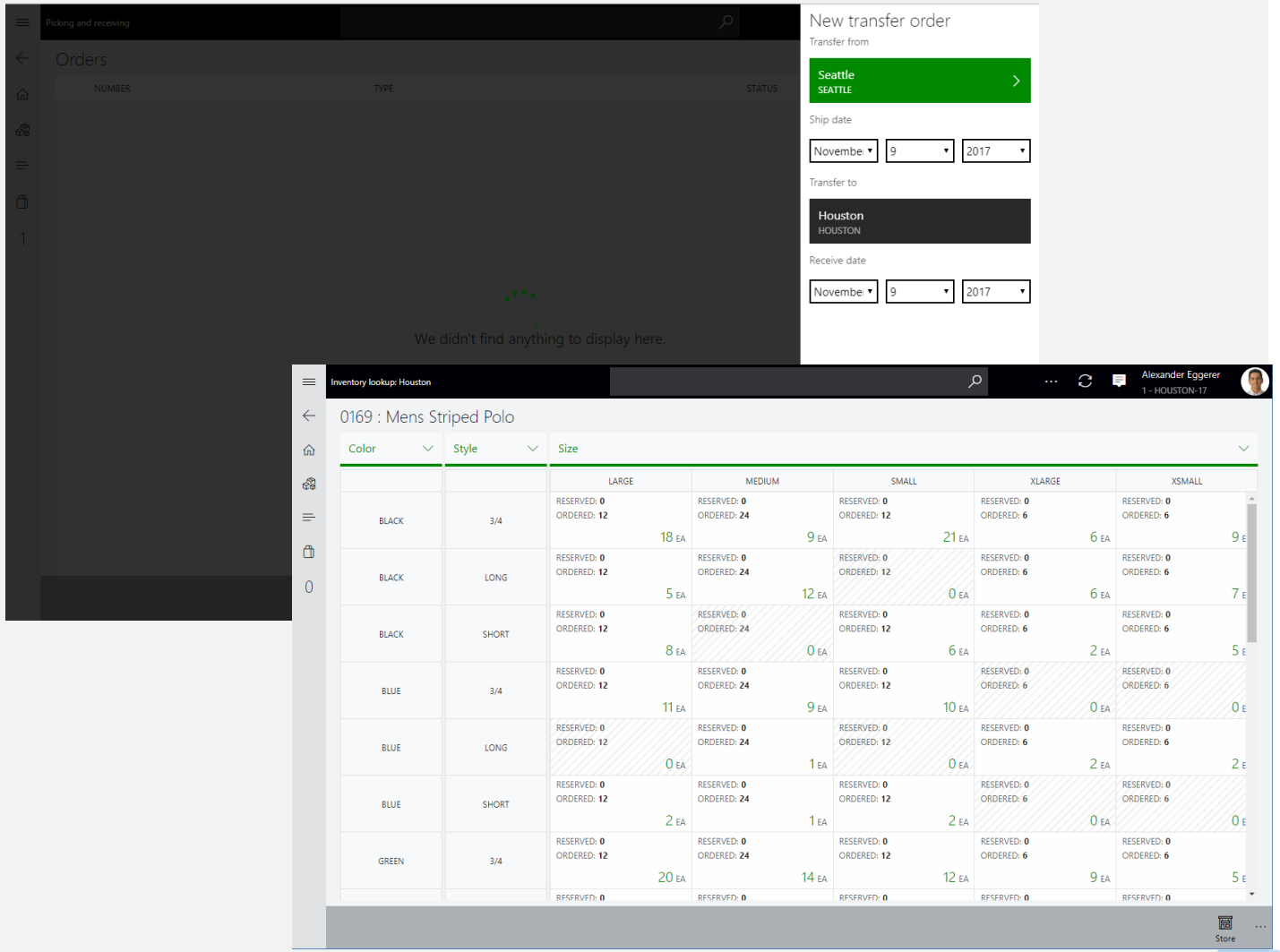
- Improved “store locator groups”
- Ability to order in one store and ship from another



Inventory management and visibility

INDUSTRY EXCELLENCE

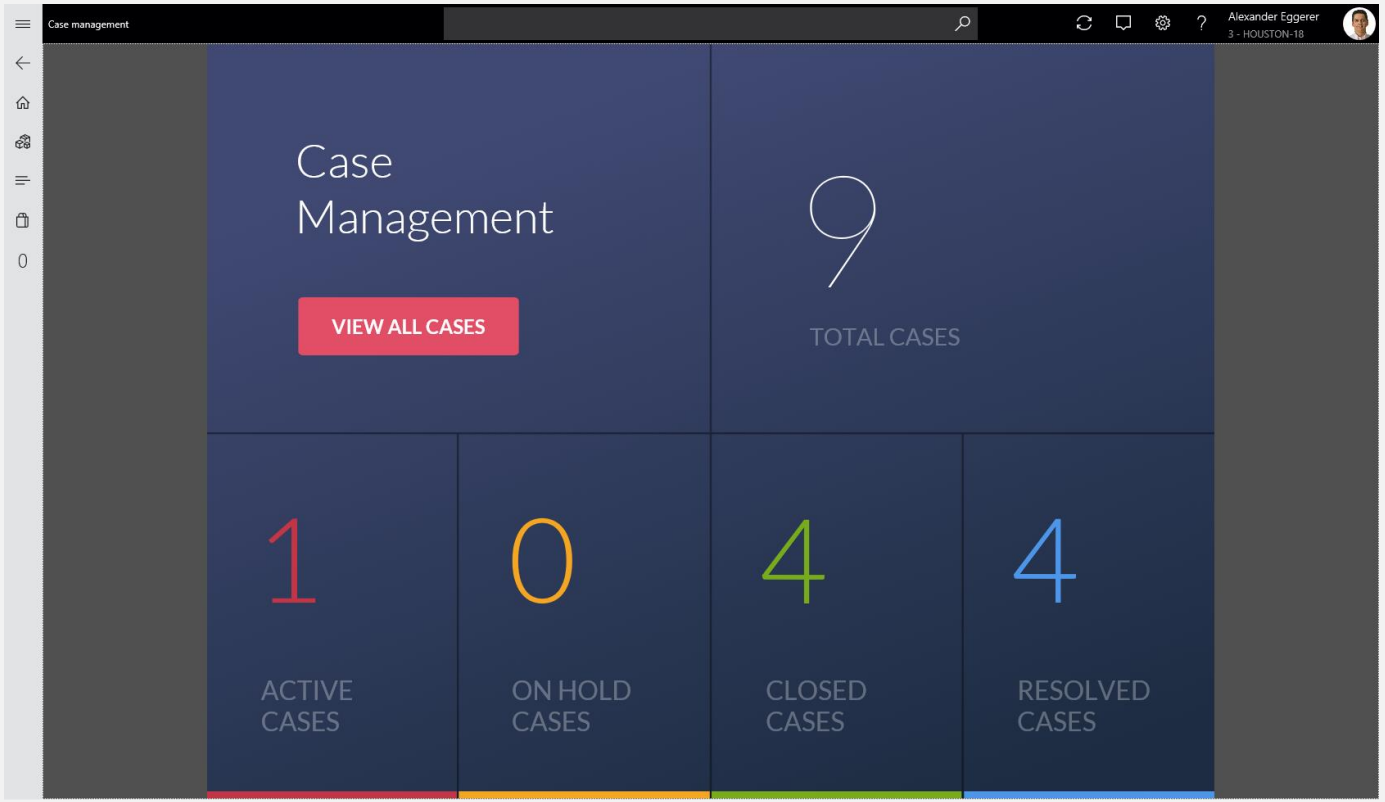
- Improved support for Advanced WMS in the store
- Ability to create inventory transfers from within POS
- Improved inventory lookup to show On order, Reserved, and ATP
- Include warehouses and distribution centers in inventory lookup
- Matrix inventory lookup

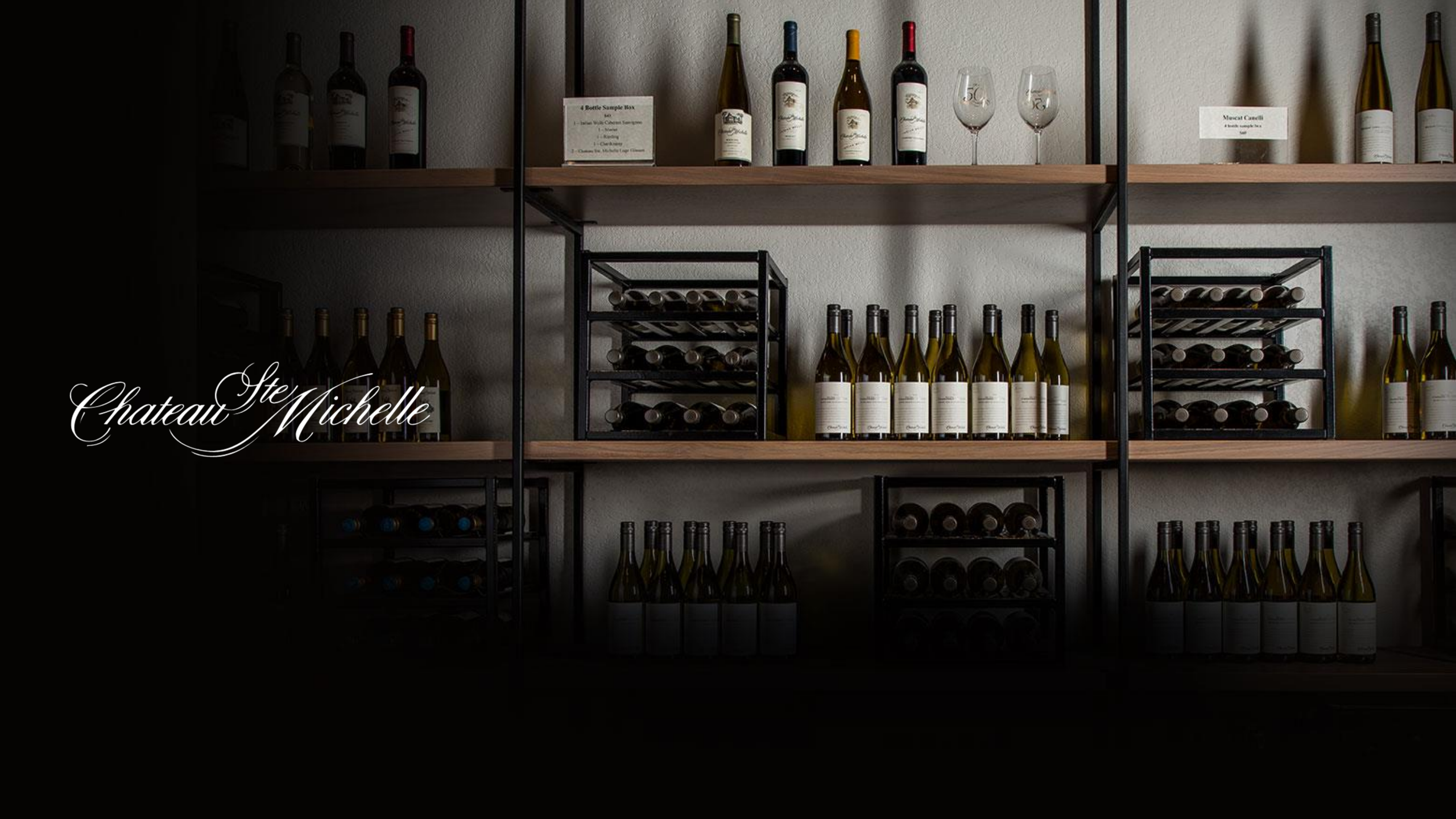


POS Url

INDUSTRY EXCELLENCE

- Ability to configure and access external web content from or within the POS
- Assign URLs to POS button grids
- Open content in external browser or within the POS UI




Chateau Ste Michelle
4 Bottle Sample Box
Muscat Canelli

Welcome to Chateau Ste. Michelle

OPEN DAILY 10:00AM-5:00PM

SEP 26 — VINTAGE RESERVE CLUB

Estate & Estate Blanc September...

SEP 27 — OUTDOOR MOVIES

Outdoor Movie at the Chateau: Office...

