



SOLUTION HIGHLIGHTS

SANA COMMERCE 9.3

FOR MICROSOFT DYNAMICS NAV AND
DYNAMICS 365 BUSINESS CENTRAL



CONTENTS

1. Sana SaaS	5	4. Ordering Process	20
Why was Sana SaaS developed?	5	Order Placement Types	20
Sana Apps	7	Order Process Display Options	21
2. Store Management	8	Stock Levels and Checks	21
Web Shop Integrity Check	8	Represent Customers	22
User Friendly Sana Admin	9	Order Templates	22
Admin User Roles & Web Store Permissions	9	Quick Ordering	22
In-site Editor	10	Order Prediction	23
Category Hierarchies	10	Checkout and Order Placement	23
Easily Create Sub items	11	Guest Checkout	24
Product List Pages	11	Shipping Rates	24
Flexi-pages	12	One Step Checkout	25
Lazy Loading	12	Order Satus	26
Auto Complete Search	12	Re-Ordering	26
Multiple Languages	13	Draft Orders	26
Multiple Currencies	13	Customer Service	26
Multiple Stores	13	Return Merchandise Authorization (RMA)	27
Easy Access to Logs	13	5. Pricing and Payment	28
Advanced Cache	14	Real Time Pricing	28
3. Product Information	15	Tier Pricing	28
Product Images from the ERP	15	Sales Tax and VAT	29
Multiple Images	15	Tax Code Validation	29
Large Product Images	15	Payment Gateways	29
Product and Order Attachments	16	Sales Agreement Support	30
Product Specifications	17	Payment Integration Mode	31
Matrix Presentations	17	Credit Limits set in the ERP	31
Product Variants	18	Connect ERP Payment Terms ERP with Sana	32
Related Products	18	Online Invoice Payment	32
Reviews	19		

CONTENTS

6. Design	33		
Responsive Design	33		
Pluggable Design	33		
Download Design Packs	33		
Full-Page Slider Content Block	35		
Responsive Images	35		
Flexi-Tiles Content Block	35		
Parallax Scroll Content Block	36		
Newsletter Content Block	36		
7. Analytics	37		
Google Analytics Support	37		
Google Tag Manager Integration	37		
Sales Statistics	38		
View Last Login Date of a Customer	38		
8. Marketing	39		
Search Engine Optimization (SEO)	39		
Enhanced SEO: Manage Your Robots.txt	39		
Automatic Sitemap Generation	40		
Wish List	40		
Social Sharing	40		
Export To Ebay, Amazon Marketplace And Google Shopping	40		
Web Store Domains	40		
Rich Snippets	41		
9. Personalized Business Partner Journey	42		
Roles and Authorizations	42		
Customer Assortments	43		
Web Store Language	44		
Customer Segments	44		
		A/B Testing	45
		Email Marketing Integration - MailChimp	45
		Abandoned Cart	46
		Ordering And Checkout	46
		10. Security Measures	47
		Enforce Minimum Password Strength	48
		Google reCAPTCHA	49
		Prevent Brute-Force Attacks	49
		Protect Your Web Store and Your Customers	50
		11. Feature List	51
		Marketing	51
		SEO	52
		Analytics	52
		Multistore	53
		Catalog	53
		Pricing	55
		Checkout	55
		Search	57
		Sales Tax/VAT	58
		Payments	59
		Shipping	59
		Retail (Add-On Required)	60
		Customer Service	61
		General Features	62
		Mobile	63
		Fashion	63
		Localization	64
		Content Management	64
		Security	66
		Performance, Uptime and Scalability	67
		Interfacing	67
		Installation and Maintenance	68

INTRODUCTION

We are happy to present Sana Commerce 9.3 for Dynamics NAV and Dynamics 365 Business Central. The focus of this release is Sana SaaS. We are proud to present our SaaS e-commerce solution. In this document we will take a closer look at the benefits Sana SaaS has to offer and explore all the improvements introduced in Sana 9.3.

One of the most keenly awaited features in Sana Commerce 9.3 is **One-Step Checkout**. With this feature, customers can see all checkout information at a glance, and can fill in or edit any step without going back and forth. With Sana's new One-Step Checkout, online ordering is easier than ever.

Another important new B2B feature is the possibility to use existing **Sales Blanket Orders** from your ERP system. Sales blanket orders are used quite often in B2B settings, and we are happy to announce that they are now fully supported in Sana Commerce 9.3.

This release also introduces many security improvements. We have included Google **reCAPTCHA** and even improved the password safety rules and user experience of the login process and password settings.

We hope that you will be inspired by the features and opportunities outlined in this document. Sana Commerce 9.3 marks the biggest release in our history.

Here at Sana, we are convinced of the power of the ERP as the single source of truth for all your e-commerce activities. With Sana Commerce 9.3, we believe that we have made it easier than ever for our customers to realize their true commercial potential. If you have any questions, please feel free to contact us and we will be happy to help.



Sana Commerce,
Rotterdam, the Netherlands

September 2018

*Unfortunately, Sana SaaS is not currently available for all customers, because some customers have customizations not yet supported by Sana SaaS. The possibilities need to be determined on a case-by-case basis

1

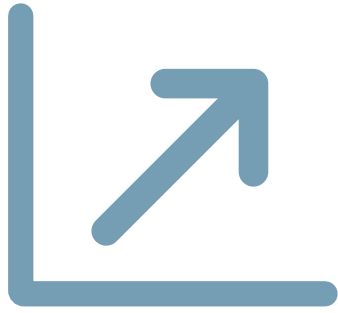
SANA SAAS

The focus of this release is Sana SaaS. We are proud to present our SaaS e-commerce solution. Our goal is to let all our customers enjoy the benefits of SaaS. But how will your business benefit from Sana SaaS exactly?

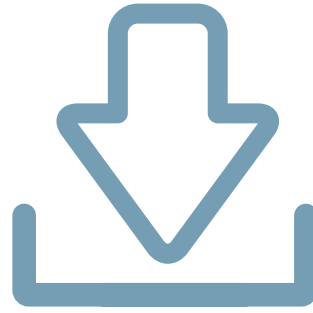
Why was Sana SaaS developed?

More and more software providers are making the switch to Software as a Service, or SaaS. This is because SaaS solutions let software providers deliver new features (and their value) to customers more quickly, while simplifying the update process and limiting the price of upgrades. Moreover, the new generation of web store owners expect a product that will deliver a continuous value stream through new features and fixes to match their monthly or annual e-commerce investments. Finally, we want our customers to always have access to our latest and best e-commerce features for their online sales portal. By introducing SaaS, we are able to deliver a continuous value stream so you will always get the most out of your web store.





A **continuous value stream** means you have immediate access to new features when the latest Sana version is released. You can compare it to your mobile phone: your apps are updated constantly and automatically, ensuring you have access to new features and functionality without requiring manual action. With Sana SaaS, you will have the same experience with your web store.



Cheaper upgrades are obviously also relevant for our customers. In the business software market, standardized and flexible software products are becoming the norm because they are easier to upgrade and maintain than previous generations of software. It's little surprise that today's professionals prefer this new approach to business technology.



Always running on the latest version means that you will constantly have the latest features to help you grow your online business. Sana SaaS lets us deliver powerful new features throughout the year. Choosing Sana SaaS means you can also enjoy the convenience of fixes automatically being applied to your SaaS environment. The result? Your e-commerce environment is always stable and secure.

Sana Apps

One of our favorite improvements in Sana SaaS is the introduction of Sana Apps. With Sana Apps, you can install add-ons from the Sana Admin yourself, and remove and upgrade add-ons whenever you want. This means more freedom to manage your own e-commerce solution without relying on third-party support.

Customized projects will not use Sana Apps for the time being.



