

 Microsoft Dynamics 365

# Dynamics 365 Commerce Digital Commerce Overview

Brendan Sullivan

*Principal Product Manager*

*D365 Commerce - Digital Commerce*



---

# Agenda

---

Commerce Overview

Digital Commerce Solution

Recent Feature Releases

Upcoming Releases

# Commerce Overview

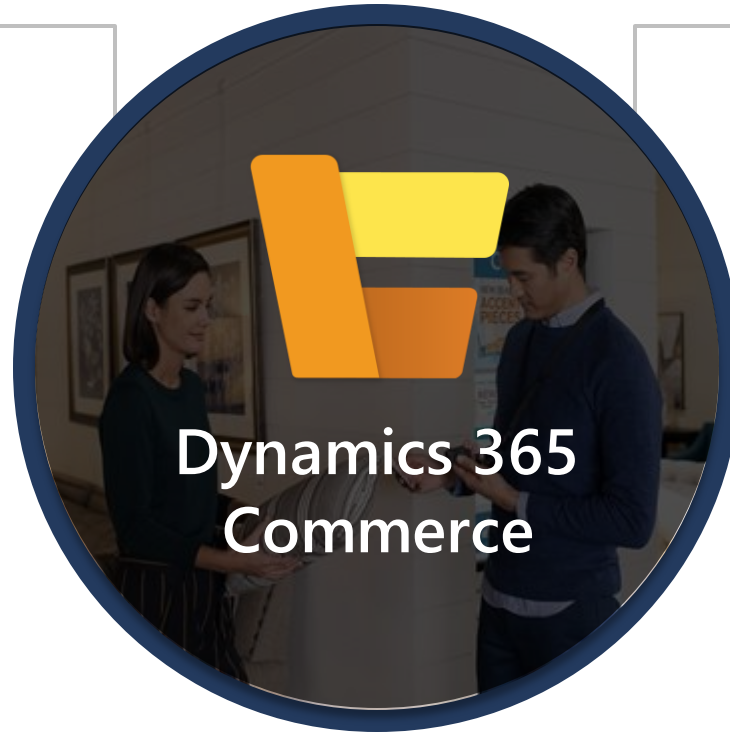
# Dynamics 365 Commerce

## Headless Commerce Engine

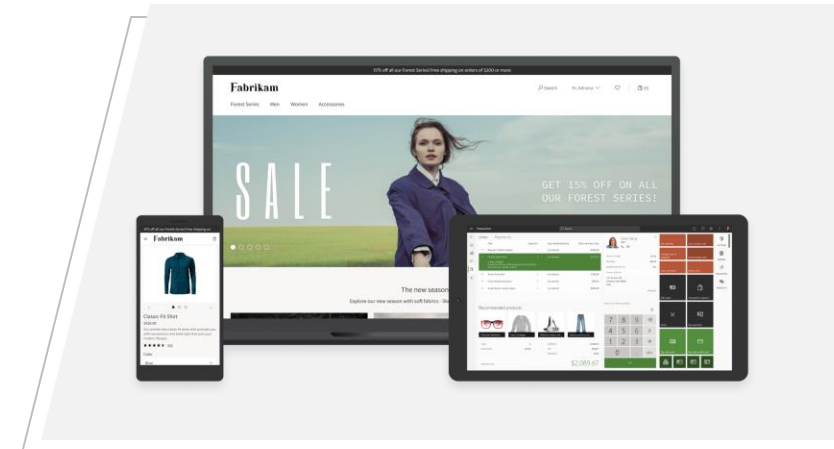
API driven engine enabling extensible, personalized, friction-free commerce experiences and integrated, optimized back-office operations.

## Headquarters

Manage a chain of stores as one enterprise. Control daily operations, track sales information and coordinate communications for every store in the chain.



Dynamics 365 Commerce delivers a complete omnichannel solution that unifies back-office, in-store, call center and e-commerce experiences to personalize customer engagement, increase employee productivity and optimize store operations.



## Dynamics 365 -or- 3<sup>rd</sup> Party ERP

Utilize Dynamics 365 Finance and Supply Chain Management to automate and modernize your finance and SCM operations or integrate with an existing provider.

# Across Traditional and Emerging Channels



# Customer and Business Facing

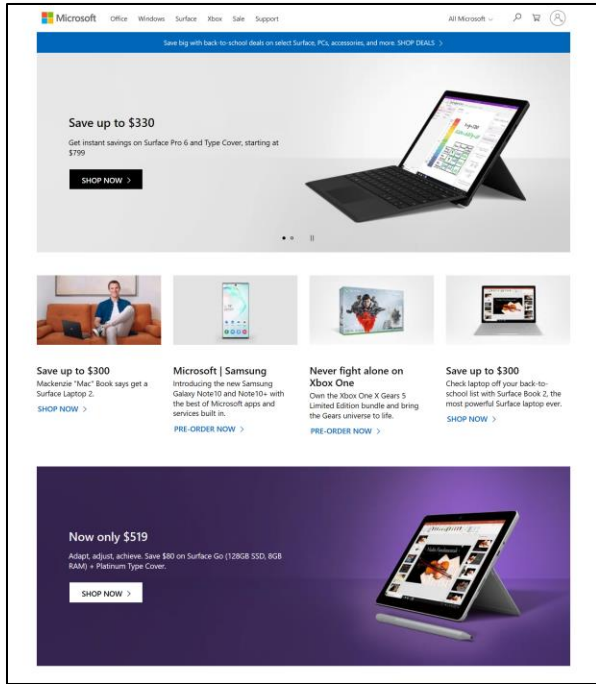


# Delivering a Unified Commerce Solution



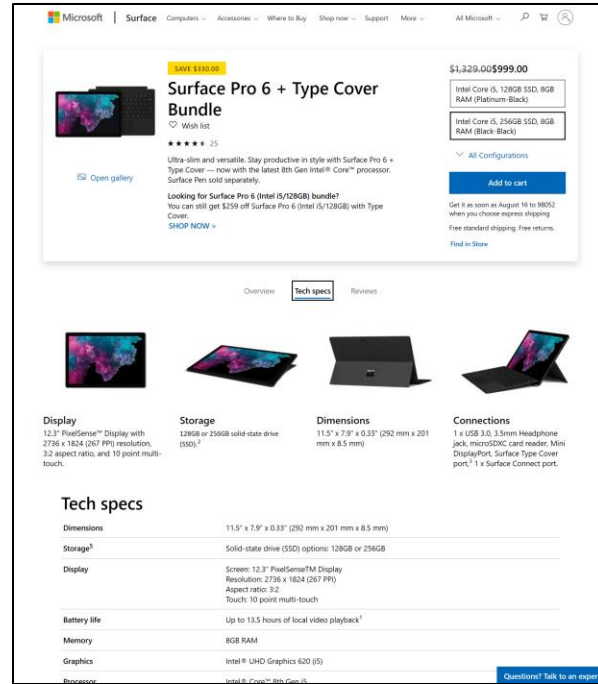
# Digital Commerce Overview

# Microsoft's Marketing and Storefronts



The screenshot shows the Microsoft Home Page. At the top, there are navigation links for Office, Windows, Surface, Xbox, Sale, and Support. A main banner features a Surface Pro 6 with the text "Save up to \$330" and "Get instant savings on Surface Pro 6 and Type Cover, starting at \$799." Below this, there are four smaller promotional tiles for various products like the Mactenzie "Mac" Book, Samsung Galaxy Note10, Xbox One, and Surface Book 2. At the bottom, there is a "Now only \$519" offer for the Surface Go.