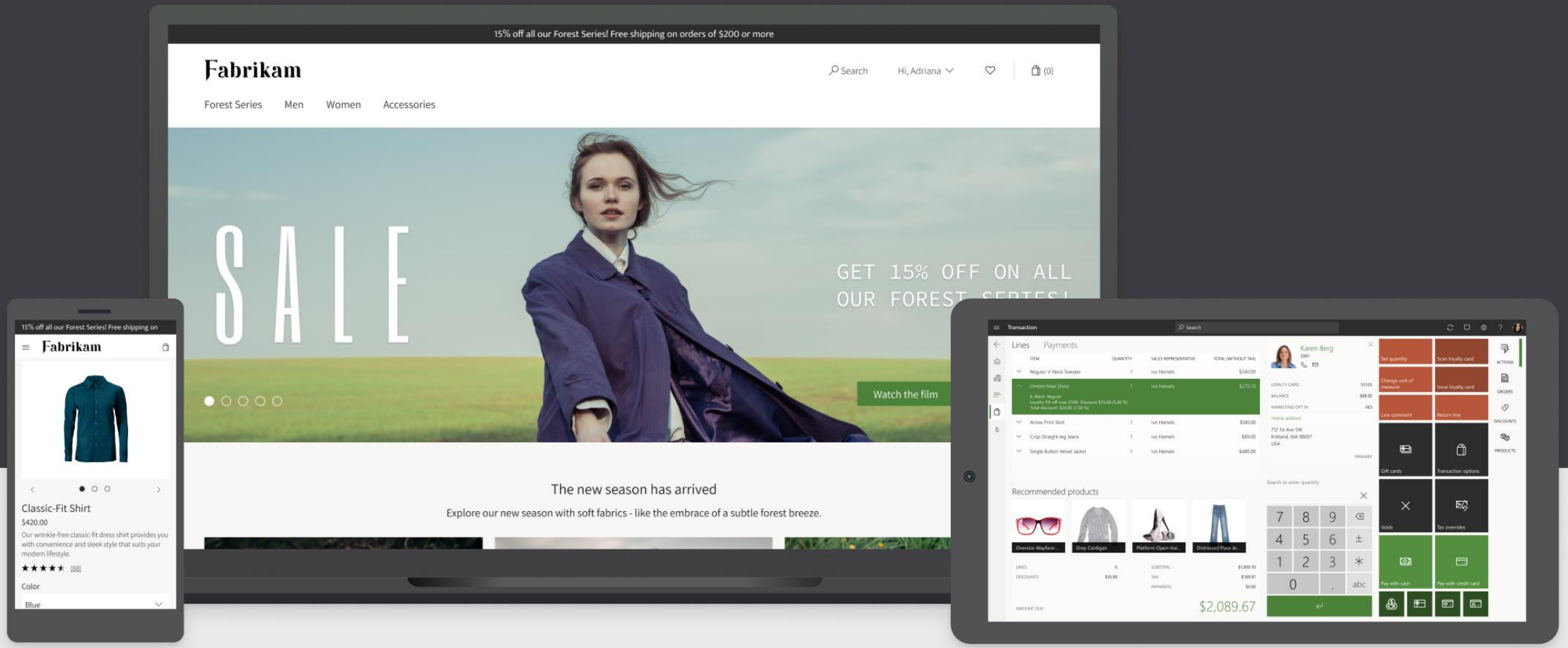
IMPACT FOR

Chateau Ste Michelle

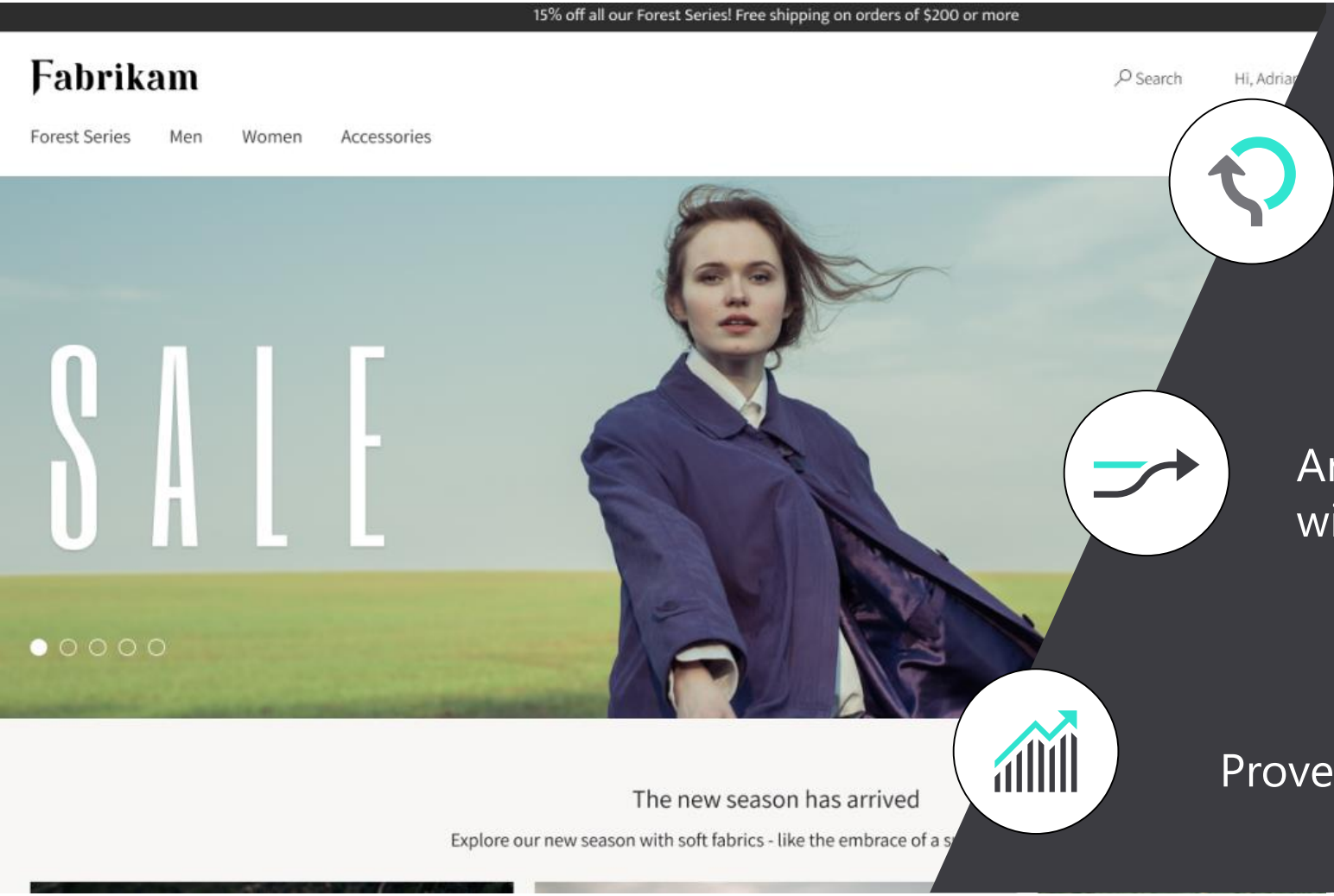
- → Provide Chateau Ste. Michelle customers with elevated digital experiences
- → Transform the way Chateau Ste. Michelle does business with an end-to-end omnichannel solution across physical and digital channels
- → Deliver deep insights and advanced decision-making capabilities the company needs to continue to modernize