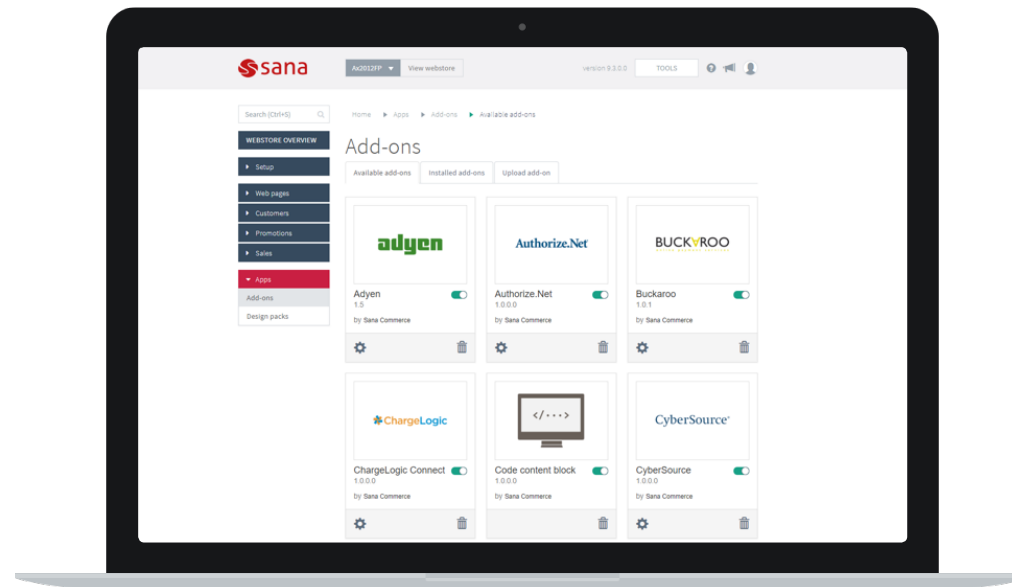
**INSTALL
ADD-ONS**



**REMOVE
ADD-ONS**



**UPGRADE
ADD-ONS**



*Sana Apps will initially only be available for our customers without any customizations.

2

STORE MANAGEMENT

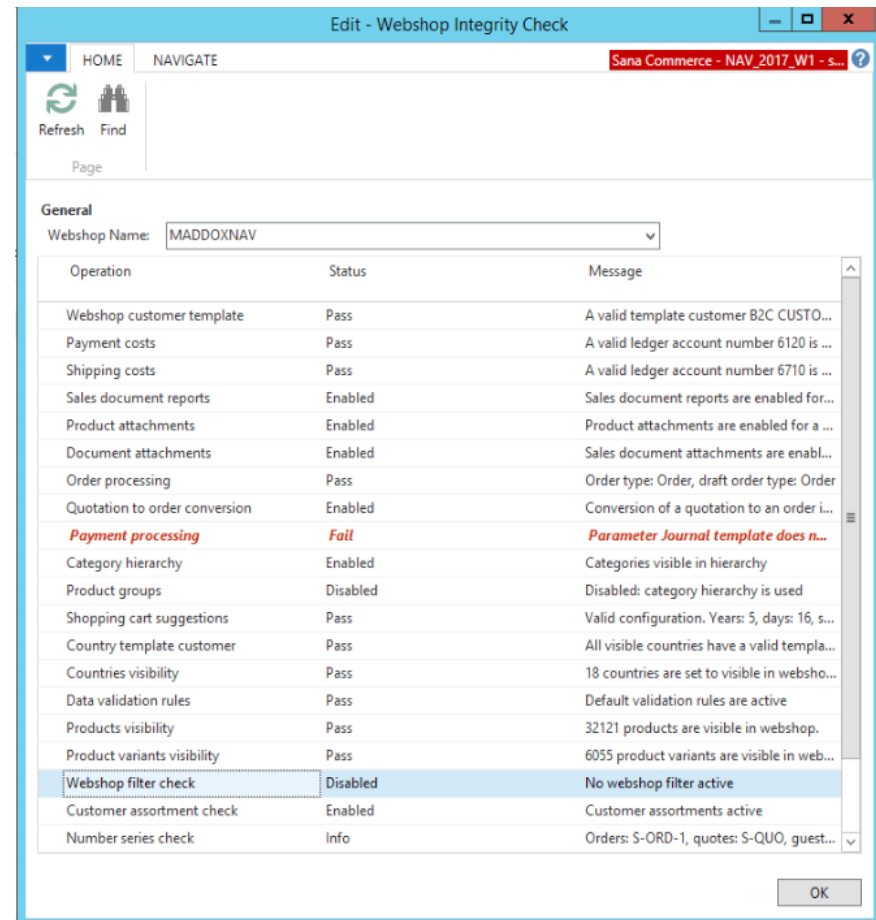
Web Store Integrity Check

With Sana Commerce 9.3, we have reduced the installation time for new web stores by providing an overview of what need to be fixed or configured.

Installing the e-commerce solution in the ERP is a complex process that we want to make as simple and transparent as possible. The new integrity check makes the whole installation process visible in small individual steps that can be fixed easily, if necessary.

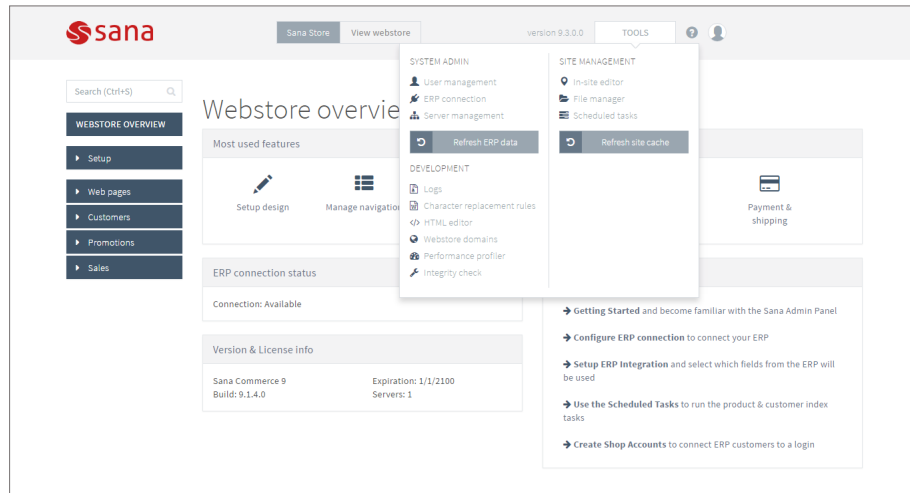
The integrity check provides a clear overview of many small tasks, like the customer assortment and the catalog filter. Each item is accompanied by a clear message and, if necessary, a link to an article on the Sana Help Site providing information on how to address any issues present. When the issue has been resolved, the checkbox will become green.

The goal of this tool is to make the installation easier and more transparent for our customers. We will measure the results and keep improving this integrity check and so that we can deliver a highly decreased runtime of the starter site installation.



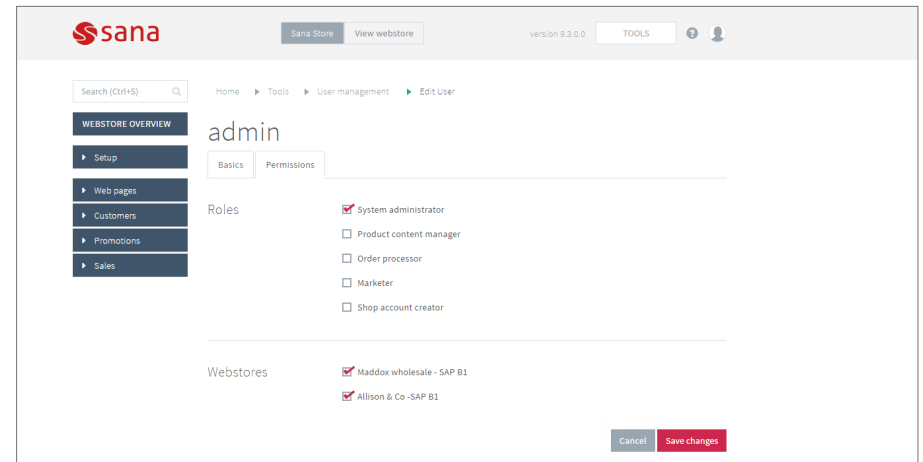
User Friendly Sana Admin

Sana's intuitive web-based admin makes it easy to manage your store. Because Sana Admin is web based, it is always available online. You can manage content, FAQs, news items, email templates, images and documents all in one single place. It's easy to control one or many web stores from a single Sana installation. Any changes you make can be previewed, and a convenient Search feature ensures you'll always be able quickly and easily to find the settings you need.



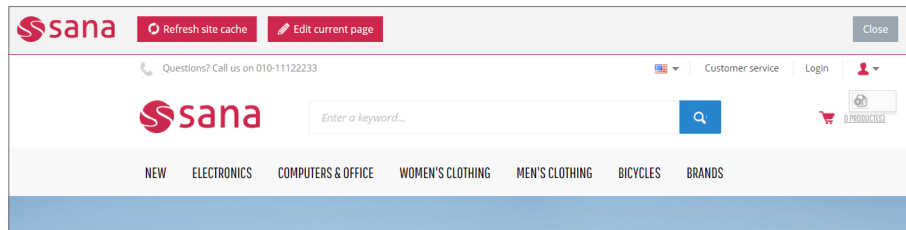
Admin User Roles & Web Store Permissions

You can assign multiple roles to an admin user, and based on the role, features will either be enabled or disabled. You can also indicate which web stores may be managed by the user. This feature allows you to protect your web store and assign specific roles and permissions to specific users.