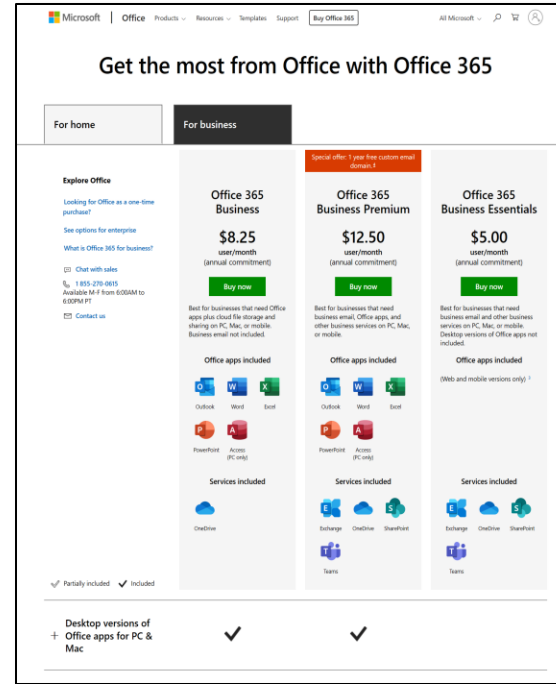
Microsoft Home Page  
(100M UPVM)



The screenshot shows the Microsoft Store product page for the "Surface Pro 6 + Type Cover Bundle". It features a large product image, a price tag of \$1,329.00 (reduced from \$1,599.00), and a "Wish list" button. The page includes detailed specifications for the device, such as "Intel Core i5, 128GB SSD, 8GB RAM (Platinum-Black)" and "Ultra-slim and versatile. Stay productive in style with Surface Pro 6 + Type Cover". There is also a "Tech specs" section with a table of details.

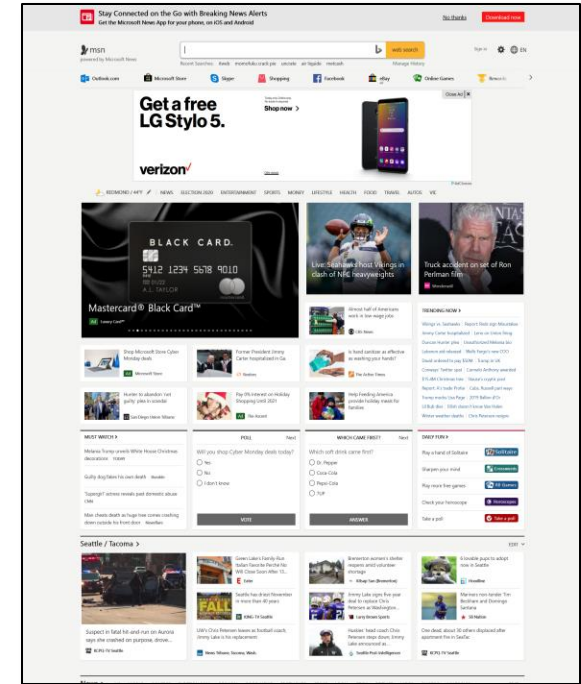
| Tech specs           |  |
|----------------------|--|
| Dimensions           | 11.5" x 7.9" x 0.33" (292 mm x 201 mm x 8.5 mm)  |
| Storage <sup>1</sup> | Solid-state drive (SSD) options: 128GB or 256GB  |
| Display              | Screen: 12.3" PixelSense™ Display<br>Resolution: 2736 x 1824 (267 PPI)<br>Aspect ratio: 3:2<br>Touch: 10 point multi-touch |
| Battery life         | Up to 13.5 hours of local video playback <sup>1</sup>  |
| Memory               | 8GB RAM  |
| Graphics             | Intel® UHD Graphics 620 (5)  |
| Processor            | Intel® Core™ i5, Core™ i7  |

Microsoft Store and Cart  
(160M UPVM)



The screenshot shows the Microsoft Office 365 product page. The main headline is "Get the most from Office with Office 365". It offers three subscription options: Office 365 Business (\$8.25/user/month), Office 365 Business Premium (\$12.50/user/month), and Office 365 Business Essentials (\$5.00/user/month). Each option includes a list of "Office apps included" (Outlook, Word, Excel) and "Services included" (OneDrive, Exchange, SharePoint, Teams). There are also "Buy now" buttons for each plan.

Microsoft Office 365  
(140M UPVM)



The screenshot shows the MSN Home Page. It features a search bar at the top, a navigation menu with categories like "Home", "Shopping", "Travel", and "News". The main content area is dominated by a large advertisement for the "LG Stylo 5" smartphone, with the text "Get a free LG Stylo 5." Below the ad, there are several news and entertainment tiles, including a "Mastercard Black Card" promotion and various news snippets.

MSN  
(8.4B UPVM)