Dynamics 365 Commerce

https://d365commerceus2ecom-eval.commerce.dynamics.com/DXCCommerce



Dynamics 365 Commerce Overview

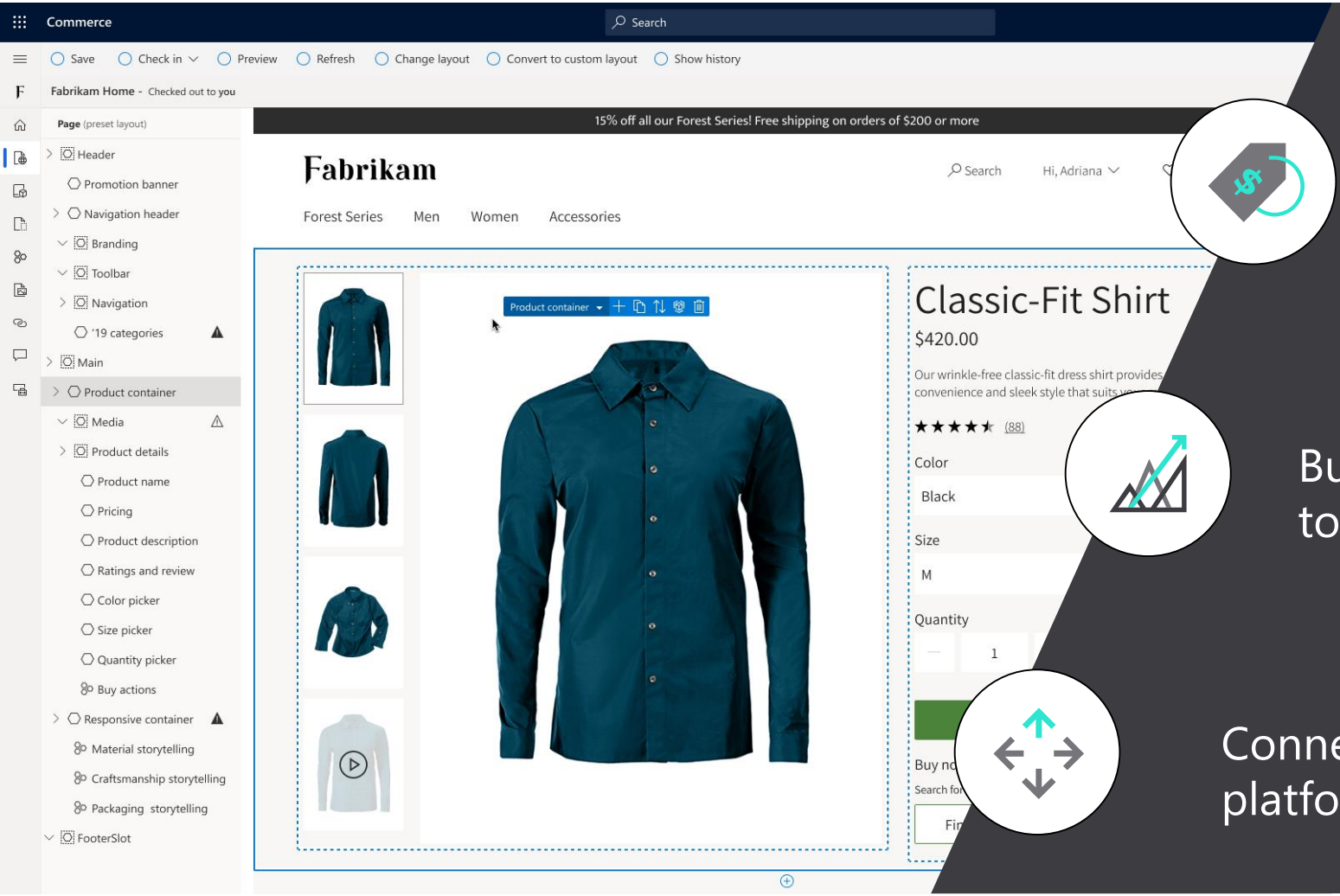


An evolution of Dynamics 365 Retail now including e-Commerce

An end to end commerce solution infused with context-aware cloud intelligence

Proven through years of use at Microsoft

Everything to build and run digital commerce

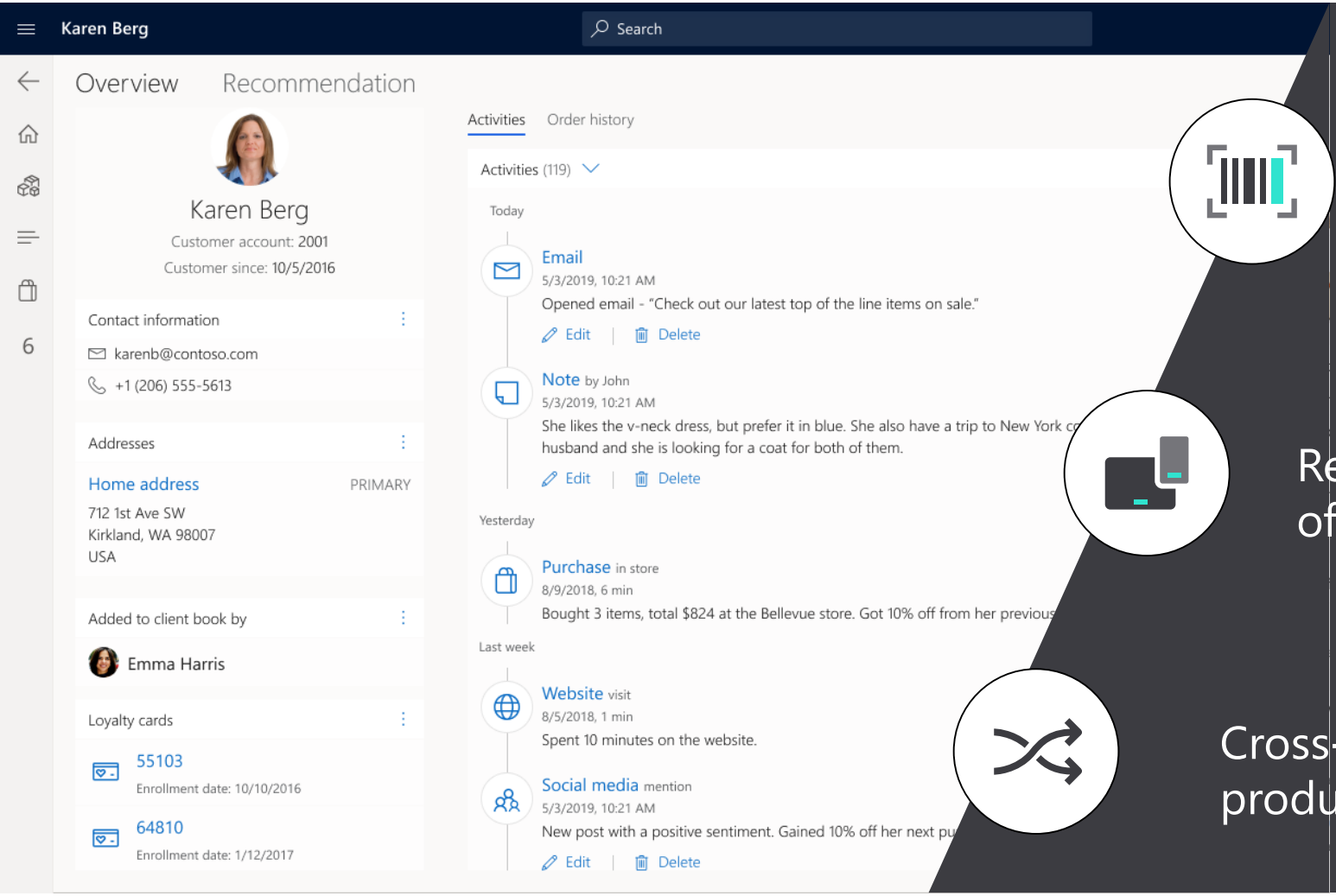


An end-to-end commerce solution that scales to your needs.

Built-in web authoring and development tools.

Connected marketing and headless commerce platform.

Build loyalty and exceed customer expectations

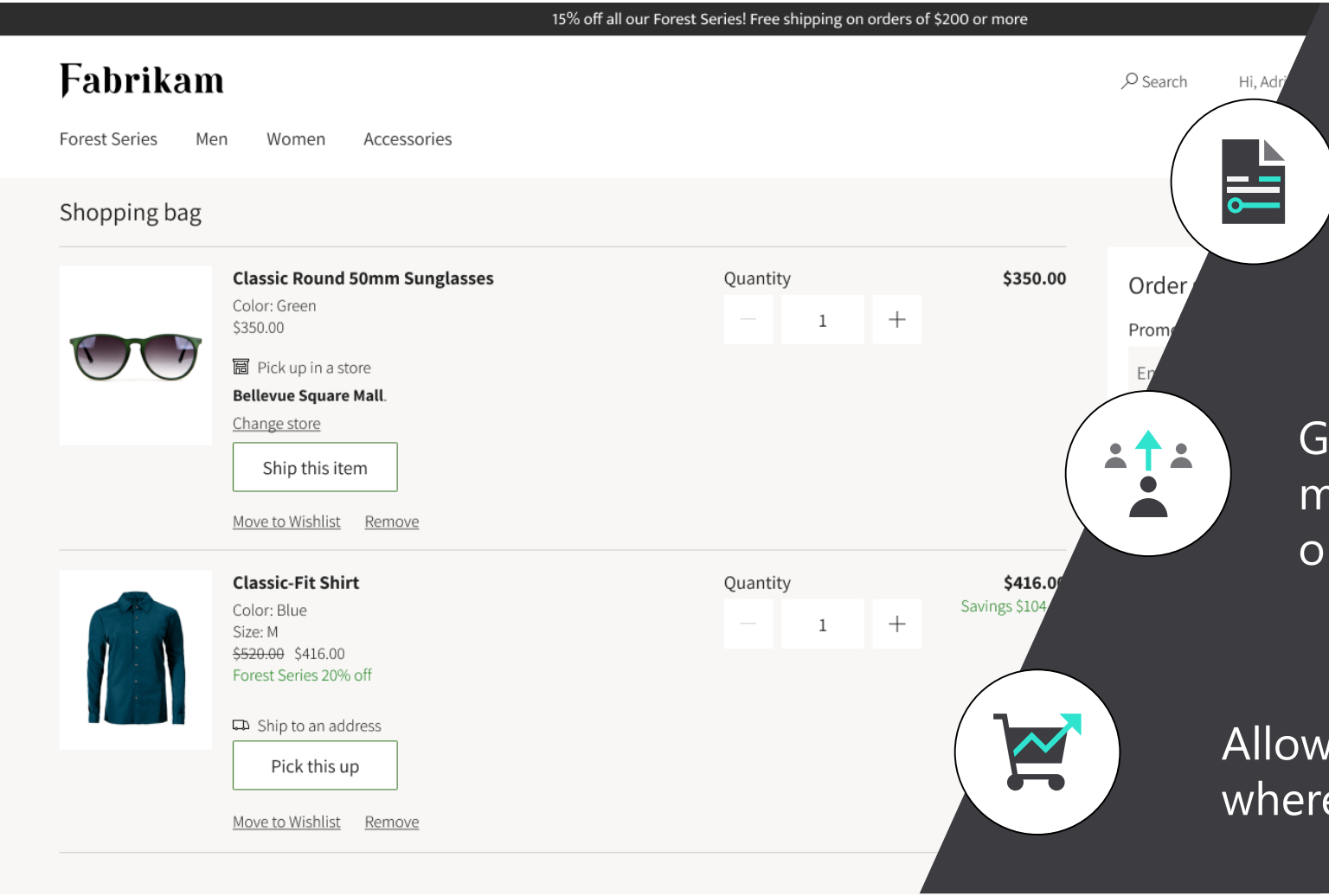


Use clienteling tools to gain a 360-degree view of your customer.

Respond to customer needs at every level of engagement.

Cross-sell and upsell based on intelligent product recommendations

Flexible and intelligent omni-channel experience

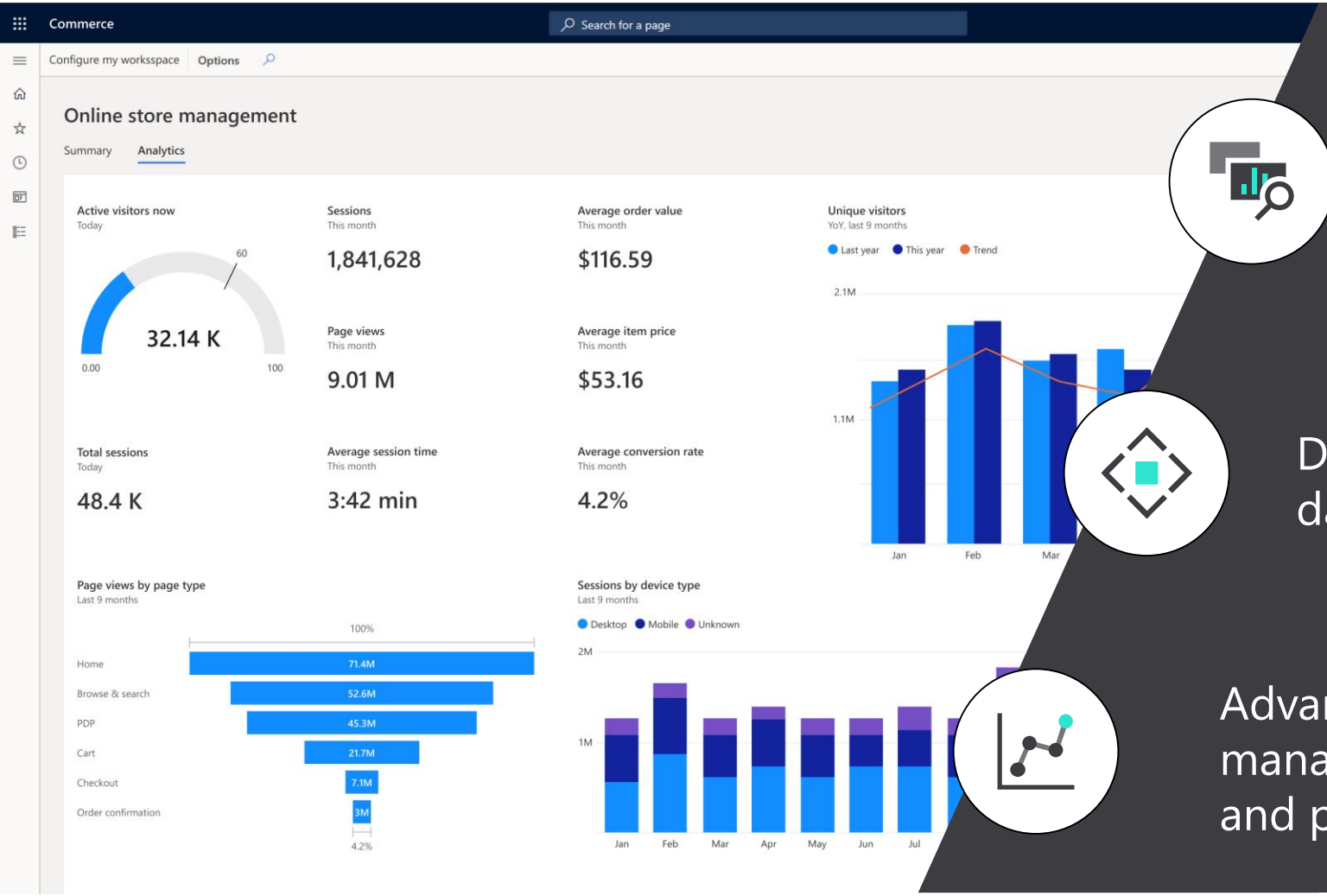


Unify physical and digital commerce experiences to customers

Give choice around modern payment methods and product collection or delivery.