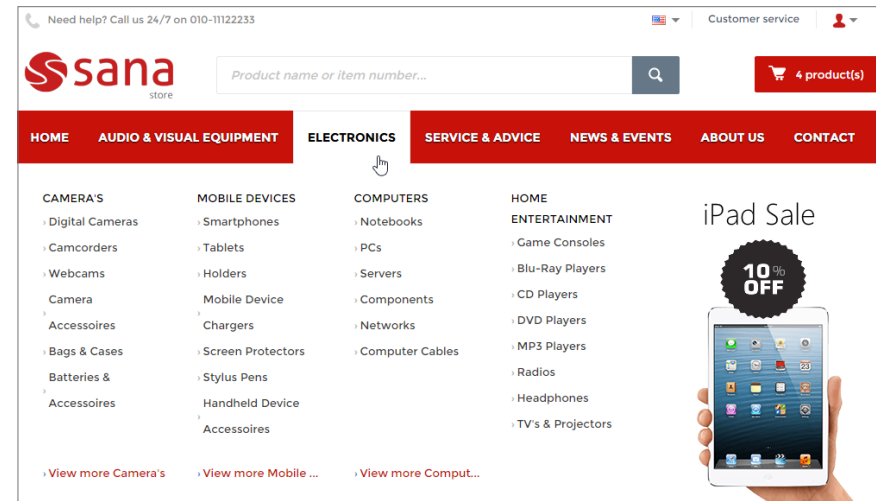
In-site Editor

Edit content in the web store using our in-site editor. Hover above text, menus or images, and the options for editing that element will be revealed. Content changes are refreshed automatically. Not only does this feature make it easy to adjust colors, images and styles, it also makes it possible to create, enrich and translated texts directly in the web store environment. You can even edit your site navigation with this feature.




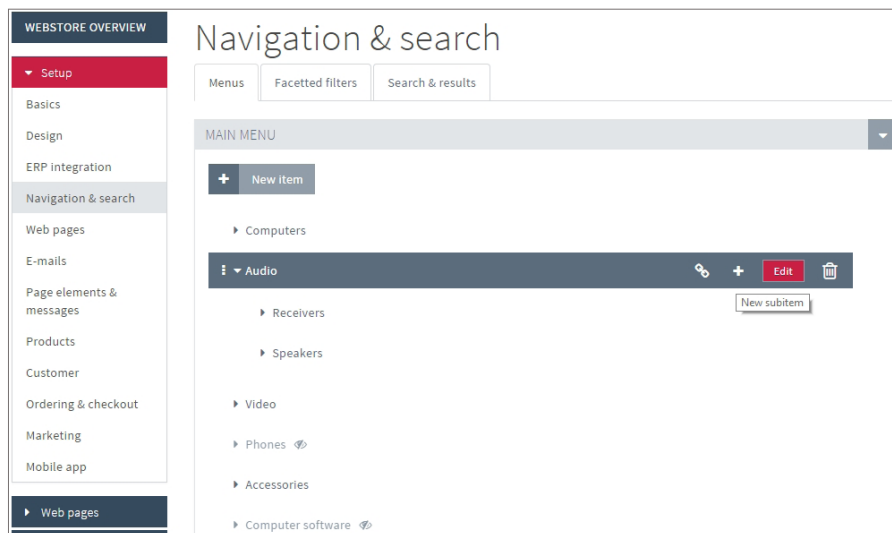
Category Hierarchies

This feature leverages all the time you've already put into defining your item category hierarchies in your ERP by reusing them and presenting them neatly in the web store menu. If you don't want to use the hierarchies in your ERP, you can alternatively define them directly in Sana.



Easily Create Sub items

To add a sub item, simply click “New sub item” on the parent menu item and it will be created in the correct position. Menu items set to invisible are light gray and are marked with the  icon. This creates a clearer distinction between visible and invisible menu items, which is particularly helpful for content managers.

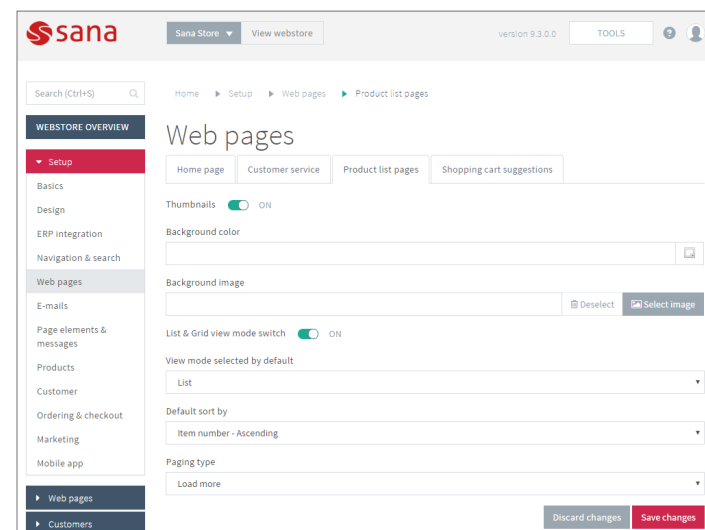


Product List Pages

Product list pages can be created with faceted navigation. You can define different facets per product list page, such as color or size, or any other field from the item table in the ERP. You also have the option to change the default view mode (list or grid) for product list pages. You can define different settings for product list pages globally and redefine any settings per product list page:

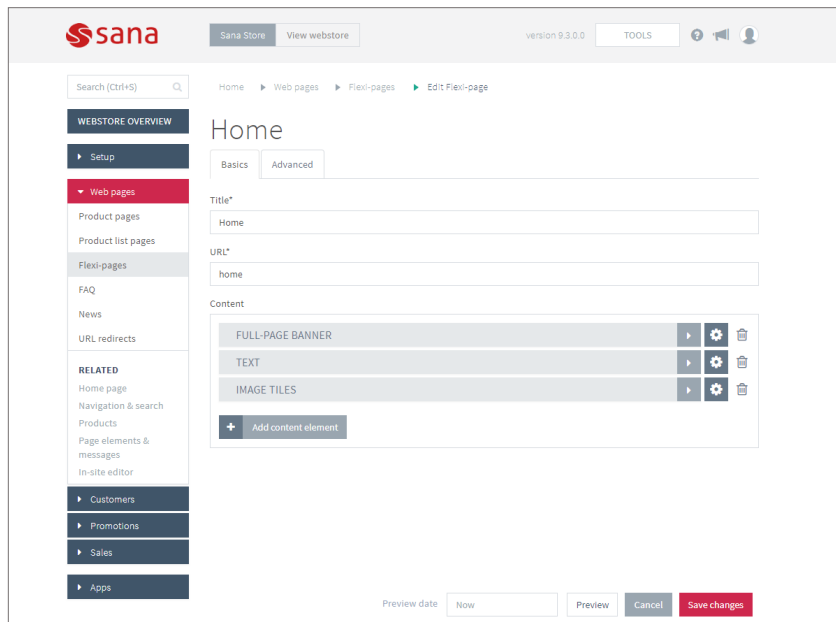
- Thumbnails
- Background color and image
- View mode (list or grid)
- Sorting
- Paging

Besides the default mode (list or grid view) for product list pages, it is also possible to define different settings for product list pages globally and redefine settings per product list page. You can define how many products should be shown by default on all product list pages for each view mode (list and grid) in Sana Admin.



Flexi-pages

Create any kind of content page using the Flexi-pages system. Build your page using predefined content elements as text, Unique Selling Points (USPs) and full-page banners. These flexi-pages make it easy to design your pages the way you want them.



Lazy Loading

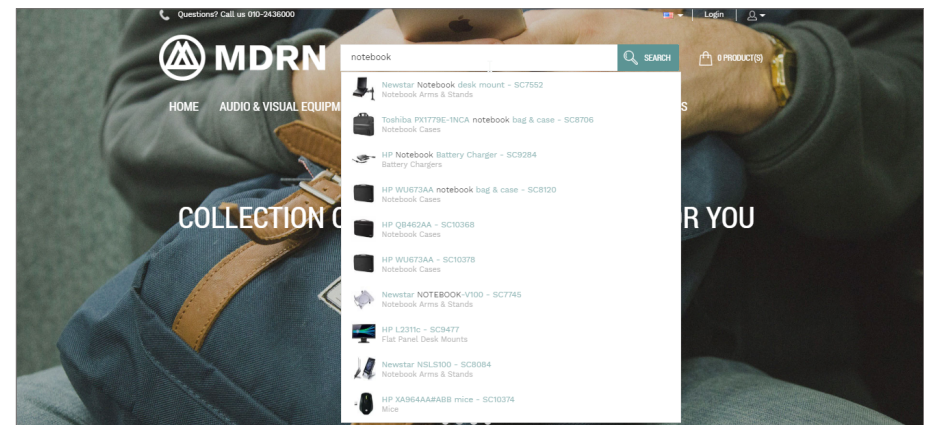
This technology delays image loading (content and product images) on long web pages. This means that images outside of a user's viewpoint are not loaded until they scroll down, which makes the page load faster.