# Microsoft's Storefronts - Scale

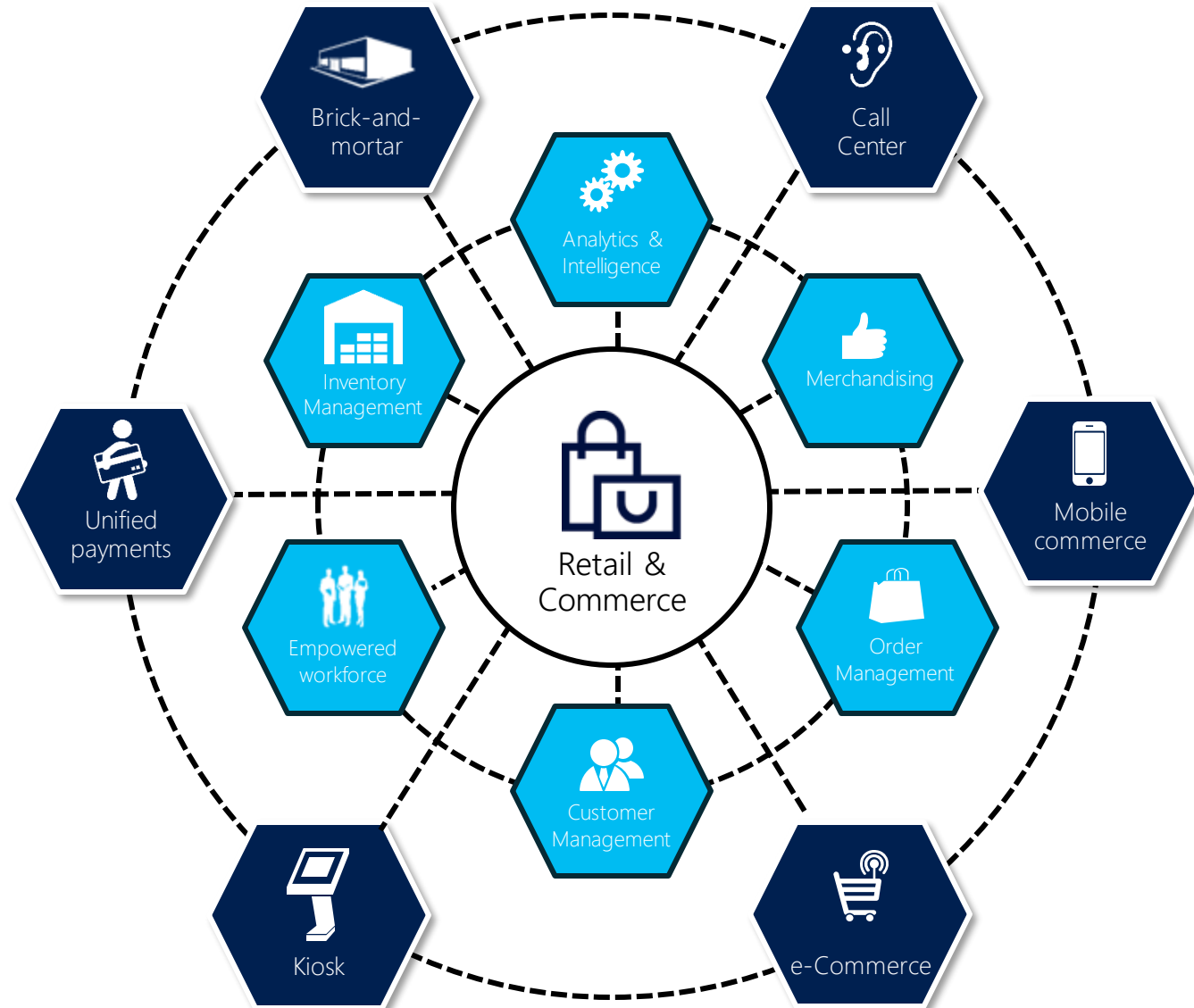
**0.5B**  
Customers  
Monthly

**30B**  
Page Views  
Monthly

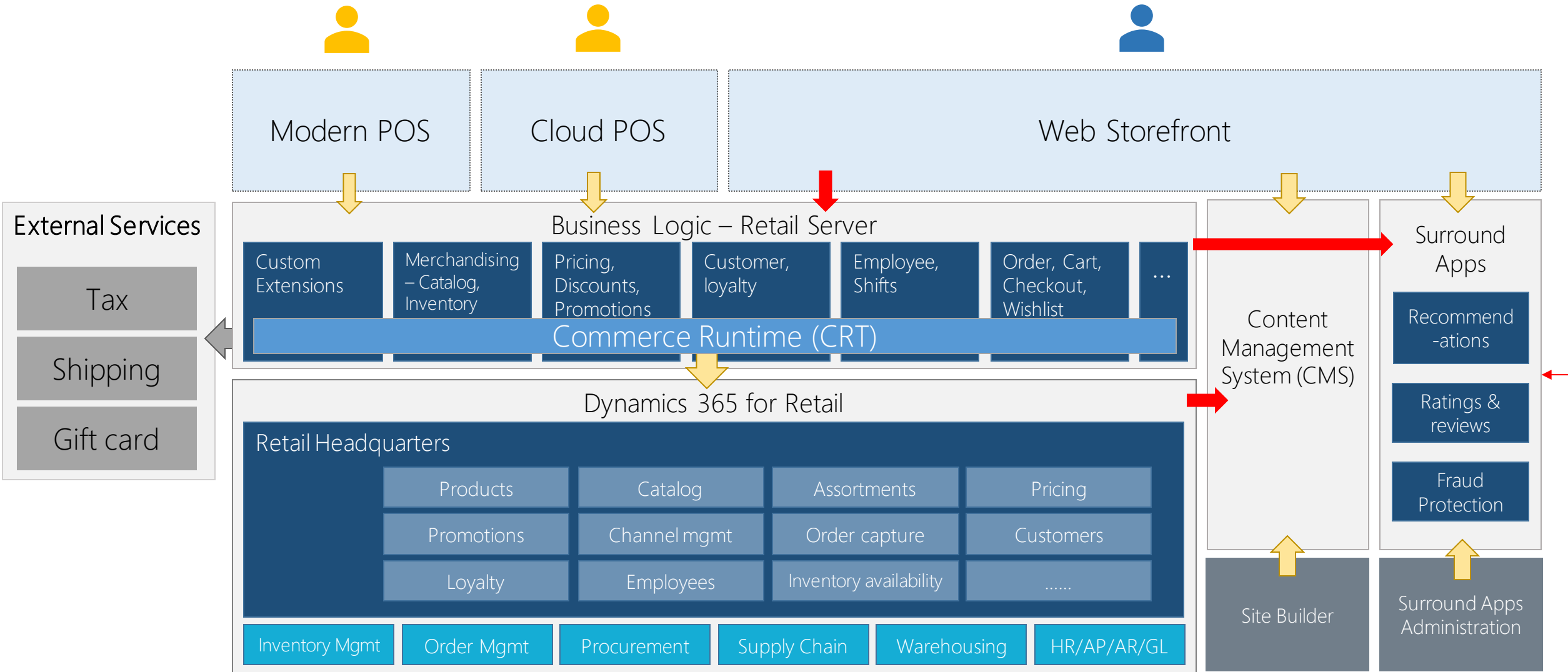
**0.5T**  
Assets  
Monthly



# Dynamics 365 Commerce



# Architecture Overview



 C1 Store Persona

 C2 Shopper

 C1 Admin Persona

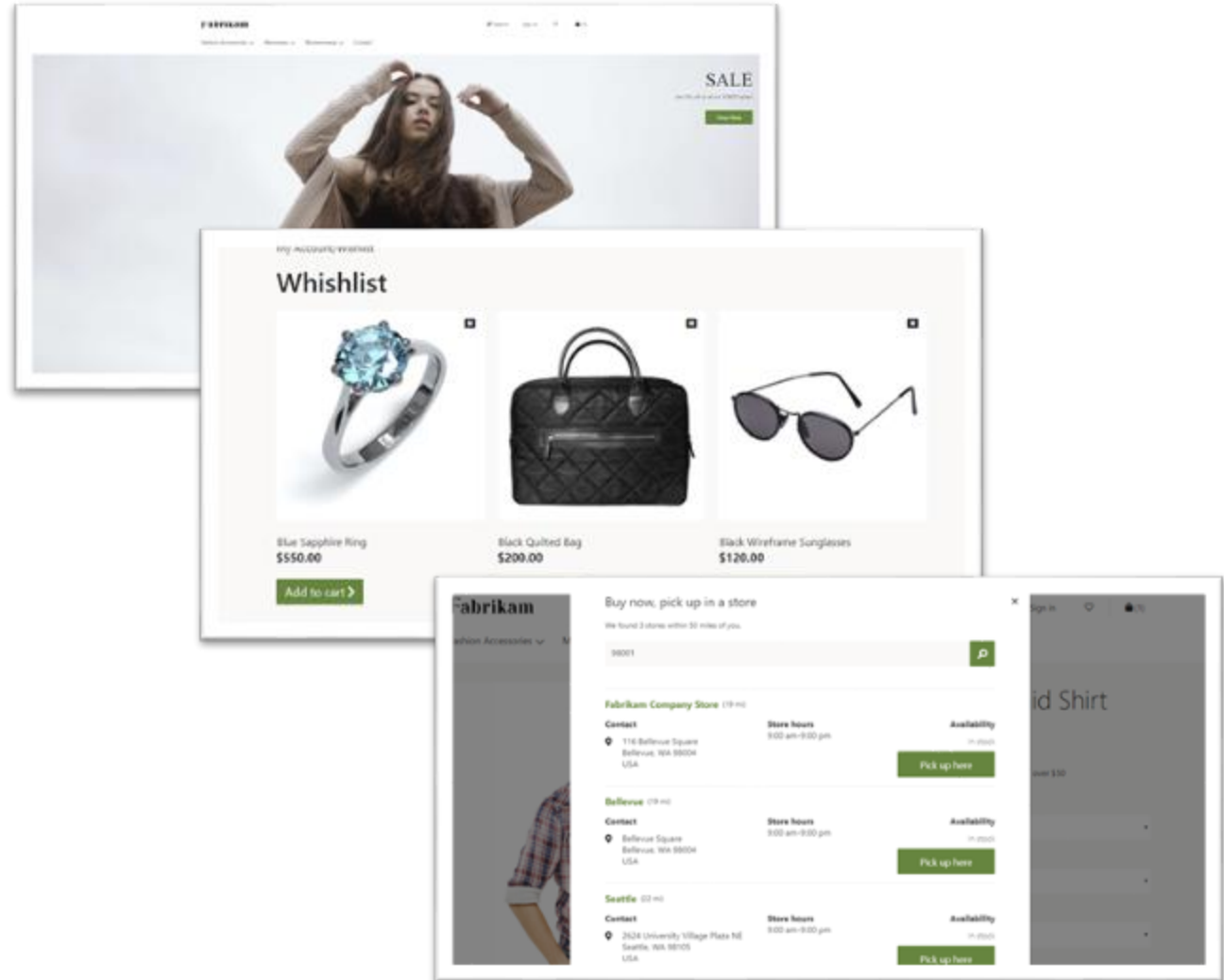
 Existing Touchpoint

 New Touchpoint



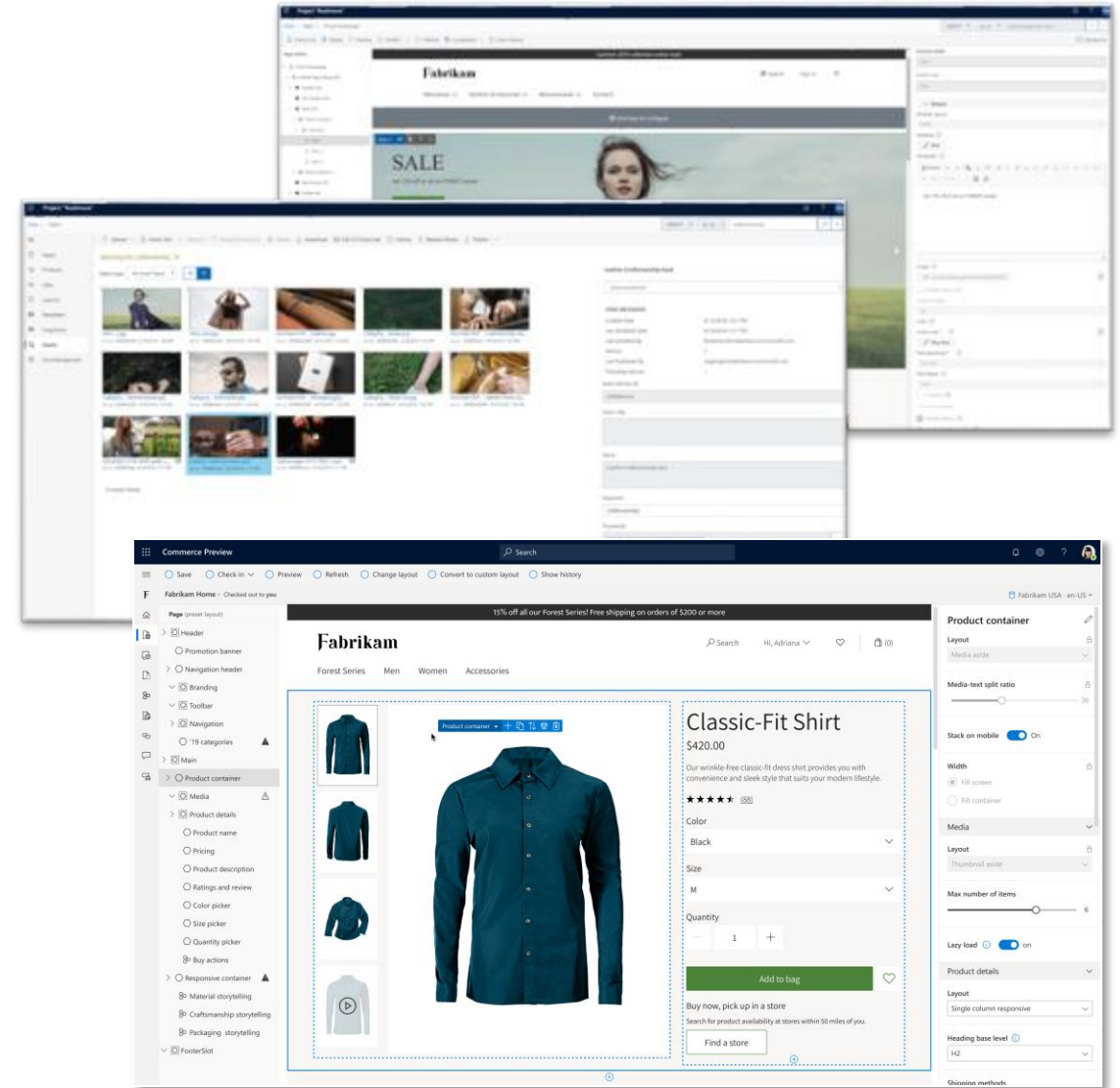
# Customer Experiences

- 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**
- Integrated with **Microsoft Fraud Protection**
- Support for **Adyen payment gateway** out of the box and **3<sup>rd</sup> party payment gateways**
- Customers can **ship to address**, **BOPIS**, **BORIS** and create **split orders** and **shipping to multiple addresses**
- Support for **1<sup>st</sup> and 3<sup>rd</sup> 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