Allow customers to purchase when, how, and where they want, on any device

Streamline operations using AI in the cloud



Drive omni-channel commerce experiences and integrated, optimized back-office operations

Derive insights by visualizing and analyzing data across all aspects of your business

Advanced merchandising, inventory management, distributed order management, and pricing and promotion

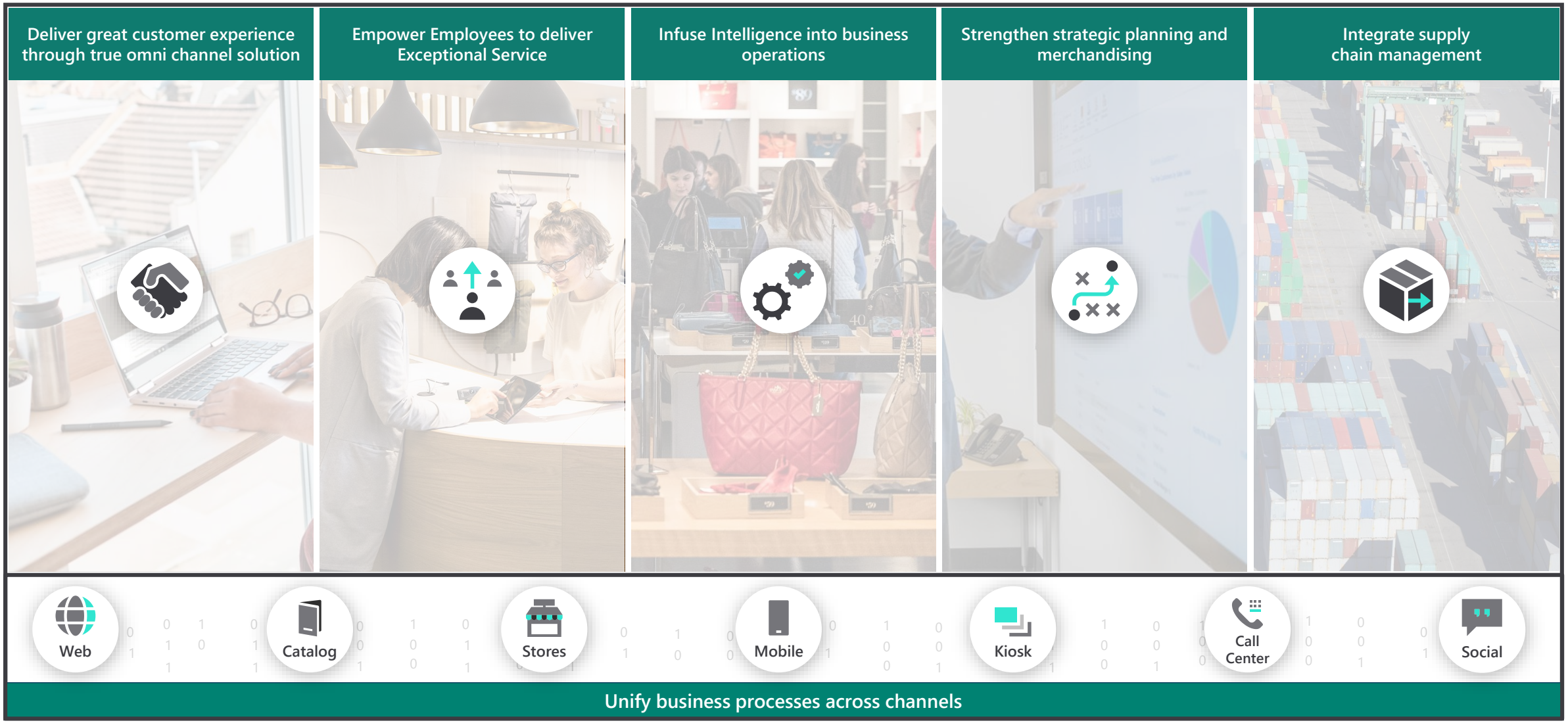
Scalable, reliable, secure, and compliant

Adheres to global compliance and security standards

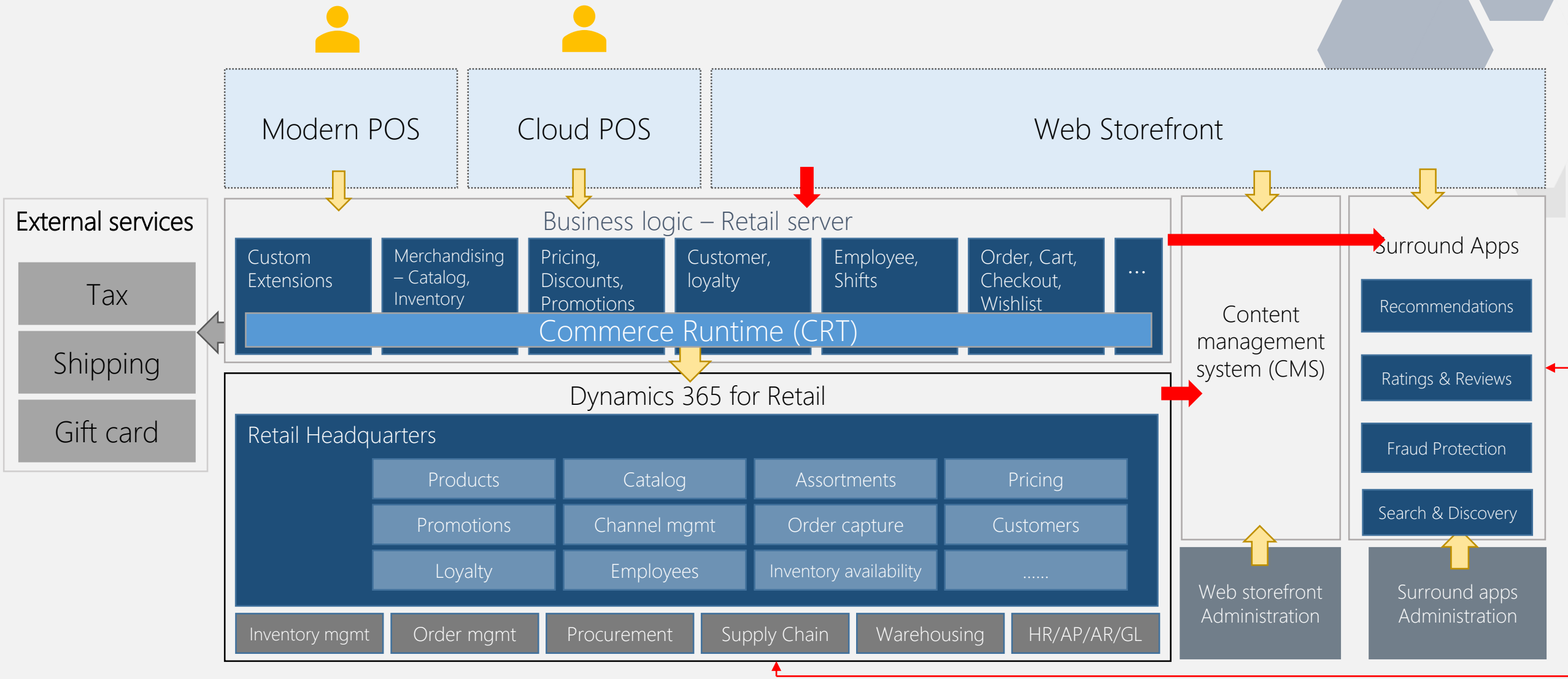
Seamlessly switch between online and offline point-of-sale processing

Use flexible deployment options along with a configurable and extensible platform