Auto Complete Search

Start typing in the search bar and Sana will use the fast index-based search engine to retrieve results automatically. Sana uses customized keyword search, so you can search with item number, title, rich product description or any other field in the item table in the ERP. This makes it easy for your customers to find the products they're looking for.

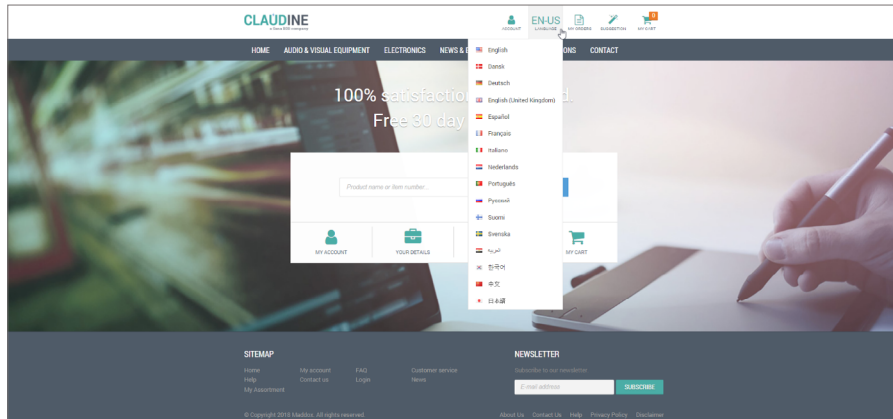
Three types of search methods are available:

- Lucene based, high performance
- Wildcard search
- Free text search (only within product description)



Multiple Languages

Sana supports 25+ languages out of the box. You are free to translate any text you'd like, and you have the option to display the text based on the selected language data from the ERP (if available).



Multiple Currencies

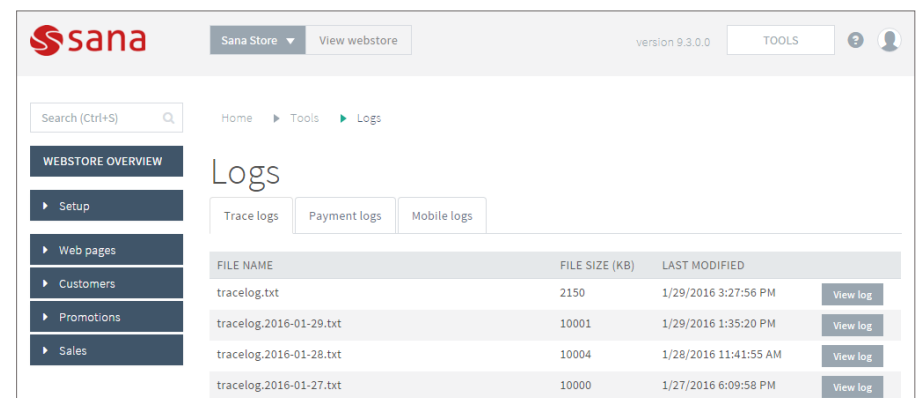
Sana supports multi-currency, which means that any of the currencies you have setup in your ERP can also be used in Sana. You can even map ERP currencies to ISO standards. This feature allows you to assign currencies to customer accounts so they always have the correct currency displayed when they log in. The currency in the web store switches to the customer's preferred currency based on the information stored in the ERP.

Multiple Stores

Sana allows you to install multiple stores on a single implementation of Sana Commerce. You can even connect each store to a different ERP, and configuration settings and product assortments can be different for each store. It is also possible to have multiple domains per store. Your web stores can be multilingual so shoppers can view product prices in their local currency.

Easy Access to Logs

Log files allow you to see everything that is happening with your web store directly from the Sana Admin. With this update, there's no need to access your hosting environment to investigate if an issue with your web store occurs. Even if you work with a third-party hosting provider, you will still have access to log files from the Sana Admin. Thus, if you encounter any problems with your web store, your IT specialists responsible for web store maintenance can always check the latest trace log, payment log, and even the Sana mobile application log directly from the Sana Admin in order to troubleshoot any errors.



Advanced Cache

Sana Commerce is a truly integrated e-commerce solution, and as such it uses a single source of data: your ERP system. This means that all the product, customer and order data used in your web store is actually stored and managed in your ERP system. Some of this data doesn't change frequently, like your product catalog and customer accounts. To improve access speed and availability of your web store, this data is also stored in the Sana's advanced cache database. For data that changes frequently, Sana takes care of instant updates so customers won't notice any difference.

The following data might not change frequently and is now stored in the Sana database:

- Products and product variants
- Product categories
- Customers and their shipping addresses
- Countries
- Currencies
- Units of measurement
- Shipping methods from the ERP system

Even though this data is now stored in the Sana database, it can still be easily updated if needed. By updating the product or customer index (manually or automatically following a schedule), any changes made to the aforementioned data types in your ERP system will immediately become visible on your web store. The key point is that the core data such as product prices, inventory levels, and orders that may change frequently still comes directly from the ERP system in real time.

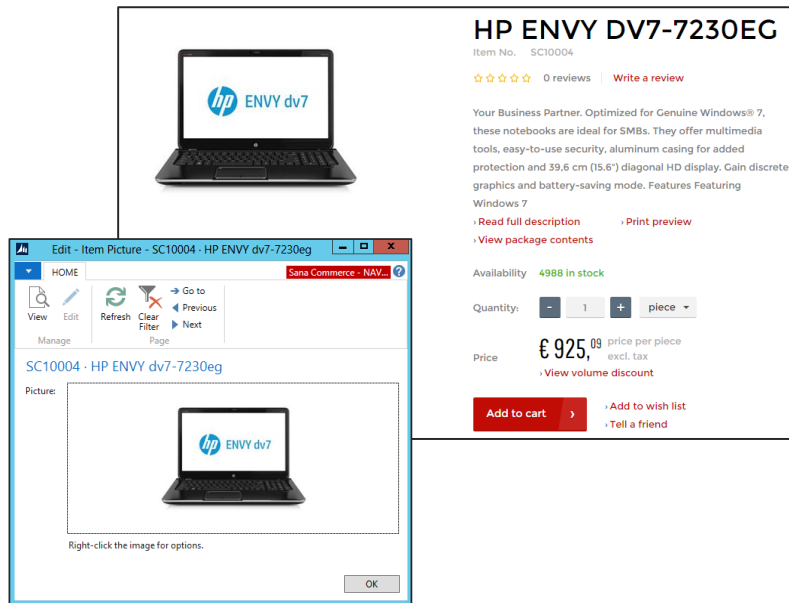


3

PRODUCT INFORMATION

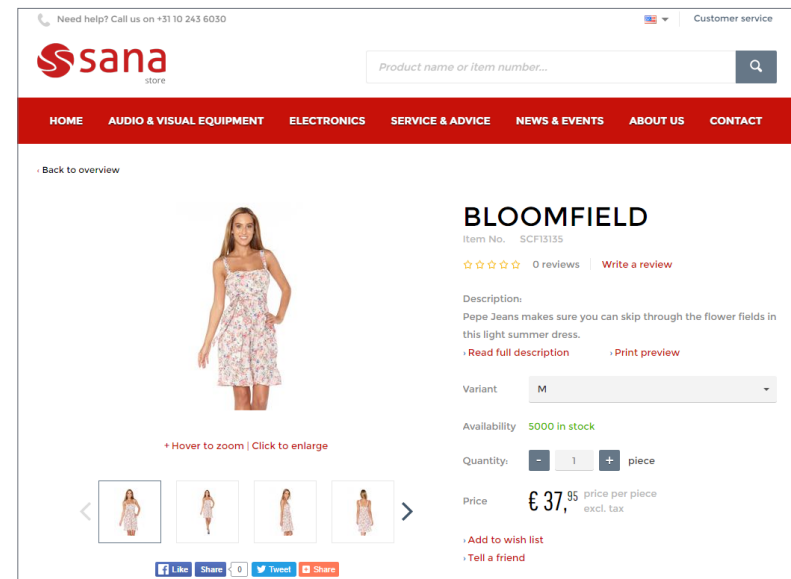
Product images from the ERP

If the catalog in your ERP system has product images, you can make them available in your Sana web store. Sana's out-of-the-box procedure allows you to add product images to the web store either manually or by using the images stored in your ERP system.