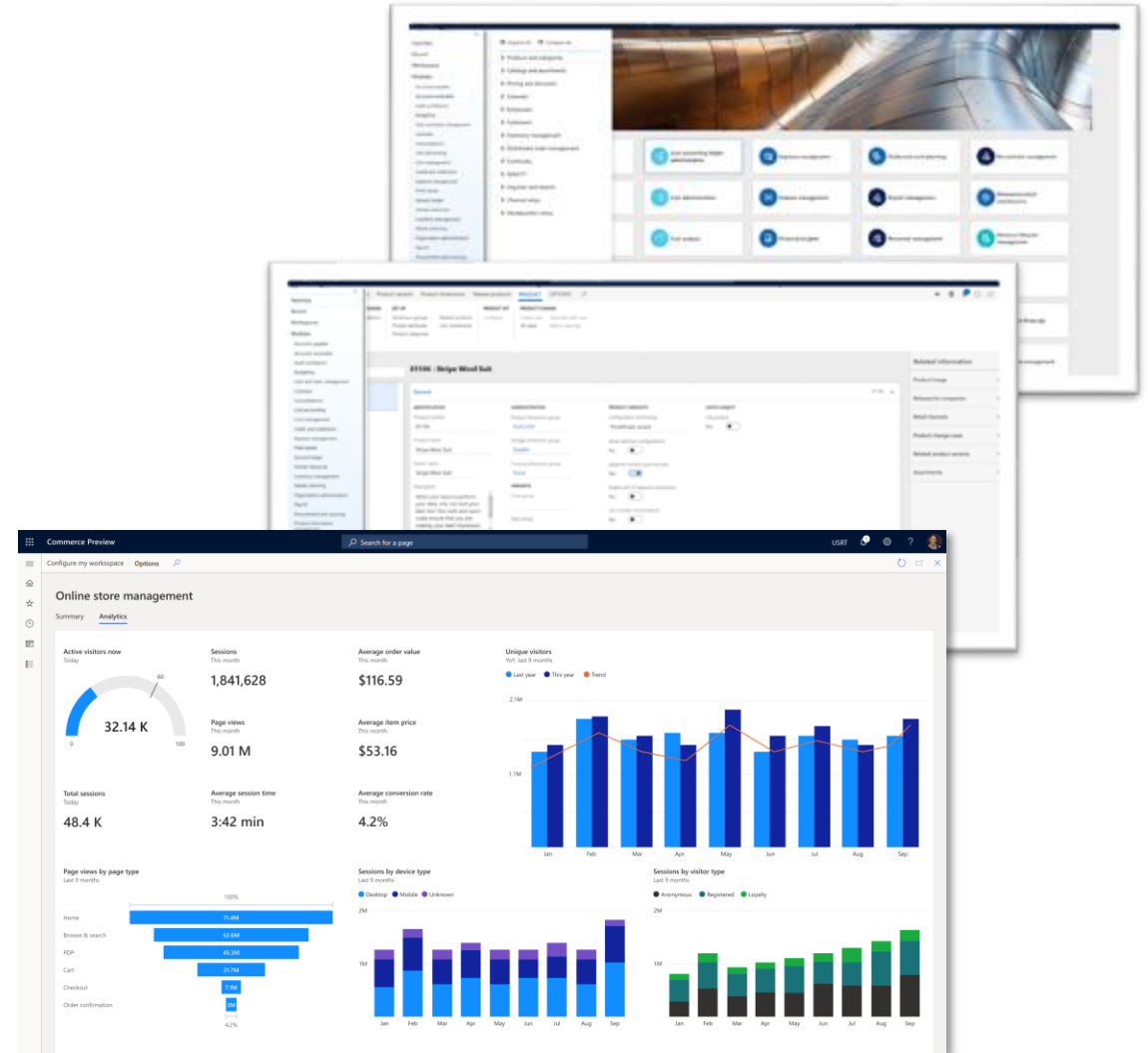
# Authoring Experiences

- 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**
- Simplified **URL management** supporting **aliases** and **redirects**
- Automated **sitemap generation** for marketing content and products
- Content **publish 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, people also bought** and **personalized product** recommendations
- 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 |
|--------------------------|------------------------|-----------------------------------|--------------------------------|---|--|---|-------------------------|-------------------------|-------------------------------|
| ISO 27001                | ✓                      | ✓                                 | ✓                              | ✓   | ✓  | ✓                                       | ✓                       | ✓                       | ✓                             |
| ISO 27017                | ✓                      | ✓                                 | ✓                              | ✓   | ✓  | ✓                                       | ✓                       | ✓                       | ✓                             |
| ISO 27018                | ✓                      | ✓                                 | ✓                              | ✓   | ✓  | ✓                                       | ✓                       | ✓                       | ✓                             |
| Cross industry           |                        |                                   |                                |   |  |   |                         |                         |                               |
| 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 | ✓                      | ✓                                 | ✓                              | ✓   | --   | --                                      | --                      | --                      | --                            |
| EU-US Privacy Shield     | ✓                      | ✓                                 | ✓                              | ✓   | ✓  | ✓                                       | ✓                       | ✓                       | ✓                             |
| EU Model Clauses         | ✓                      | ✓                                 | ✓                              | ✓   | ✓  | ✓                                       | ✓                       | ✓                       | ✓                             |
| UK G-Cloud Framework     | ✓                      | ✓                                 | ✓                              | ✓   | --   | --                                      | --                      | --                      | --                            |
| UK ILE2                  | ✓                      | ✓                                 | ✓                              | ✓   | --   | --                                      | --                      | --                      | --                            |
| Spain ENS                | ✓                      | ✓                                 | ✓                              | ✓   | --   | ✓                                       | ✓                       | --                      | --                            |
| Government               |                        |                                   |                                |   |  |   |                         |                         |                               |
| 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