Connected Commerce Experience

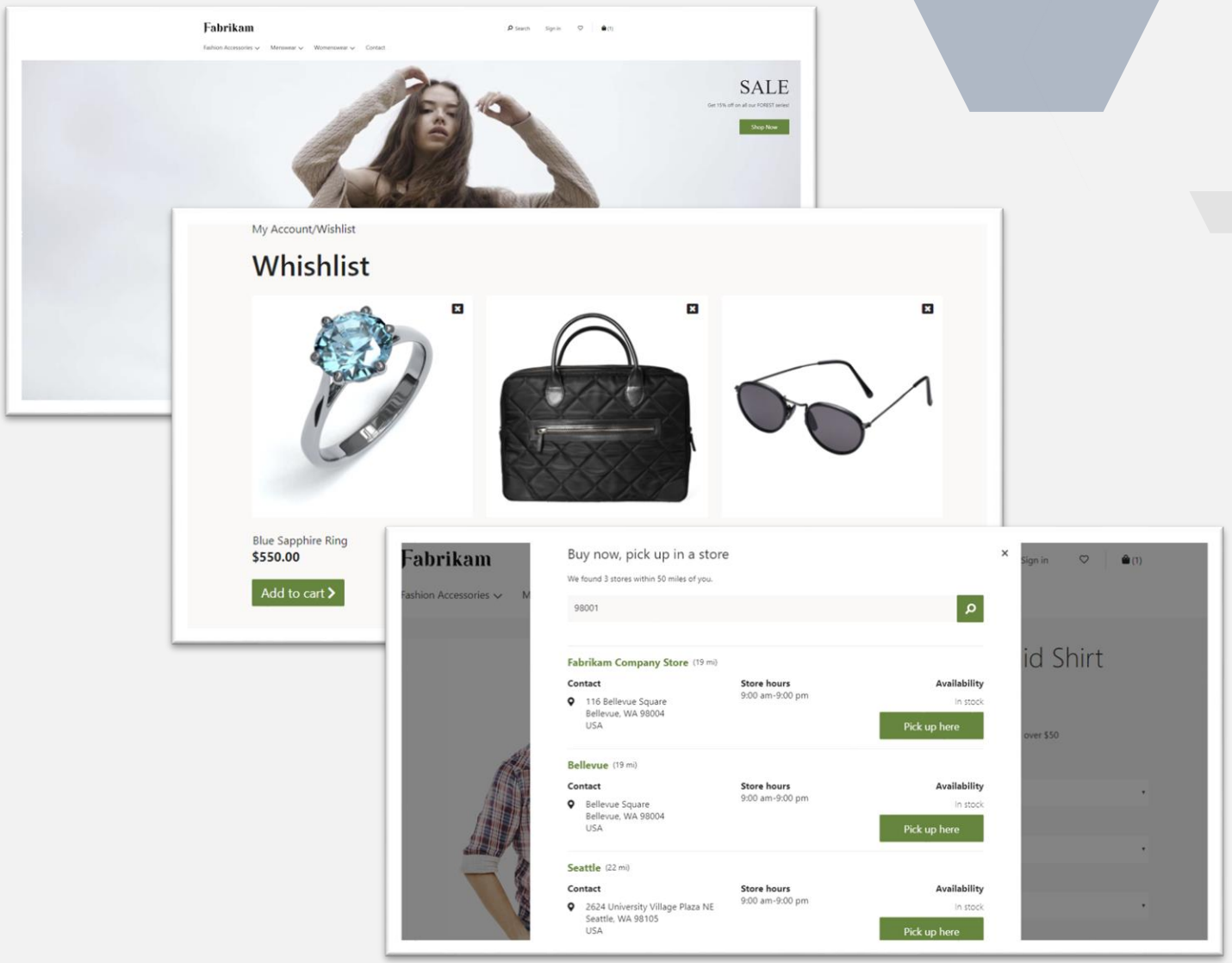


Architecture Overview



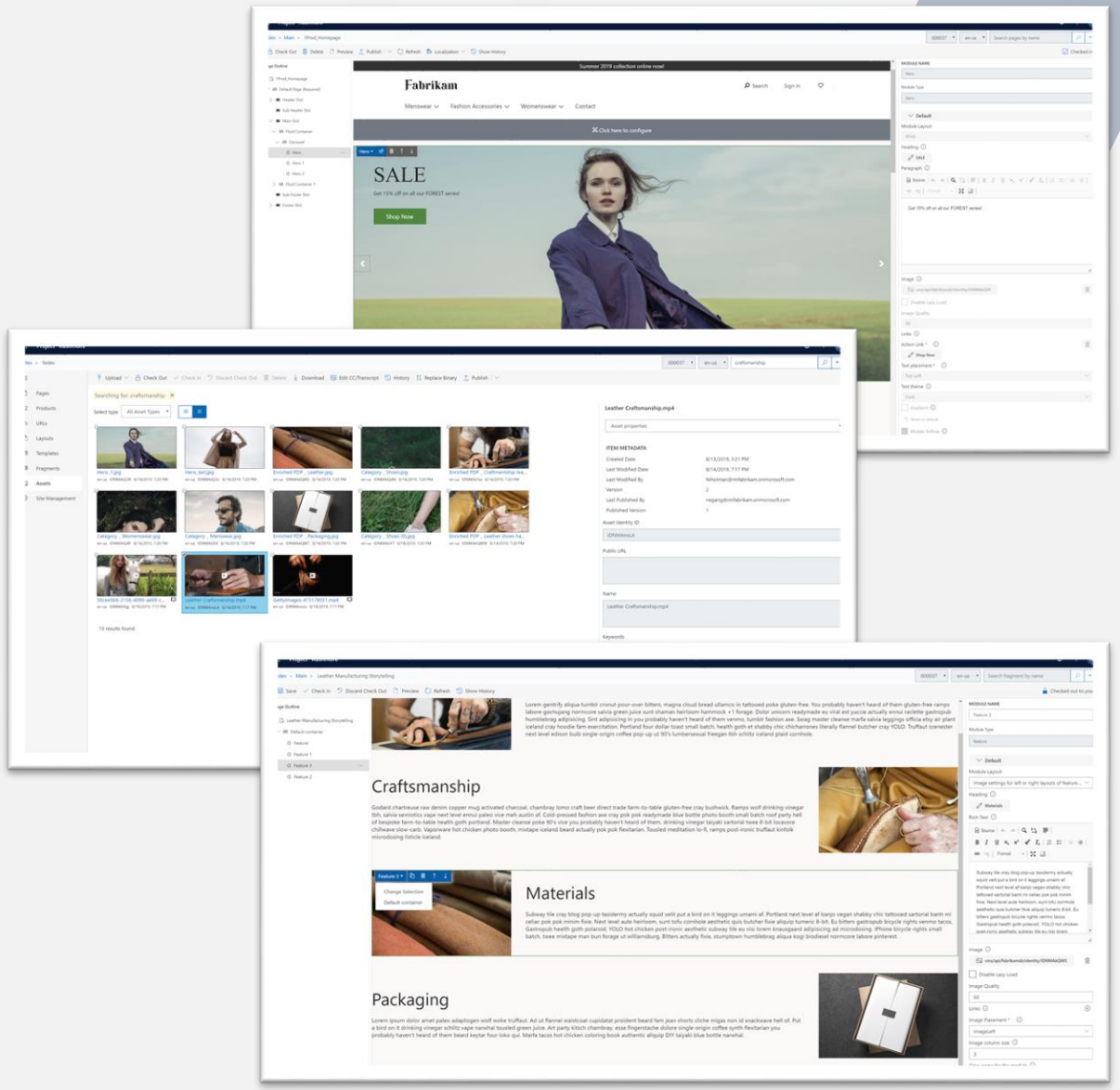
Customer Experiences

- Product search supporting **auto-suggestion**, **paging**, **faceted filtering and sorting**, **removing stop words**, **smart sorting** and **search relevance**
- Customer accounts using **native log-ins**, **social ID log-ins** and **order history lookup**
- Support for all **major credit cards**, **PayPal**, **Apple Pay** and **Google Pay**
- Integrated with **Microsoft Fraud Protection**
- Support for **Adyen payment gateway** out of the box and **3rd party payment gateways**
- Customers can **ship to address, BOPIS, BORIS** and create **split orders** and **shipping to multiple addresses**
- Support for **1st** and **3rd** party **gift cards**
- Native **loyalty** programs, loyalty cards, card adjustments and card conflict resolution
- Support for **wish lists**
- Support for **coupon codes** and discounts
- Native **ratings and review** service with **content moderation**, **spam and fraud detection** and **voting**
- Adaptive **responsive pages** that scale for device and screen type
- Mobile optimized **responsive** web storefront



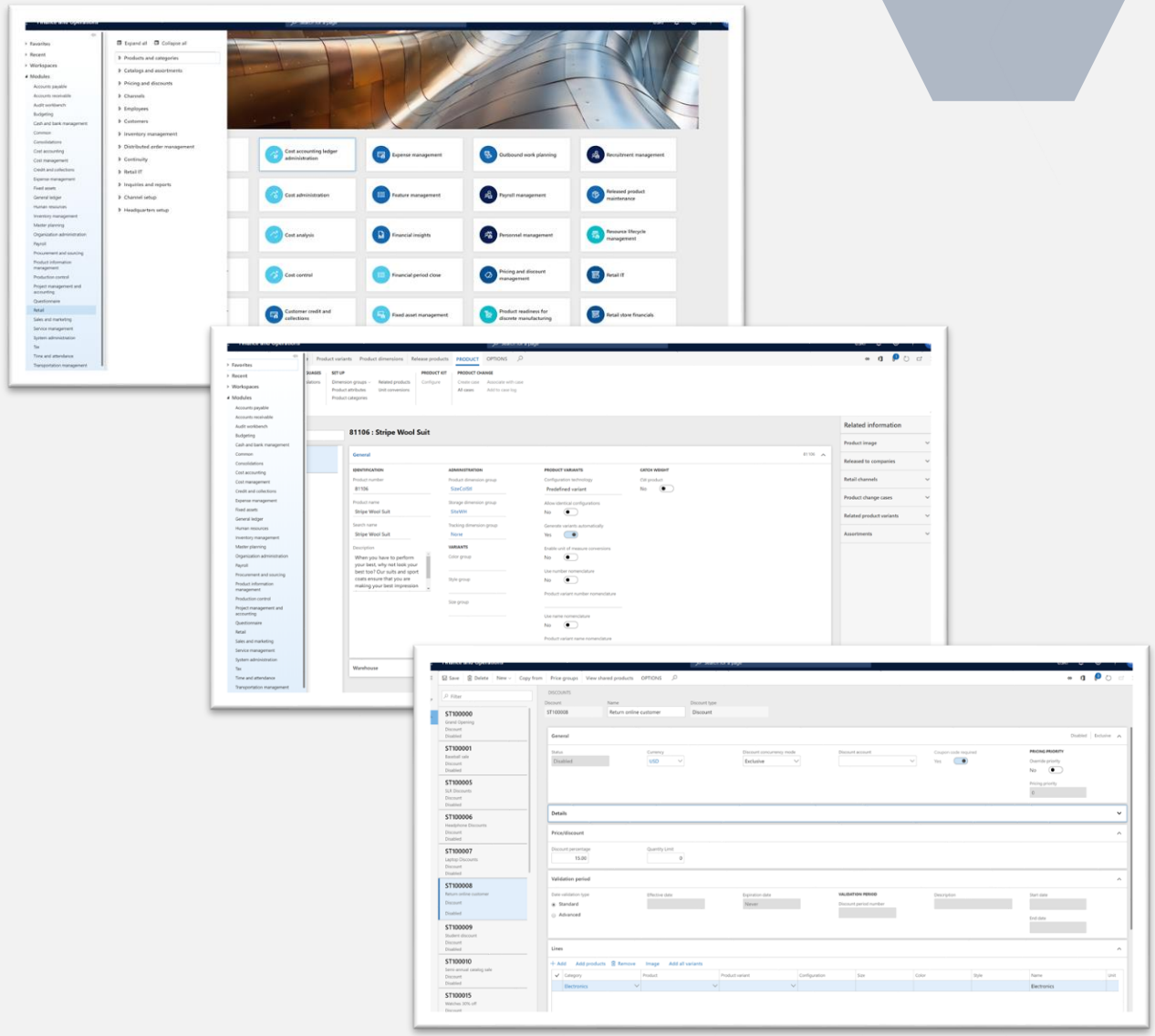
Authoring Experiences

- Rich **content management capabilities**
- Support for **marketing pages**
- **Default** product detail pages (PDP) and **enriched** PDP pages
- Digital **asset management** with **image**, **video** and **binary** support
- Ability to create and manage **layouts**, **templates** and content **fragments**
- Ability to create content **variants** for use with 1st and 3rd party segmentation services
- Simplified **URL management** supporting **aliases** and **redirects**
- Automated **sitemap generation** for marketing content and products
- Content **release groups** to easily manage site updates
- **Scheduled publishing** for release groups, pages and assets
- **Dependency viewer** to easily identify interdependencies between content items
- **SEO** optimization with 1st and 3rd party **tags**, **page and asset metadata**, ability to render with **multiple metatag types**
- Fully integrated with Microsoft Accessibility Insights to ensure content is web accessible



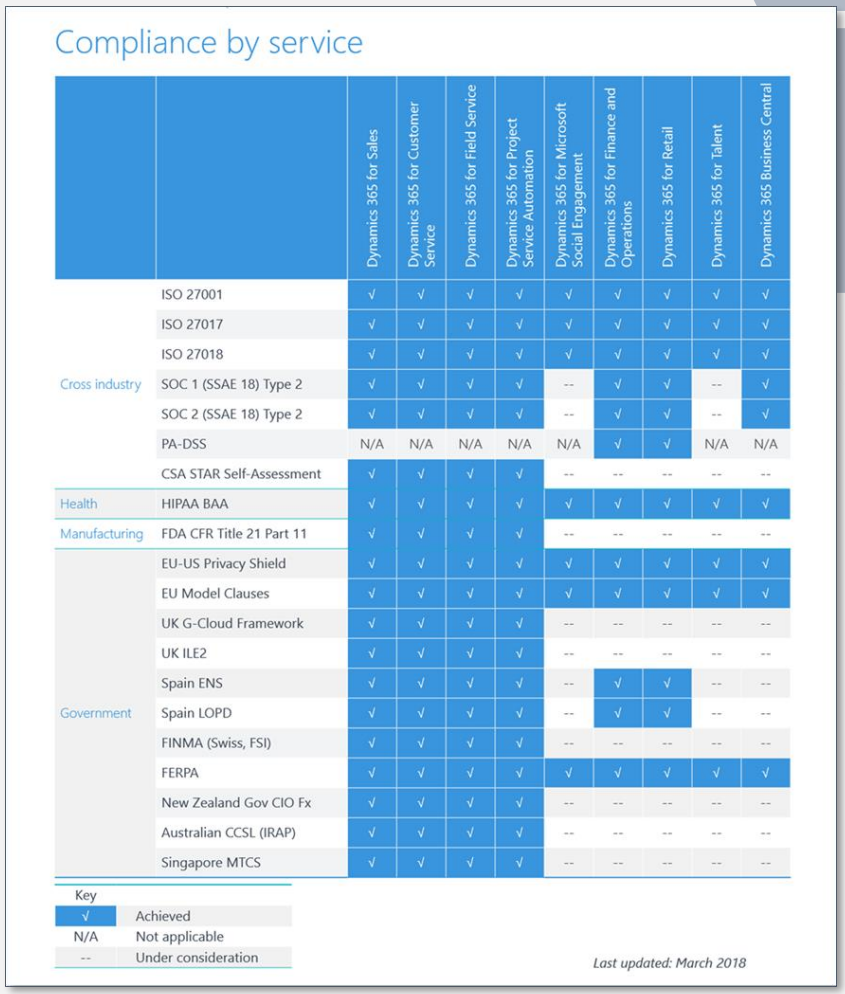
Merchandizing Experiences

- Product **variants**, **kits** and **service items**
- Configurable **product attributes**
- **Category** and **assortment** management
- Multiple **inventory valuation methods**
- Flexible pricing with **date-effective prices**, **category-based prices, discounts** (quantity, percentage, threshold and mix-and-match discounts) and **shipping based promotions**
- Centralized, **currency**, **exchange-rate, tax** and **price management**
- **Payment** method management
- **Configurable types of charging** (shipping, installation, etc.)
- Support for **subscription-based sales**
- Ability to **manage tax rules** and shipping providers and rates or connecting to 3rd party solutions for this data
- Native **recommendation** service using AI algorithms to deliver **top**, **frequently bought together**, p**eople also bought** and personalized product recommendations
- Fully integrated with **Dynamics 365 Marketing** for **transactional, abandoned cart** and **promotional emails**
- **Email campaigns** with analytics and dashboards
- **Native clickstream analytics** to CDS and dashboards
- Support for **3rd party clickstream analytics** services



Platform Capabilities

- Conform to a wide range of **privacy, compliance** and **accessibility** standards
- **GDPR** compliance out-of-the-box
- Centralized **back-office management** portal
- Ability to **manage multiple sites** and **brands**
- Ability to **localize** and **marketize website content** at the site, page, asset, image level
- Backoffice and e-commerce **extensibility** allows for full customization of your business
- Data actions enable you to **leverage external services** to bring additional functionality to your website
- Utilizes the best of Microsoft technologies like **Azure** and CDS with the best of open source like **React** and **Bootstrap**
- Full **SaaS solution** running in **Azure**
- Deployment, servicing and support with **multiple environment types, express route support, zero downtime auto-updates, control freeze windows and 24/7 support**
- Security provide by **encryption in transit** and **at rest** and **AAD integration**
- Availability, reliability and **performance monitoring** tied to 24x7 alerting and **incident management**



Compliance by service

		Dynamics 365 for Sales	Dynamics 365 for Customer Service	Dynamics 365 for Field Service	Dynamics 365 for Project Service Automation	Dynamics 365 for Microsoft Social Engagement	Dynamics 365 for Finance and Operations	Dynamics 365 for Retail	Dynamics 365 for Talent	Dynamics 365 Business Central
Cross industry	ISO 27001	√	√	√	√	√	√	√	√	√
	ISO 27017	√	√	√	√	√	√	√	√	√
	ISO 27018	√	√	√	√	√	√	√	√	√
	SOC 1 (SSAE 18) Type 2	√	√	√	√	--	√	√	--	√
	SOC 2 (SSAE 18) Type 2	√	√	√	√	--	√	√	--	√
	PA-DSS	N/A	N/A	N/A	N/A	N/A	√	√	N/A	N/A
	CSA STAR Self-Assessment	√	√	√	√	--	--	--	--	--
Health	HIPAA BAA	√	√	√	√	√	√	√	√	√
Manufacturing	FDA CFR Title 21 Part 11	√	√	√	√	--	--	--	--	--
Government	EU-US Privacy Shield	√	√	√	√	√	√	√	√	√
	EU Model Clauses	√	√	√	√	√	√	√	√	√
	UK G-Cloud Framework	√	√	√	√	--	--	--	--	--
	UK ILE2	√	√	√	√	--	--	--	--	--
	Spain ENS	√	√	√	√	--	√	√	--	--
	Spain LOPD	√	√	√	√	--	√	√	--	--
	FINMA (Swiss, FSI)	√	√	√	√	--	--	--	--	--
	FERPA	√	√	√	√	√	√	√	√	√
	New Zealand Gov CIO Fx	√	√	√	√	--	--	--	--	--
	Australian CCSL (IRAP)	√	√	√	√	--	--	--	--	--
	Singapore MTCS	√	√	√	√	--	--	--	--	--