Multiple Images

Show multiple images per product and product variant. The images are automatically resized. When a product has multiple images, an image slider is shown on the product detail page.



Large Product Images

If a product contains a large image, you can zoom in on it from the product detail page or open it by clicking on the link under the image. A pop-up window appears as a full-screen that overlays the entire web page, making it possible to show larger product images.

Product and Order attachments

Sana makes it possible to attach files like images, PDFs, Microsoft Word, Excel or PowerPoint files to products in your web store. You can also add files to sales documents (orders, quotes, invoices) in the ERP system to provide your customers with additional documentation. Files added to the products and sales documents in your ERP system will be visible in the Sana web store on the product detail page and order detail page.

Back to overview | Home » Electronics » Computers » Notebooks

HP ENVY DV7-7230EG

Item No. SC10004

Availability: 4995 in stock

Quantity: piece

Price: ~~995.00~~ **\$953.94** price per piece excl. tax

[Print preview](#)
[Add to wish list](#)

[Add to cart](#)

SPECIFICATIONS **ATTACHMENTS** **MIX & MATCH**

- HP ENVY DV7-7230EG Factsheet
- HP ENVY DV7-7230EG Manual

MIX & MATCH items: keyboard, mouse

We have also added the option to upload product and sales document attachments to the file system on the web server. This is useful if you have an ERP system that doesn't support document management, in which case the web store administrator can upload product and sales document attachments via the file manager in Sana Admin.

Home » Tools » File manager

File manager

Name	Permissions	Modified	Size	Kind
Credit note	read and write	Today 11:19 AM	0 b	Folder
Invoice	read and write	Today 11:19 AM	0 b	Folder
Order	read and write	Today 11:19 AM	0 b	Folder
Quote	read and write	Today 11:19 AM	0 b	Folder
Return receipt	read and write	Today 11:19 AM	0 b	Folder
Shipment	read and write	Today 11:19 AM	0 b	Folder
Product attachments				
Sales document attachments				
Sales document reports				

Documents/Sales document attachments Items: 6, size: 0 b

Product Specifications

Each product field in the ERP (and product attributes, if supported) can be shown in the Sana web store as a product specification. There is no need to manage this in two separate places.

DESCRIPTION	SPECIFICATIONS
Item Category Code	CAMERAS
Product Group Code	DIGITALCAM
Vendor Item No.	DSC-WX5S
Brand	Sony
Screen Size	71.1 mm (2.8 ")
Model Name	WX5

Customers can quickly add products to the shopping cart from a single page using the business basket page layout. If they search for a product from the shopping cart and the product contains variants, all product variants are clearly presented in separate dropdown lists. In the past, all product variants were combined and shown in a single dropdown list.

SHOPPING CART

Enter an item number and press tab to load the product information and variants. Tab again to select variants and set quantity. Press enter to add the product to the list.

0169 - Vintage Hooded Sweater

Vintage Hooded Sweater

Matrix Presentations

If your company offers products with multiple variant dimensions such as color and size, you can present them in a comprehensive, easy-to-use matrix. Your customers can then simply select the product they'd like and order it straight from the matrix.

SONJA

Item No. SCFI3087 Total variants selected: 0

UOM: piece

L	M	S	XL	XS
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
5000 in stock € 27,00	5000 in stock € 27,00	5000 in stock € 27,00	N/A € 27,00	5000 in stock € 27,00

[CONTINUE SHOPPING](#) Total variants selected: 0

Product Variants

Sana Commerce supports as many variant dimensions as you need, including size, color, style and more. This information comes from your ERP. You can display the variant selection using dropdowns or with a matrix view. All product variants, except those marked as invisible, are shown in the dropdown list(s) on the product detail page. If any of the product variants are not available and availability depends on inventory, the customer will see an 'out of stock' message instead of the 'add to cart' button.

You can even define the order in which product variants should be shown in your Sana web store in your ERP. If you add product variants in different sizes, for instance, you can place them in order from smallest to largest or vice versa.



VINTAGE HOODED SWEATER
Item No. 0169

Size:

Color:

Style:

Availability: **Out of stock**

Quantity:

Price: **\$49.99** incl. tax


+ Hover to zoom | Click to enlarge

This product cannot be ordered at the moment.


Related Products

You can connect products to one another, and then you can use those product relationships to show accessories, spare parts and even create upselling and cross-selling opportunities.


MIX & MATCH RELATED




Sony Soft carrying case



Sony R03NUB4A non-rechargeable battery




Philips 4GB MicroSD




Samsung S2050BNB


MATCH RELATED ITEMS




Sony WX5 Digital compact camera



Sony W570 Digital compact camera



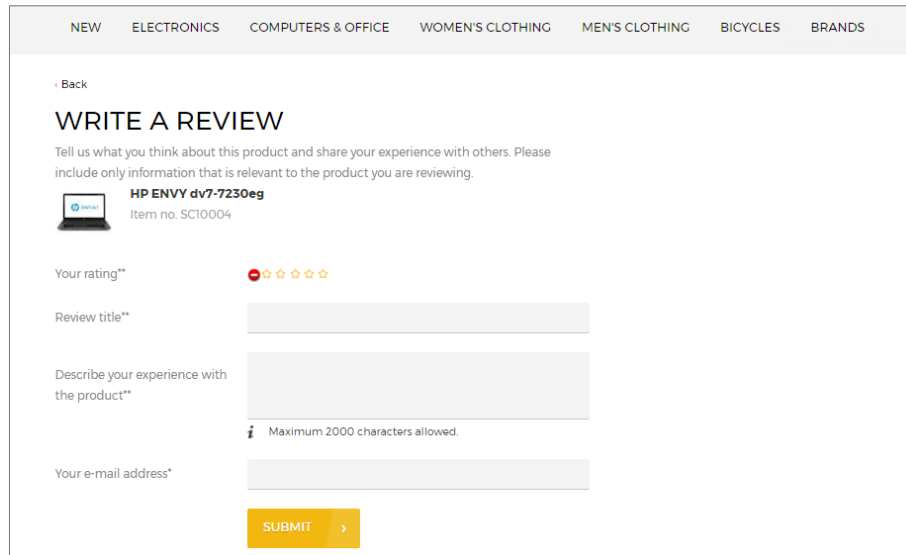
Sony H70 Digital compact camera



Sony TX10 Digital compact camera

Reviews

Let your customers review specific products in your web store. These reviews can support sales and enable web store owners to be as transparent as possible about their products.



The screenshot shows a web form for writing a review. At the top, there is a navigation menu with categories: NEW, ELECTRONICS, COMPUTERS & OFFICE, WOMEN'S CLOTHING, MEN'S CLOTHING, BICYCLES, and BRANDS. Below the menu, there is a 'Back' link and the heading 'WRITE A REVIEW'. A sub-heading reads: 'Tell us what you think about this product and share your experience with others. Please include only information that is relevant to the product you are reviewing.' The product being reviewed is 'HP ENVY dv7-7230eg' with item number 'SCT0004'. The form includes a 'Your rating**' field with a star rating system (one star is filled, four are empty), a 'Review title**' text input field, a 'Describe your experience with the product**' text area with a note 'Maximum 2000 characters allowed.', and a 'Your e-mail address*' text input field. A yellow 'SUBMIT' button is at the bottom.

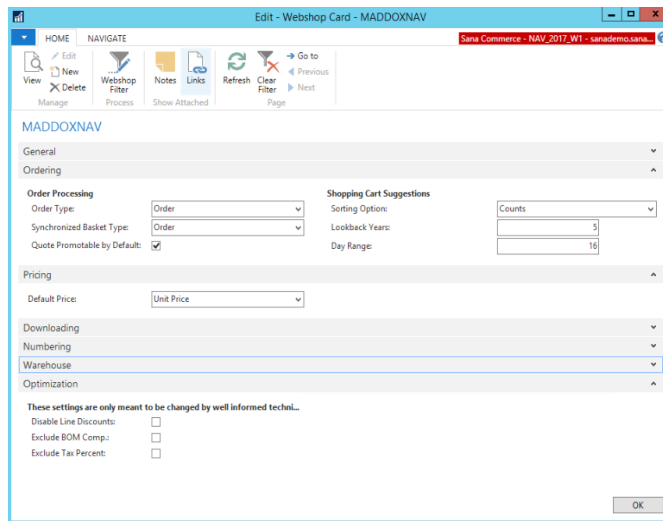


4

ORDERING PROCESS

Order Placement Types

Sana can comply with any business process flow. Whether you want to make it possible to place quotes, orders, or quotes with a possibility to convert them into sales orders, Sana supports all business scenarios.