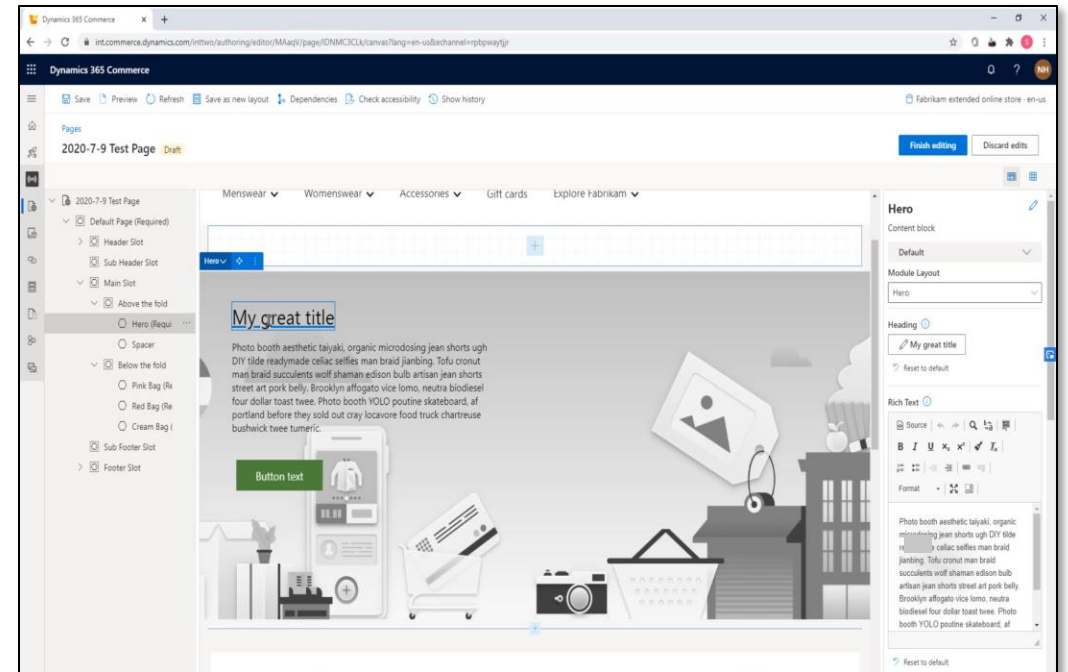


Spain ENS

# Recent Feature Releases

# Site authoring for marketers

- Drag and drop page design
- In-canvas text editing
- In-canvas media management
- In-canvas focal point, scale and rect adjustment for images
- In-canvas color/style modifications
- In-canvas preview by device type
- Simplified list management
- Support for page item variations



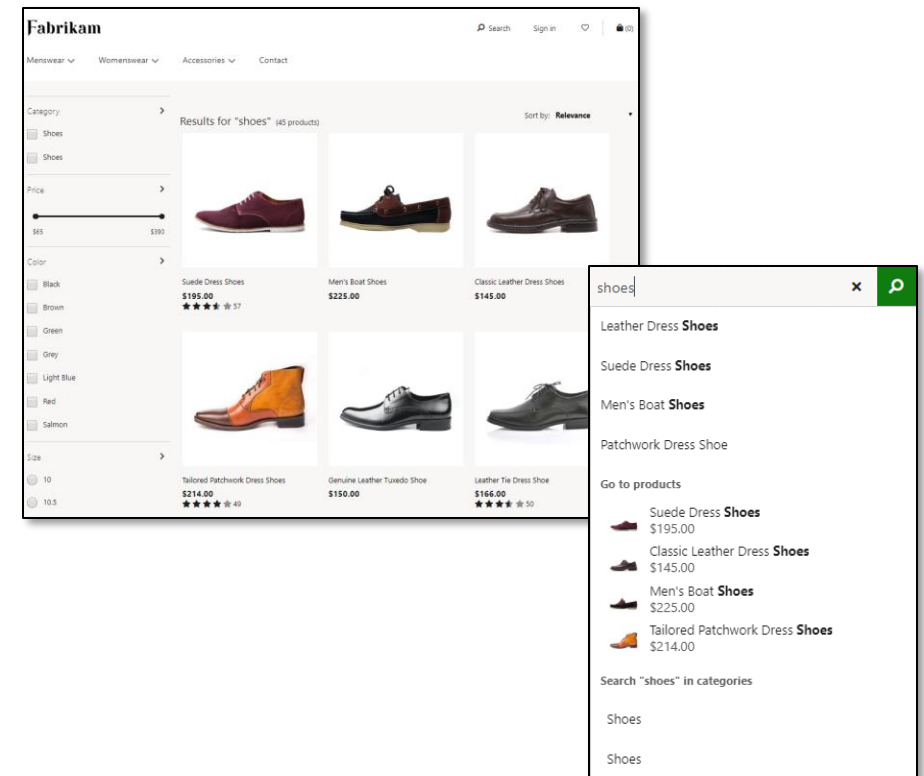
# Modern payment methods

- Enable order capture, cancelation and refunds for next-gen payment methods
- Enable payments using native PayPal connector
- Enable payment extensions via additional modern payment methods like Apple Pay, Google Pay, AliPay and more