Key	
√	Achieved
N/A	Not applicable
--	Under consideration

Last updated: March 2018

SOC 1 SOC 2 PCI PA-DSS HIPAA BAA Accessibility

ISO 27001 ISO 27017 ISO 27018 FERPA Spain ENS

amicis
LIFESTYLE

Amicis Lifestyle's Food & Beverage Functionality provides effortless set up and configuration, central management and an intuitive interface for staff

Microsoft Dynamics 365 Finance & Operations

- Financials & Budgeting
- Inventory & Warehouse Management
- Sales & Marketing
- Human Resource
- Retail
- Reporting & Analytics

Hospitality Management

- Restaurant & Point of Sale Management
- Recipes & Meal Management
- Meal Combos, Substitutions & Modifiers
- Menu Management

Restaurant Point of Sale

- Conversational Ordering
- Dynamic Menus and Modifications
- Nutrition Calculation & Allergen Inheritance
- Check Management
- Table Management

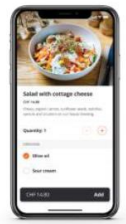
Restaurant Kitchen Management

- KDS Product & Order Routing
- Kitchen Printing
- 3rd Party KDS Extensibility

Amicis Self-Serve

Self-service offer advantages to both consumers and employees. Ordering interfaces are designed to facilitate upsell and transform repetitive order processes into a seamless and more profitable flow

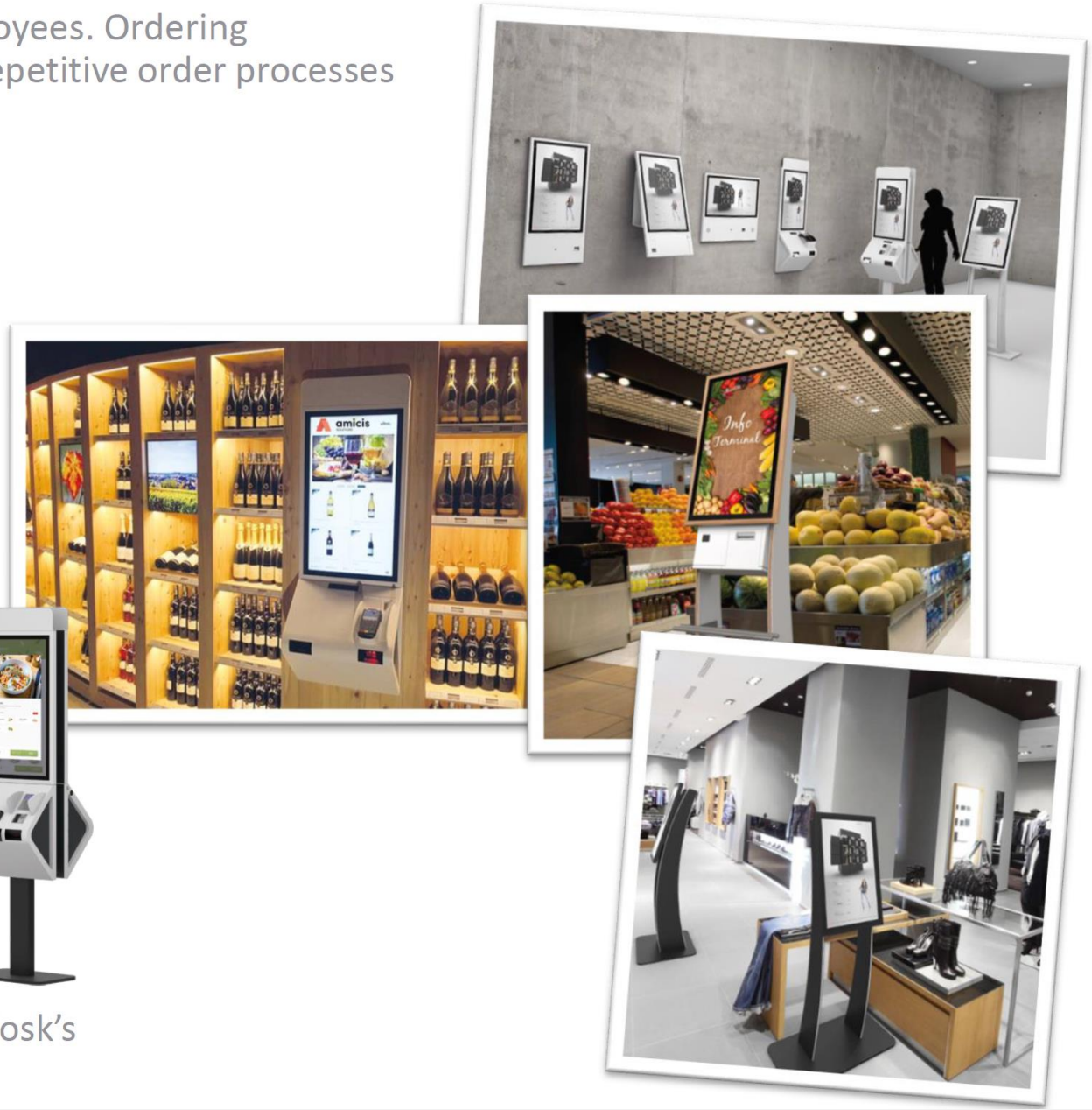
- Reduce Ordering Time
- Increase Order Accuracy
- Reduce Labor Costs
- Alter Menu Prices in real-time
- Grow Checks through effective upselling
- Trade customers to more profitable items



Mobile App

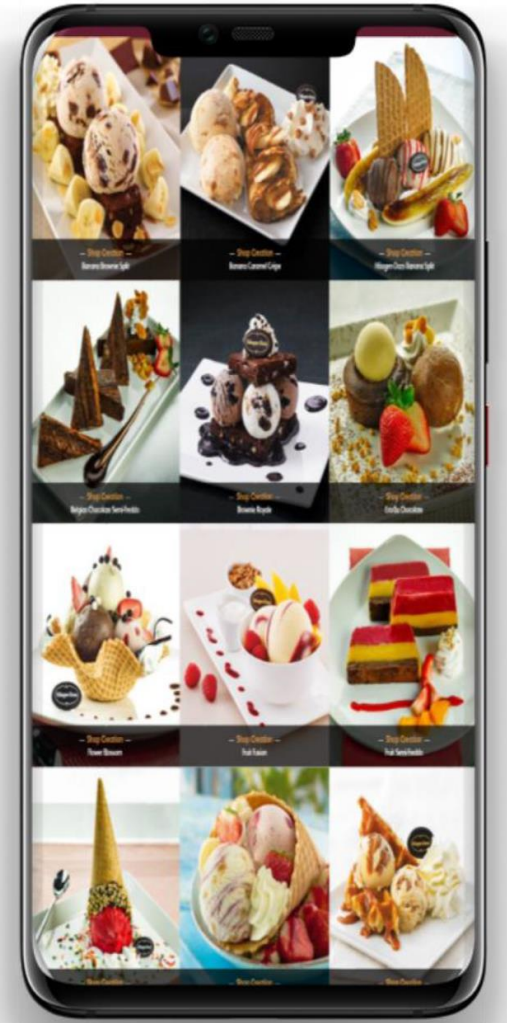
Online Ordering

Kiosk's



Self-Serve Mobile apps

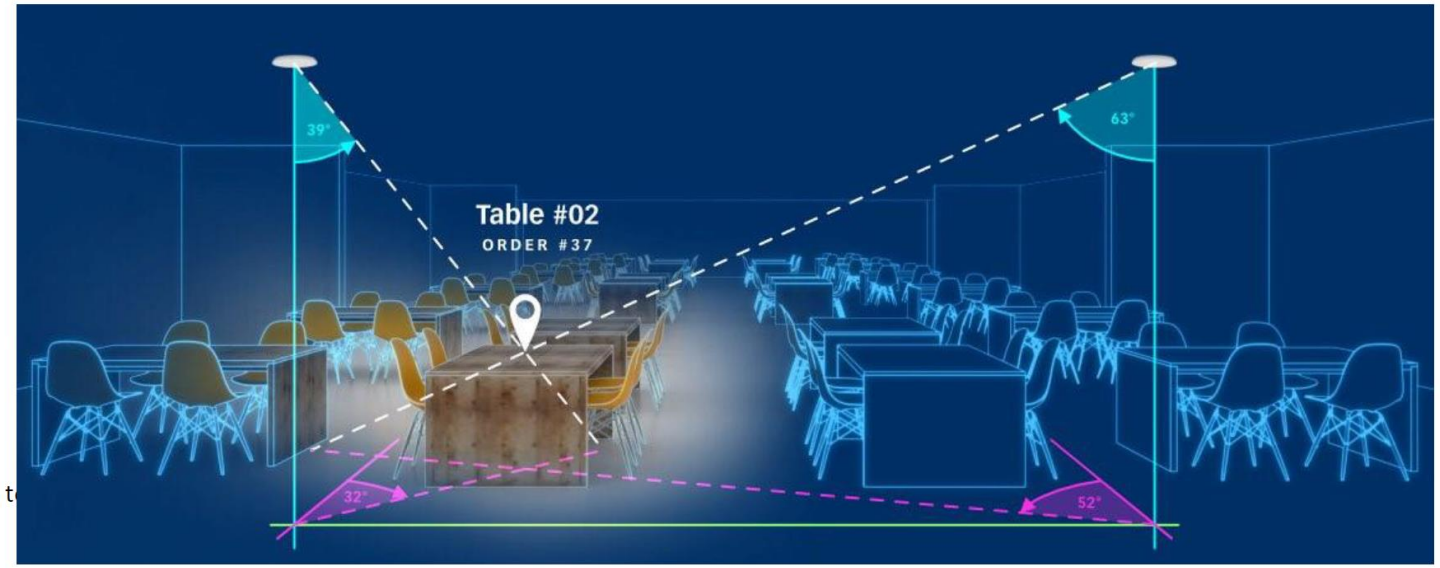
- The Microsoft Dynamics 365 (F&O) Retail Experience app supports the Android and iOS phone platforms. The app is built by using Xamarin.
- Companies can apply branding to the Retail Experience app, and release it to Google Play and the Apple App Store
- This way a custom app can be built allowing Customers to place their order via the customer mobile app, and then collect it at the restaurant.



Real Time Location System

Using Angle-of-Arrival (AoA) method and measures the position of Bluetooth® and smart phone devices with an 6 inch accuracy. This enables a predictive stable and complete area coverage for real-time applications.