B2B customers

Order processing strategy

- Default
- Default
- Optimize for fast ordering
- Optimize for large orders

Order placement types

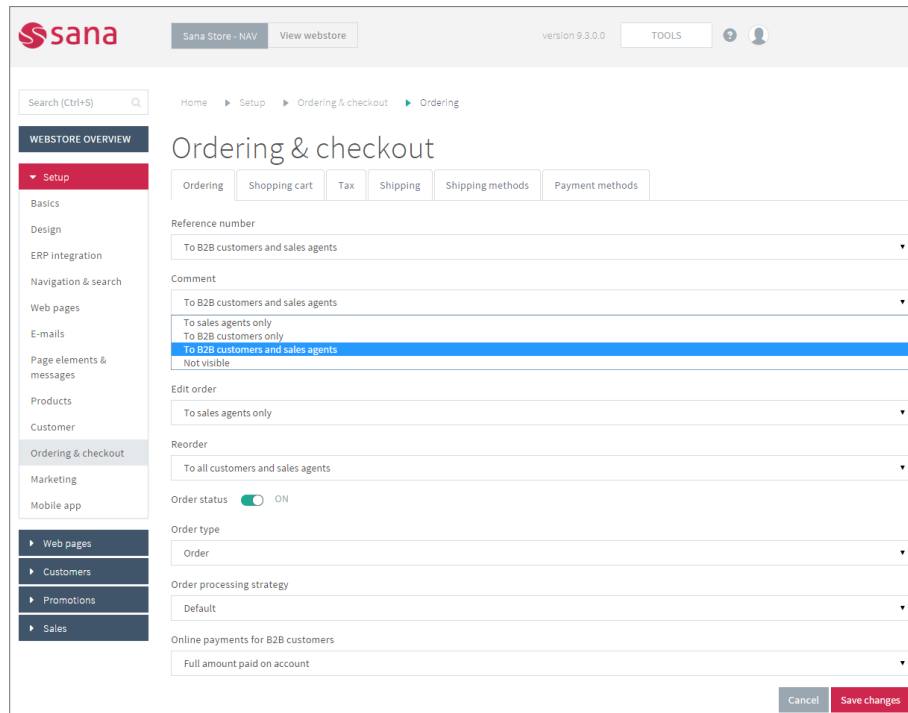
- Order and quote
- Order
- Quote
- Order and quote

Quote to order conversion

- Disabled
- Disabled
- With checkout
- Unattended

Order Process Display Options

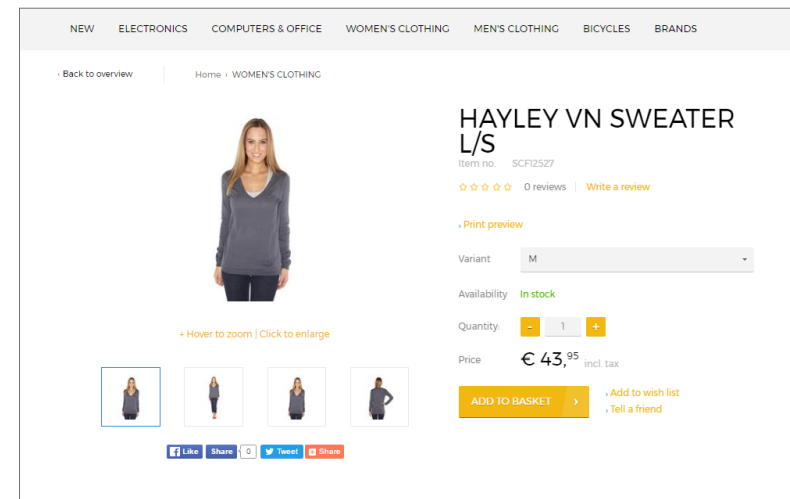
B2B customers have different needs than B2C customers. You can tailor the shopping experience to either type by using the display options to enable or disable specific features in the ordering process.



Stock Levels and Checks

Stock levels as calculated by the ERP are shown in Sana in real time. Stock calculations can be done in different ways, e.g. available to promise, using a single plant, and storage location(s). If reservation is part of a trade agreement for a specific customer, this is considered as well. It is even possible to manage future stock needs. Sana can use the correct stock determination strategy for the web store. The amount of available stock can be shown in the web store by showing the number of products available, or by using a color indicator. This visualization can be configured per buyer or by group of authorized buyers using the web store. This feature offers the following possibilities:

- A stock indicator, real-time stock information from ERP
- Define stock information message per indicator
- Stock quantity presentation, real-time stock information from ERP
- Configurable stock determination (on hand)



Represent Customers

As a sales representative, you can choose to represent your customer within the Sana web store. You will be able to view the customer's pricing and assortments and can place orders on their behalf. Use the Represent Customer page to quickly search for your customer by name, customer number, or location.

REPRESENT CUSTOMER

🔍

Customer No.	Name	Address	
01905902	London Candoxy Storage Campus	London Candoxy Storage Campus, Mr. John Kane, 120 Wellington Rd., CA-ON N6B 1V7, London, Canada	Select >
60000	Blanemark Hifi Shop	Blanemark Hifi Shop, 28 Baker Street, W1 3AL, London, United Kingdom	Select >

🔙 BACK

Order Templates

Your customer can create order templates for the orders that they place on a regular basis. This makes it easier and faster for your customer to place an order. This feature is especially useful for your B2B customers.

Need help? Call us 24/7 on 010-11122233
Customer service

4 product(s)

HOME
AUDIO & VISUAL EQUIPMENT
ELECTRONICS
SERVICE & ADVICE
NEWS & EVENTS
ABOUT US
CONTACT

Back

ORDER TEMPLATES

Name	Created
<input type="checkbox"/> Order for March 2015	1/5/2015
<input type="checkbox"/> Christmas Order	3/6/2015
<input type="checkbox"/> Yearly Order	3/6/2015
<input type="checkbox"/> My weekly order	2/27/2015
<input type="checkbox"/> Weekly Order	3/6/2015

Add to cart >
Remove items

Quick Ordering

Ordering an extensive list of products? Use the quick order function to quickly add products to the shopping cart. Start typing a product number or item number and Sana will retrieve instant search results. You can use your keyboard to select the product, variant and quantity and then quickly move to the next item on your list.

SHOPPING CART

Enter an item number and press tab to load the product information and variants. Tab again to select variants and set quantity. Press enter to add the product to the list.

🔍

MANFROTTO R190.04 LOCKING WEDGE
piece - 1 +
+ Add to cart

MY SHOPPING CART

Item	Price	Quantity	Total
SONY VAO SVE1513K1E <small>Item No.: SC11280</small> View Delete	\$ 2,527.28	1 <small>Piece</small>	\$ 2,527.28
ULTRABASS 90W 2CH BASS WORKSTATION 12" SPEAKER <small>Item No.: 16567</small> View Delete	\$ 422.20	2 <small>piece</small>	\$ 633.31 <small>25.00% Discount</small>
HP COMPAQ PRO 6305 <small>Item No.: SC10108</small> View Delete	\$ 2,466.14	1 <small>Piece</small>	\$ 2,466.14
SERVICE CHARGE <small>Item No.: 6810</small>	\$ 6.25	1	\$ 6.25

SHOPPING CART DETAILS

+ Enter Discount code

Items (3 units)	\$ 5,632.98
Shipping costs (2)	\$ 3.99
Discount	\$ 0.00
Invoice discount	\$ -281.34
Subtotal	\$ 4,868.07
VAT 25%	\$ 486.31
Total incl. VAT	\$ 5,355.63