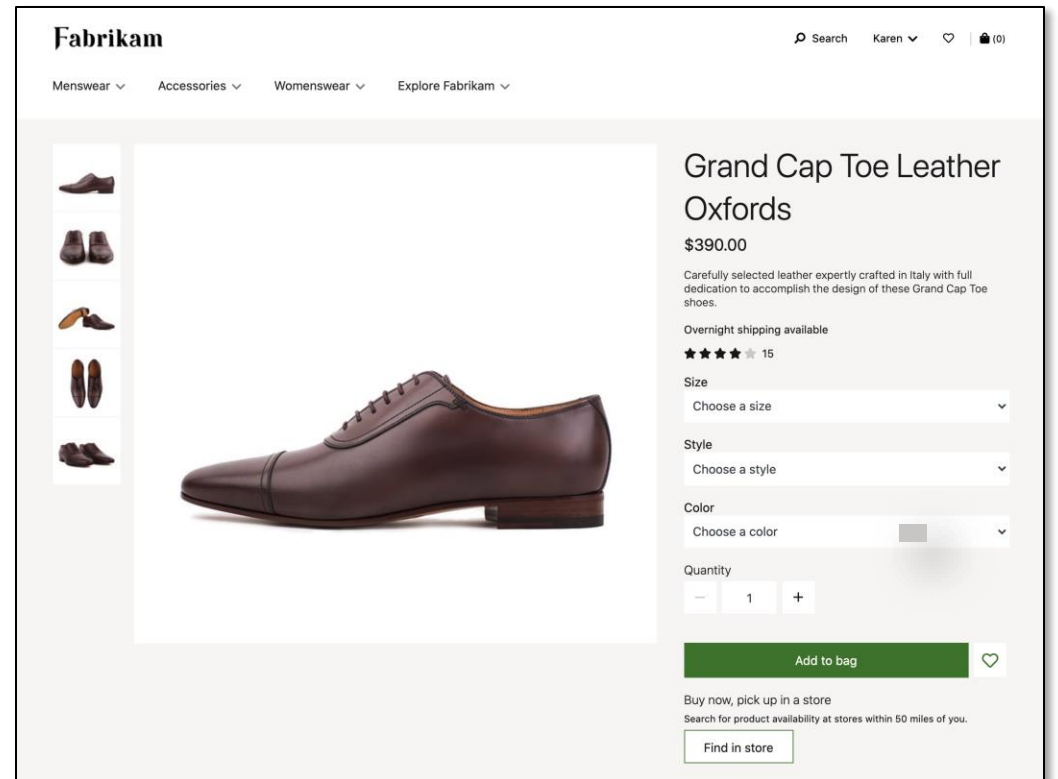
# Cloud powered search

- Bing for Commerce Product based search providing cloud scale and performance for product, customer and transaction searches with the following capabilities:
  - Attribute based search
  - Synonyms and spell check
  - Auto-complete
  - Relevance & Ranking
  - Personalization
  - Sponsored products
  - Insights and analytics



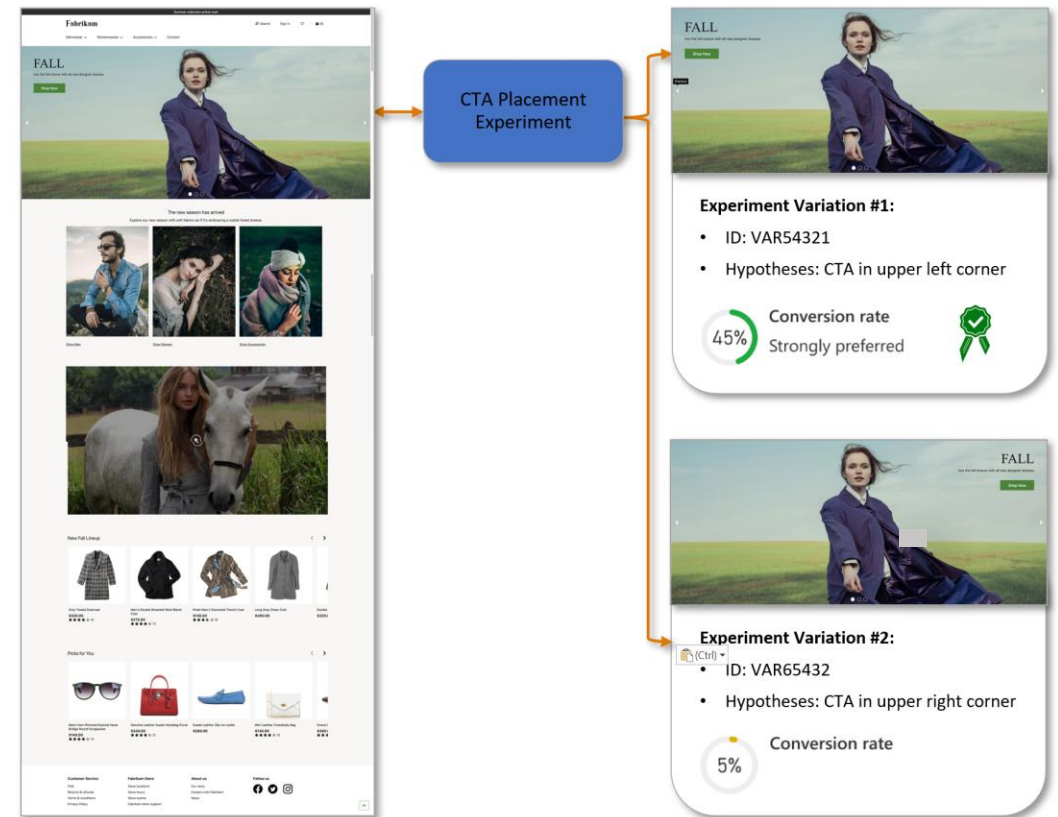
# New e-commerce modules

- Purchasing gift cards
- Support for kits
- Pop-up cart
- Color Picker in PDP



# Intelligent content experimentation

- Server-side experimentation enabled through Optimizely partnership
- Intuitive controls to create and manage experiments and content variants directly in the page editor
- Support for single and multi-variant experiments
- Enable experimentation on:
  - Pages
  - Slots
  - Modules
  - Lists
  - Content Items
  - Images