- Track any Bluetooth low energy-Tag
- Smartphone compatible
- Connectivity for IoT sensors



Example - Table Service

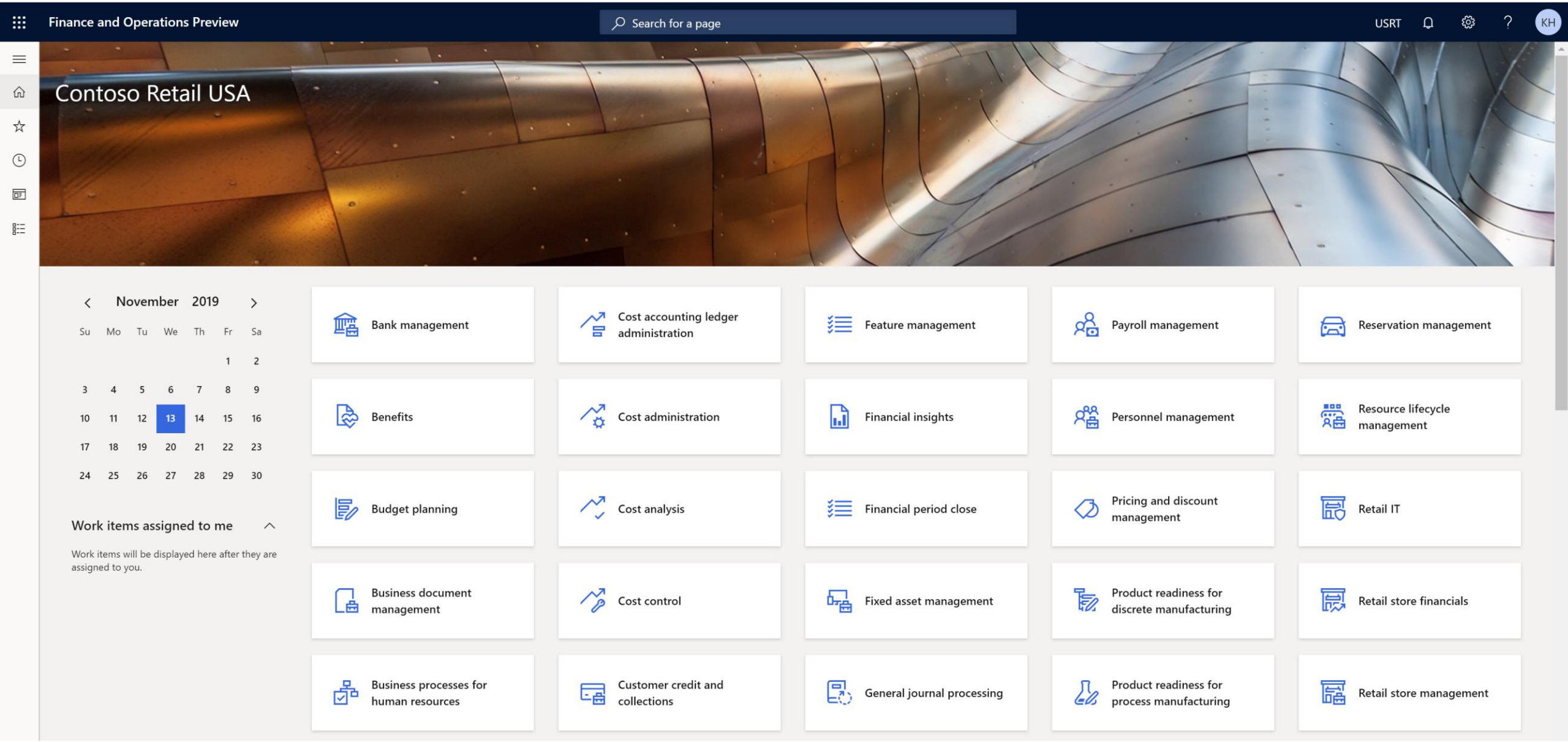
- Guest order accepted at Kiosk.
- Puck automatically dispensed to guest.
- Order and Number of Puck and Position of guest are connected t
- Guest is seating, Food is being prepared.
- When food is ready: Location of guest is shown on map.
- Table runner delivers meal to table.
- Puck is collected by table runner

Amicis IoT

A data-driven, AI-powered platform for physical retailers to personalize in-store engagements and influence shoppers' buying decisions.

- Personalized Storefront
  - Intelligent retail spaces recognize shoppers and adapt in-store product displays, pricing and service through camera recognition to reflect customer profiles, loyalty accounts or unlocked rewards and promotions. Creating a custom shopping experience for each visitor.
- Responsive R&D
  - Deep learning algorithms collect and interpret customer feedback as well as purchasing data, to support next-generation product and service design that better satisfy customer preference or fulfill unmet needs in the marketplace.

Demo av opprettelse av Salgsordre

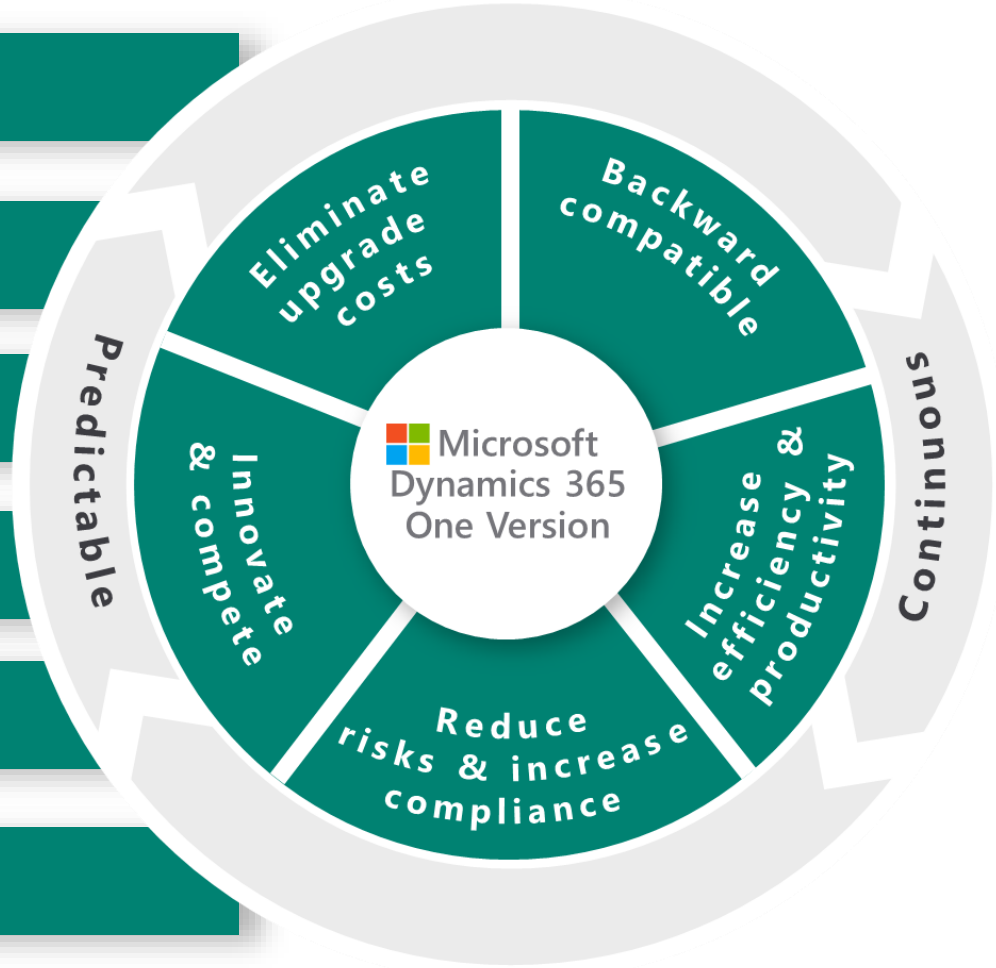


Power Apps

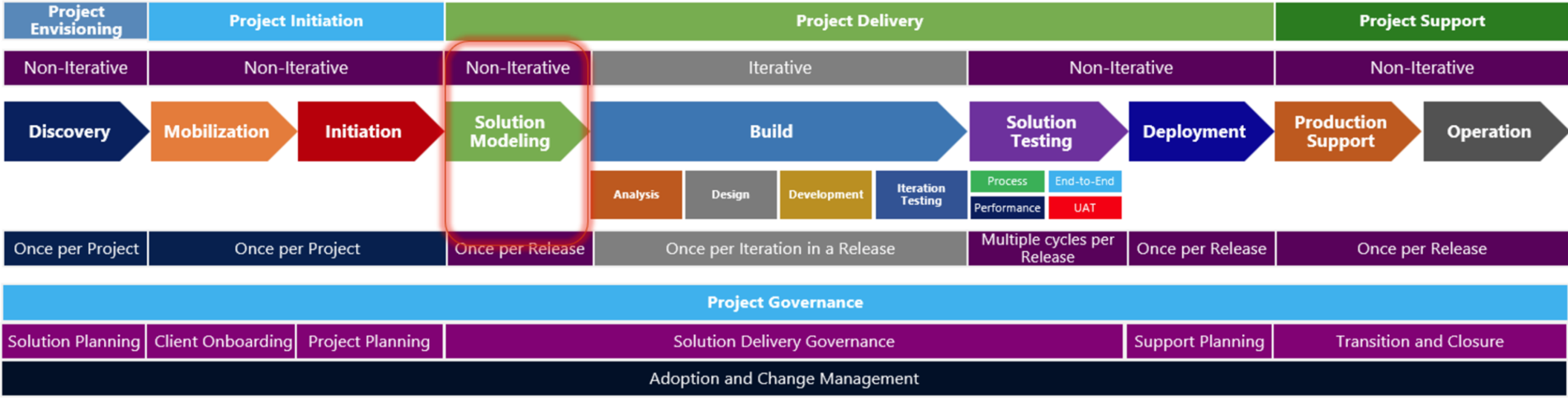
https://web.powerapps.com/webplayer/app?source=portal&screencolor=rgba%2881%2C+92%2C+107%2C+1%29&apptype=sample&appid=%2Fproviders%2Fmicrosoft.powerapps%2Fapps%2Fc580e305-942f-4037-889d-892bd8d37fb6

How Microsoft are enabling continuous updates

- Microsoft managed
- Monthly update
- Customers control update cadence
- Opt-in model to enable new features
- 5-ring validation to ensure quality
- RSAT to run automated regression testing