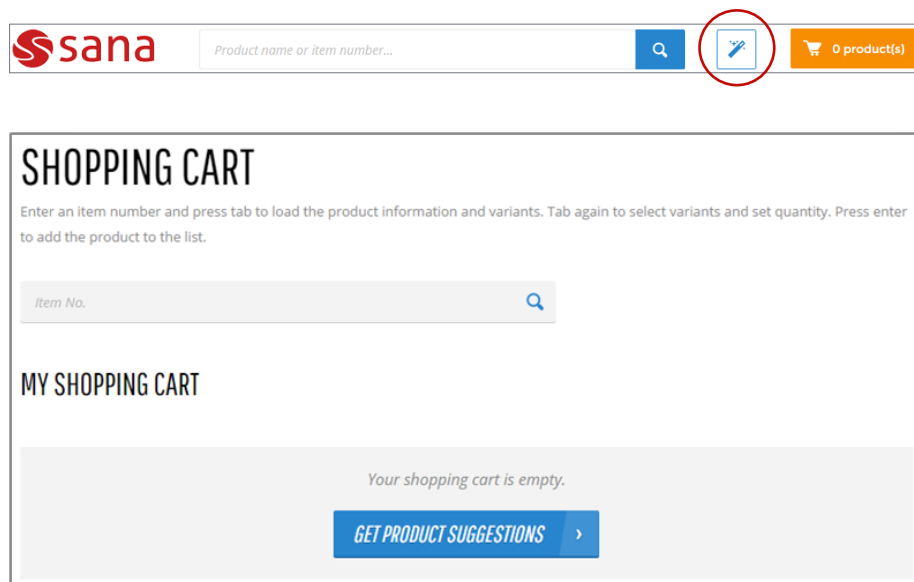
Unit total: 4 units of 3 items

🔄 Recalculate shopping cart
♥ Add to wish list
📄 Save as template

22 | Solution Highlights Sana Commerce 9.3 for Microsoft Dynamics NAV and Dynamics 365 Business Central

Order Prediction

Shopping cart suggestions and item recommendations play an essential role in upselling and increasing sales. With Sana, customers can view their most popular items based on their order history in the ERP system. This feature can also be useful for business partners in the wholesale industry, where the same items are often ordered on multiple occasions. Customers can view their repeat order items with a single click on the magic wand symbol. You can easily adjust the item suggestion algorithm in your ERP system.



Checkout and Order Placement

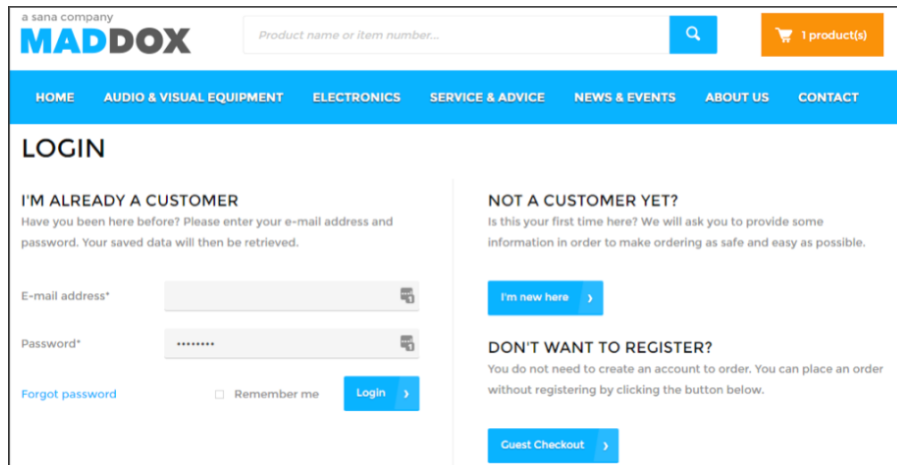
Orders are created and processed in real time directly within the ERP. An order can only be placed if it is validated based on logic in the ERP system related to customer pricing, charges, handling fees, freight charges, payment costs and tax. The following options are available with this feature:

- Define if a web order should be saved as order or quote in ERP
- Customer registration
- Select/create shipping address
- Dropdown for states/provinces per country
- Set comment, requested delivery date and customer reference for an order
- Configurable registration and address forms
- Configurable order confirmation email

Guest Checkout

This functionality allows shoppers to order without creating an account, and it offers exactly the same shopping experience as if they were a registered client. This feature helps web store owners optimize and increase their conversions, and it helps clients by making the checkout process easier. Clients who do not create an account are not stored in the ERP but are instead used for a single order.

Sana 9.3 introduces an extra option that lets you control which billing/shipping information a shopper must enter when creating an order. You can allow shoppers to enter only one address, which will be used for both the billing and shipping address, or you can also allow shoppers to enter separate billing and shipping addresses.



Shipping Rates

If you use an international shipping service such as FedEx or UPS to deliver packages to your customers, in most cases the courier will require the weight and physical dimensions of a package to calculate the freight charges. This information can be defined in your ERP system.

With this functionality, these possibilities are available:

- Calculate shipping rate per country
- Restrict available shipping methods by country
- Defined shipping methods can be mapped to shipping methods in ERP
- Total weight can be displayed during checkout
- Best shipping rate is automatically selected for the customer
- Manage and sort available shipping methods
- Free shipping support
- Packing slips and shipping documents from ERP viewable for customers
- Weight and dimensions of product taken from ERP

One-Step Checkout


The checkout is the most critical part of a web store — and often the most complicated part of placing an order online. One of the main reasons buyers abandon their shopping carts before paying is not having access to key information such as available payment methods and actual costs before heading to checkout. In other words, if you don't optimize your checkout, you're at risk of losing out on a lot of online revenue.

The default Sana checkout process guides buyers through several steps, like shipping information, delivery and payment methods, and order review. All checkout steps are now combined on a single page to speed up the entire checkout process and enhance customer satisfaction. By **simplifying the ordering process**, we have **improved the customer experience**. The ultimate goal is **to reduce cart abandonment** and **increase online sales conversions**. One-Step Checkout is fully responsive and works perfectly on all types of mobile devices.

SECURE CHECKOUT

Please follow below steps to continue to the payment.

Our payment methods



Secure and Safe

Payments are processed safely using your own bank in a trusted environment.

Delivery

Order before 9pm, delivered tomorrow!

Personal Service

Contact our service desk 24 hours per day at +1-646-535-2459 or via [e-mail](#).

1. SHIPPING INFORMATION

- Deliver the order to the same address as the billing address.
- Deliver the order to a different address from address book.
- Deliver the order to a different address.

2. DELIVERY METHOD

Delivery method	Costs
<input checked="" type="radio"/> UPS 2nd Day Air more info	€ 7.99
<input type="radio"/> UPS 3 Day Select more info	Free
<input type="radio"/> UPS Next Day Air more info	€ 15.00
<input type="radio"/> FedEx Ground more info	€ 7.50
<input type="radio"/> USPS more info	€ 7.99

3. PAYMENT INFORMATION

Payment method	Costs
<input checked="" type="radio"/> Credit card	Free
<input type="radio"/> Visa	€ 8.00

4. ADDITIONAL INFORMATION

Reference no.

Comments

Requested delivery date

I have read and fully understand the [Terms and Conditions](#) ✓

Pay >

ORDER OVERVIEW

Billing address	Shipping address	Shipping method
B2B customer Van Nelleweg 1 Second line 3044 BC Rotterdam Netherlands	B2B customer Van Nelleweg 1 Second line 3044 BC Rotterdam Netherlands	UPS 2nd Day Air
		Payment method
		On account

Item No.	Title	Price	Qty	UOM	Total
	HP HD 2300 / 01 Item No.: SC10339	€38.49	1	piece	€38.49
	PHILIPS 238G4DHSD/00 Item No.: SC10316	€156.19	2	piece	€312.38
SERVICE CHARGE Item No.: 6810		€6.25	1		€6.25
Subtotal					€ 357.12
Invoice discount					€ -17.54
Shipping costs					€ 7.99
Total					€ 315.29
Total tax					€ 32.28
Total incl. tax					€ 347.57

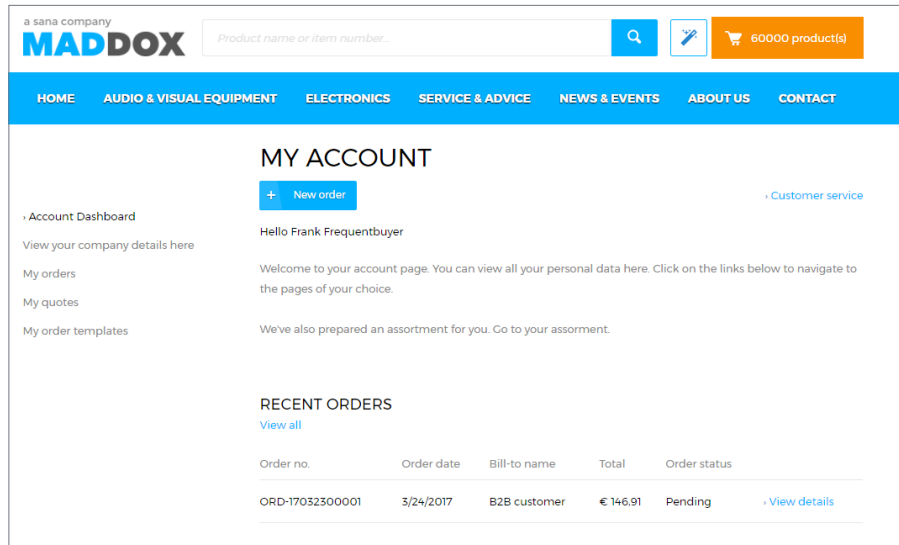
SECURE AND SAFE PAYMENTS

FAST DELIVERY

PERSONAL SERVICE

Order Status

Order statuses on the order history page are shown as text so customers can always check the status of their orders.