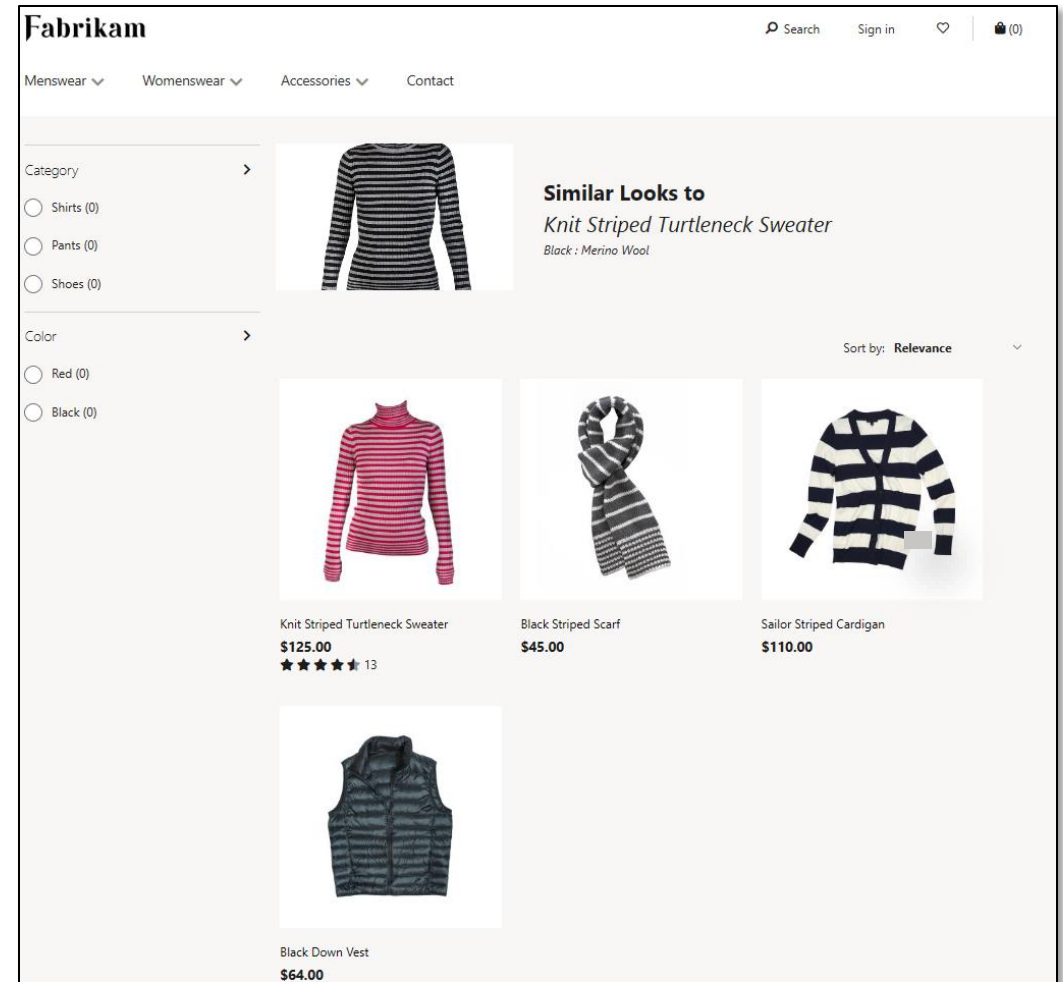
# DYNAMICS 365 COMMERCE

EXPERIMENTATION AND VISUAL PAGE DESIGNER

# Upcoming Releases

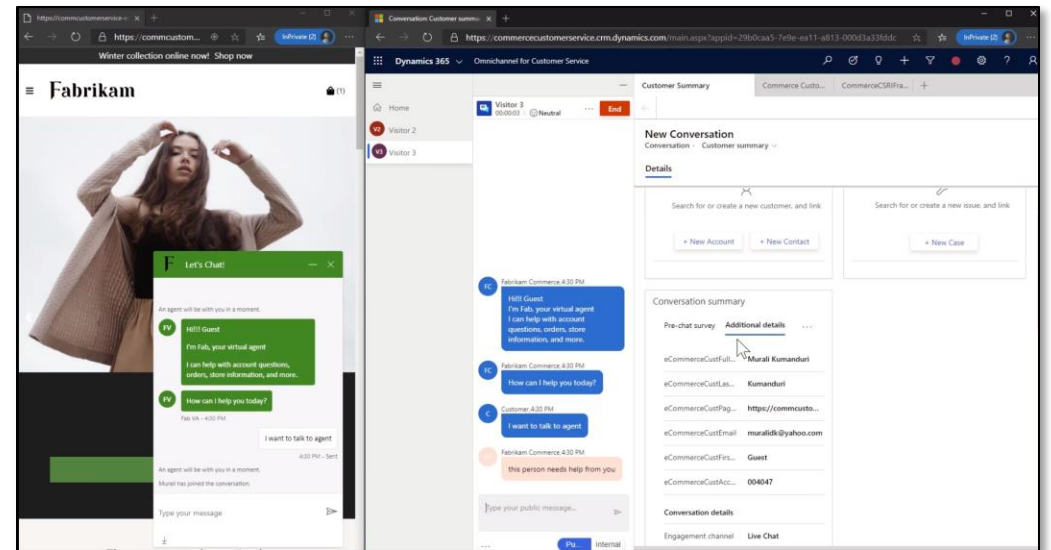
# Shop Similar Looks

- Provides product recommendations based on the product photos using the power of AI-ML.
- Utilizes images of a seed product to then discover which other products in the catalog are visually similar
- Provides “complete the look” recommendations, by pairing similar products across categories



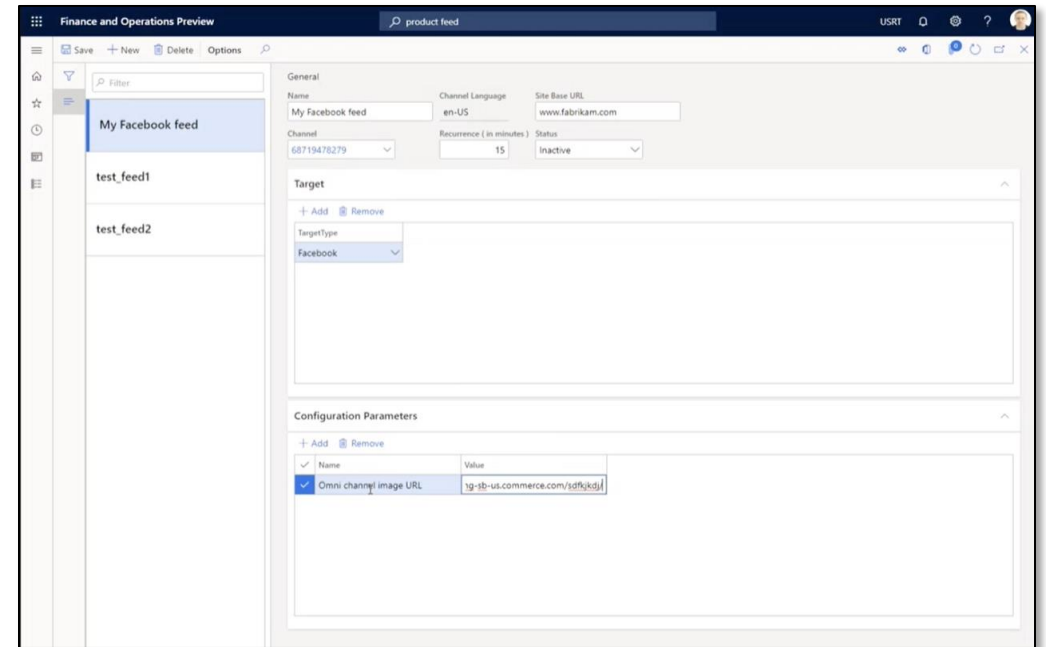
# Integration with Dynamics 365 Customer Service (Preview)

- Native integration with Dynamics 365 Customer Service chat & Power Virtual Agents into eCommerce site
- Starter content pack for Power Virtual Agents topics
- Headless Commerce API's integration
- Customer context and details passed to Omnichannel for Customer Service
- Enable Contact Center Agents to look up customer information using Commerce Call Center and act on customer's details and orders



# Social Commerce (Preview)

- Enable seamless experiences in social media
  - Facebook
  - Instagram
  - Facebook
  - Pinterest
  - WeChat
- Sell “through” with product listing integration
- Sell “in” with order management integration



# Intelligent Content Targeting

- Utilize Customer Insights for customer segmentation
- Utilize in-canvas variation creation to define content for a segment
- Utilize click-stream analytics to monitor targeting campaigns
- Enable In-canvas targeting campaign creation and management
- Targeting supported for:
  - Pages
  - Slots
  - Modules
  - Lists
  - Content Items
  - Images
  - Videos