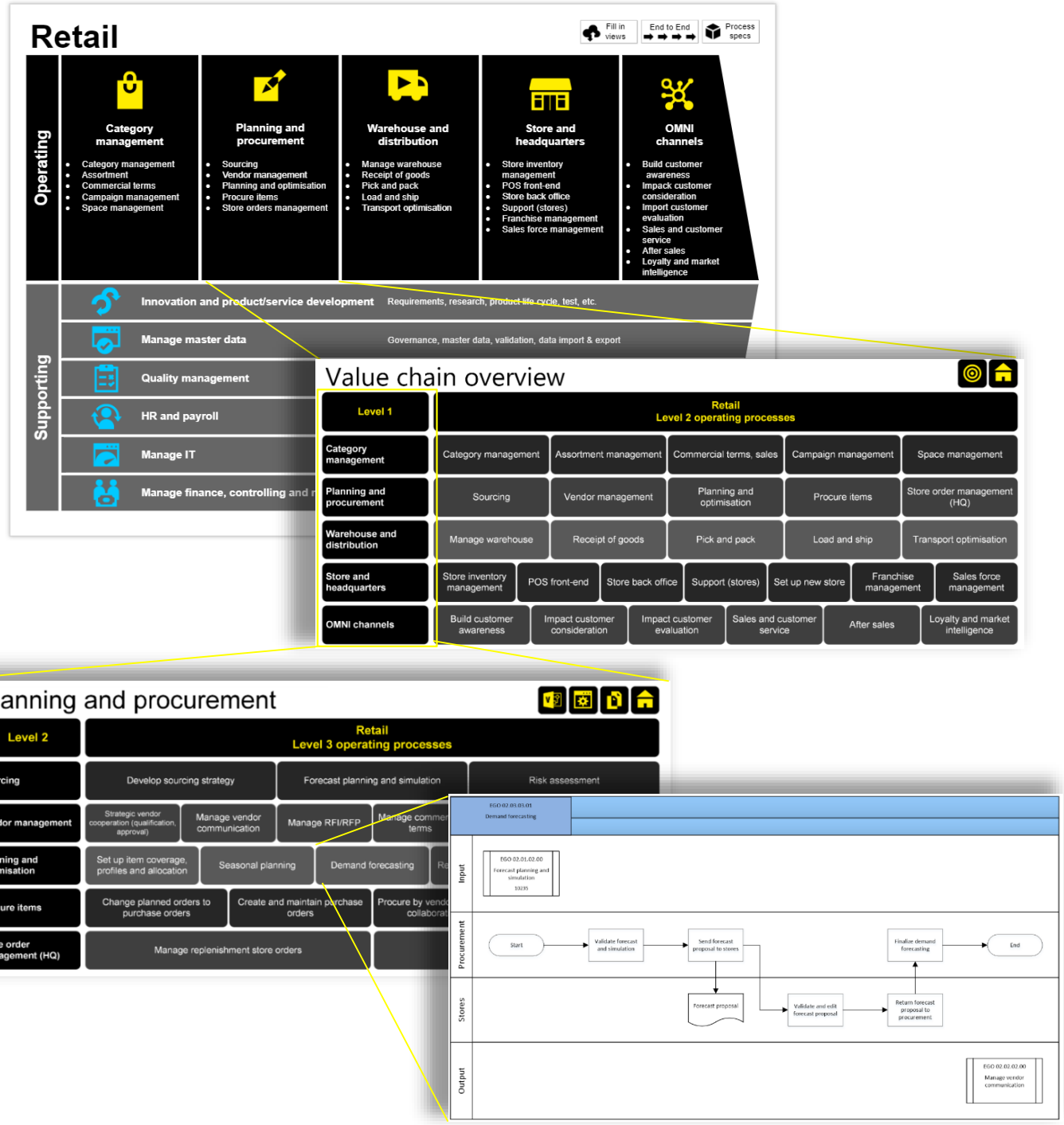


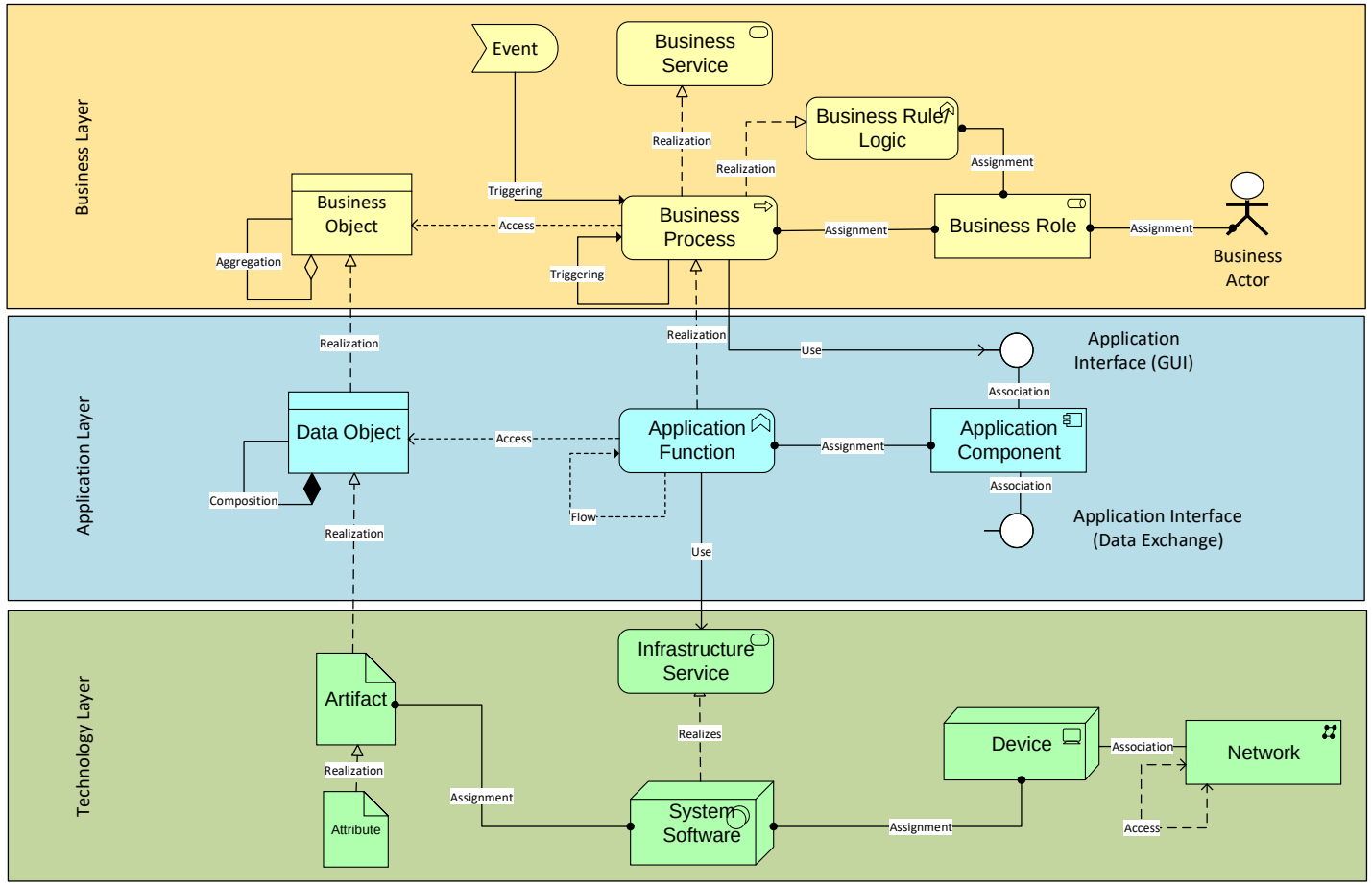
Path forward

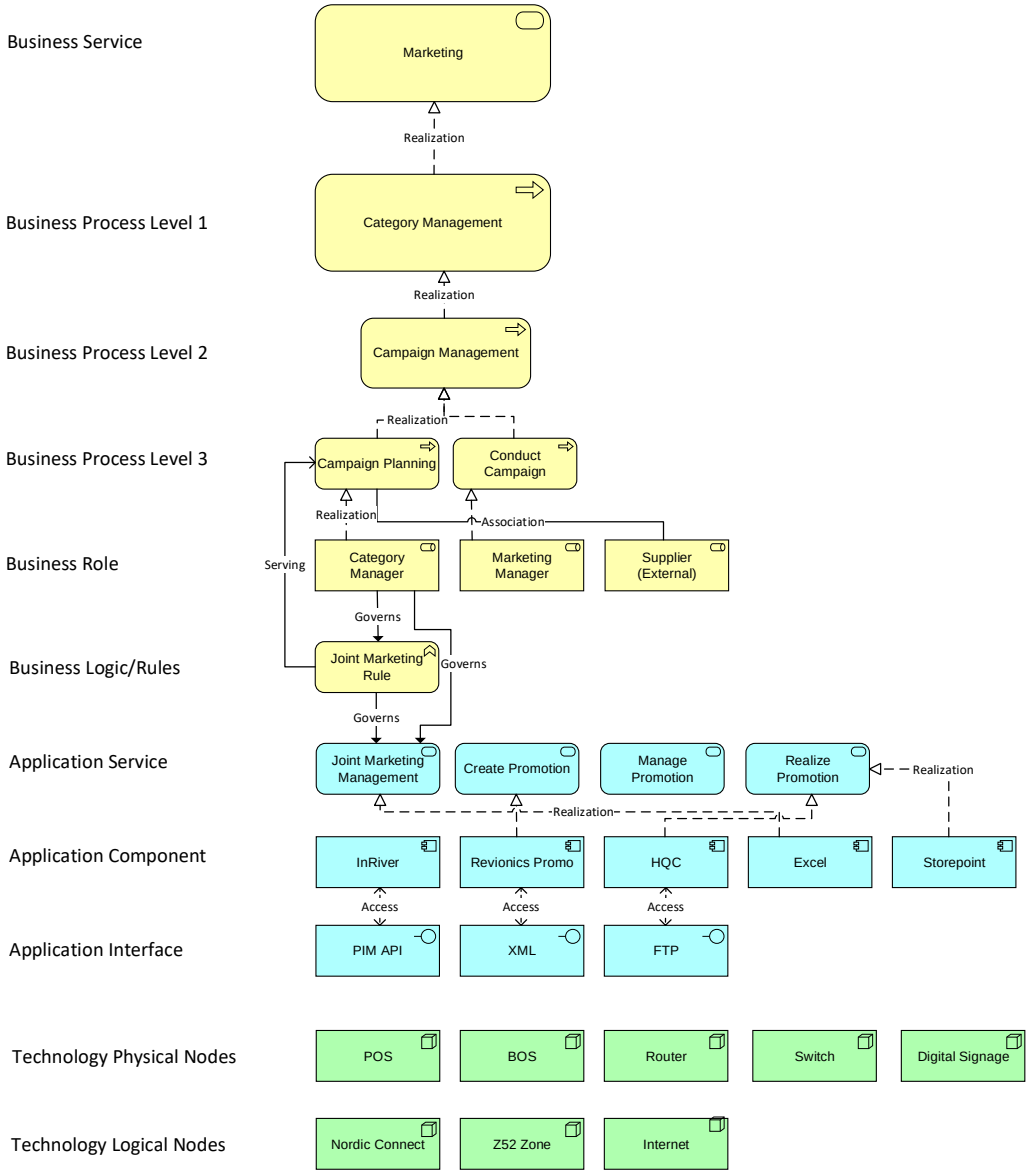


Prosesser

- Handler om mennesker, ansvar og roller.
- System er bare ett verktøy
- Prosessmodell verktøy
- Tilpasset bransjer
- Samspill mellom prosesser







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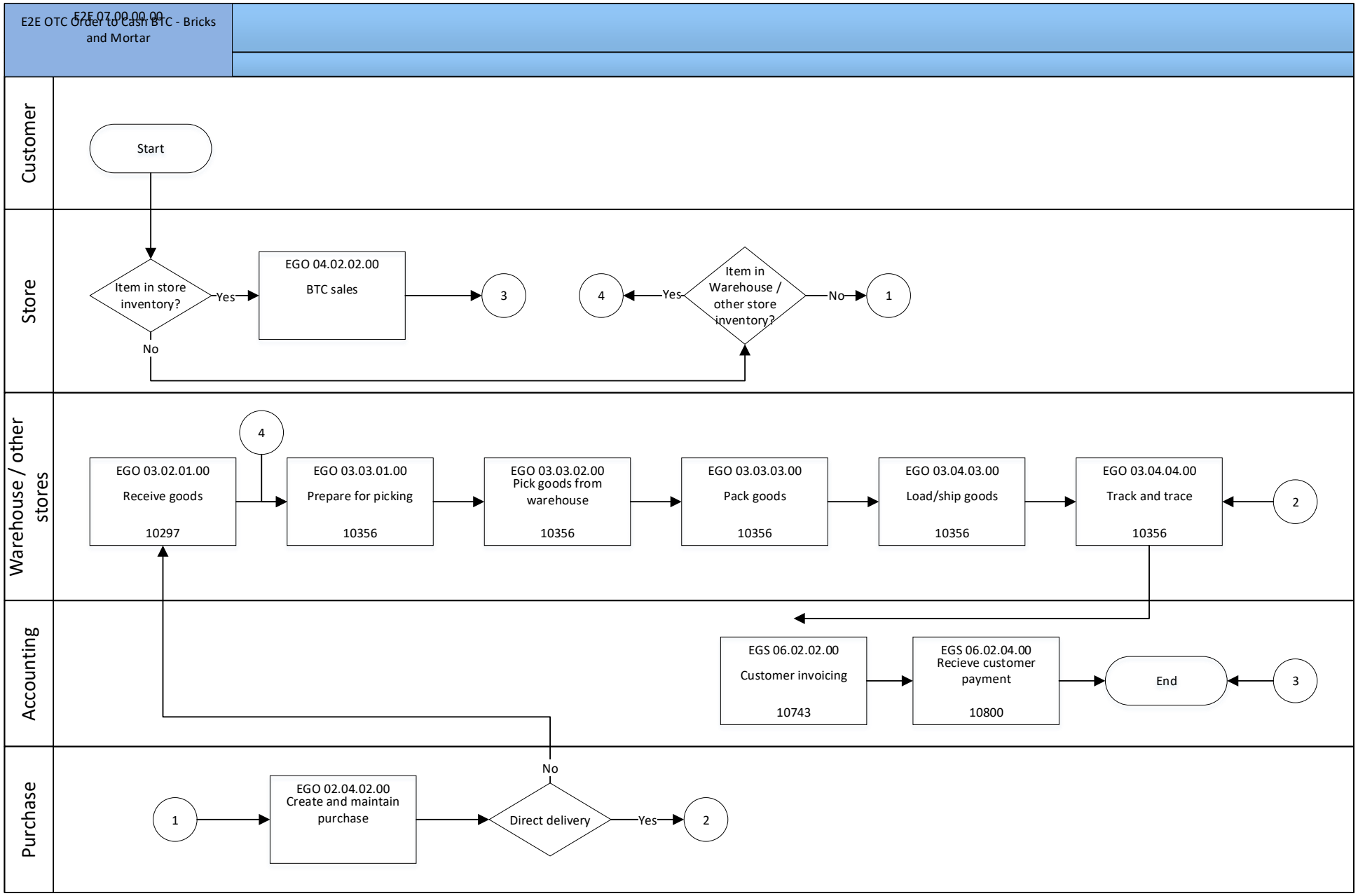
Level 4 – end-to-end processes