The screenshot shows the MADDox customer account page. At the top, there is a search bar with the text "Product name or item number..." and a shopping cart icon indicating "60000 product(s)". The navigation menu includes: HOME, AUDIO & VISUAL EQUIPMENT, ELECTRONICS, SERVICE & ADVICE, NEWS & EVENTS, ABOUT US, and CONTACT. The main content area is titled "MY ACCOUNT" and includes a "New order" button and a "Customer service" link. Below this, there is a greeting "Hello Frank Frequentbuyer" and a welcome message. A "RECENT ORDERS" section is visible, containing a table with the following data:

Order no.	Order date	Bill-to name	Total	Order status
ORD-17032300001	3/24/2017	B2B customer	€ 146.91	Pending

Re-ordering

Each customer's entire order history is available in the Sana web store (both online and offline orders) and can be used to re-order. The new order is calculated and validated using the latest logic and information stored in your ERP. Your customers can simply click the "Re-order" button to place all products from a previous order directly into their current shopping cart from previous orders, quotes and invoices.

Draft Orders

Sales managers can easily differentiate regular orders and draft orders in the ERP system. Draft orders are orders that are in the process of being created by a customer; these orders are not yet completed, and they make use of the order processing strategy that has been optimized for large orders. This feature prevents draft orders from being processed in the ERP system.

Customer Service

With Sana, your customers have full access to their account history of quotes, past and pending orders, and outstanding balances; this includes both orders placed online via the web store and orders documented within the ERP that have been placed via email, phone, fax, EDI or in store. Sana enables customers to download printable ERP-generated PDF reports (sales orders, sales quotes, invoices, delivery documents) directly from the web store.

Return Merchandise Authorization (RMA)

RMA makes it possible for customers to return items purchased directly from a Sana web store either by phone or online.

This functionality is fully integrated with the ERP. There are two ways to start a return request.

The first option is to start with a separate form, add the serial number of the item you wish to return along with the reason for the return, and (optionally) add pictures or descriptions of the conditions.

The second option is to use an existing online order as the starting point. The customer can begin the return process by selecting the item(s) on the order or invoice that they wish to return. Once the RMA is requested online, it is registered directly within the ERP so that any configured business rules required for processing the RMA will be triggered in the ERP. The order status and updated information are also visible in the ERP in real time. If the RMA is accepted, for example, the status will change in the ERP and will be automatically visible in the customer's Sana environment.

REQUEST RETURN for invoice 101099

Please select order lines to return

<input type="checkbox"/>	Item No.	Title	Total	Qty	UOM	Max return qty
<input checked="" type="checkbox"/>	Consulting	Consulting	\$7,000,000.00	45	Week	45

PRODUCTS TO RETURN:

Return quantity:

Comments:

Reason*:

Comments:

REQUEST RETURN for invoice PINV2000060

Please select order lines to return

<input type="checkbox"/>	Item No.	Title	Total	Qty	UOM	Max return qty
<input checked="" type="checkbox"/>	WT_V_P	WT Variant product Black	£150,000.00	10000	piece ENU	10000

PRODUCTS TO RETURN:

Return quantity:

Reason*:

Comments:

Return quantity:

Reason*:

Comments:

Comments:

5

PRICING AND PAYMENT

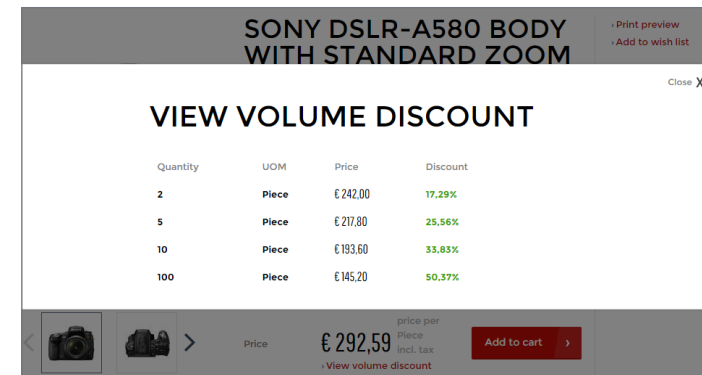
Real-time Pricing

All prices shown in Sana are calculated by the ERP and are either product or customer specific. The ERP system applies all rules listed below when calculating the shopping cart. Sana shows the results of these calculations in real time in your web store.

- Customer-specific pricing
- Handling fees
- Shipping costs
- Unit of measurement
- Tax logic
- Order line discounts
- Volume discounts
- Trade agreements
- Specify discounts per product, product group and category
- Free product support

Tier Pricing

Tier pricing is frequently used in the B2B market to define different pricing based on the quantities ordered. With Sana, tier pricing is available in your web store by default. Customers can see their volume discounts per quantity, variant and unit of measure on the product detail page.



The screenshot shows a product detail page for a Sony DSLR camera. At the top, the product name is "SONY DSLR-A580 BODY WITH STANDARD ZOOM". Below this, there are links for "Print preview" and "Add to wish list". A "Close X" button is located in the top right corner of the discount modal. The main heading of the modal is "VIEW VOLUME DISCOUNT". Below this is a table with four columns: Quantity, UOM, Price, and Discount. The table lists three tiers: 2 pieces at €242.00 (17.29% discount), 5 pieces at €217.80 (25.56% discount), and 100 pieces at €145.20 (50.37% discount). At the bottom of the modal, there are navigation arrows, a camera icon, and a price display showing "Price € 292,59" with "price per Piece incl. tax" above it. There is also a "View volume discount" link and an "Add to cart" button.

Quantity	UOM	Price	Discount
2	Piece	€ 242,00	17,29%
5	Piece	€ 217,80	25,56%
100	Piece	€ 145,20	50,37%

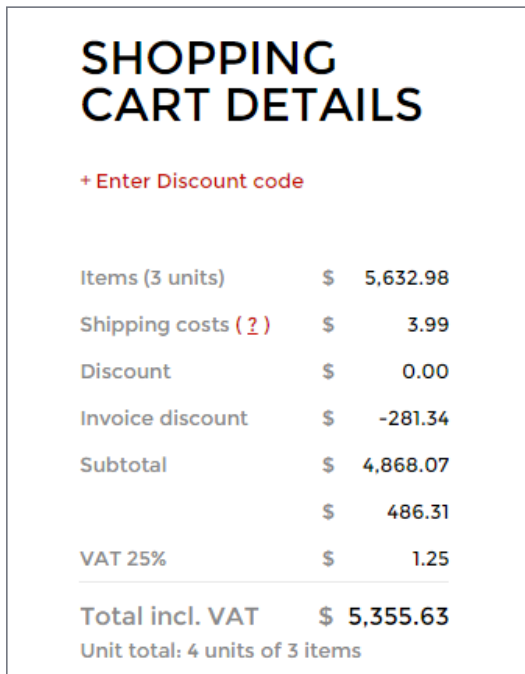


Sales Tax and VAT

Sales tax can be complicated, but not with Sana. Taking the customer's location into account, Sana relies on information stored in the ERP to calculate the sales tax or VAT for you. All ERPs have pre-configured features to support sales tax and VAT calculation to handle the major country and state tax rates. Because Sana integrates with the ERP system, Sana supports those as well.

This functionality makes it possible to:

- Apply tax per jurisdiction (country, state, city, zip code)
- Apply sales tax/VAT amount per product (group)
- Apply sales tax/VAT based on customer's addresses
- Configure sales tax/VAT rates for freight charges and payment cost
- Configure sales tax/VAT presentation (incl./ excl.)
- Configure summarized or detailed sales tax/VAT presentation



SHOPPING CART DETAILS

+ Enter Discount code

Items (3 units)	\$	5,632.98
Shipping costs (?)	\$	3.99
Discount	\$	0.00
Invoice discount	\$	-281.34
Subtotal	\$	4,868.07
	\$	486.31
VAT 25%	\$	1.25
Total incl. VAT	\$	5,355.63

Unit total: 4 units of 3 items

Tax Code Validation

Tax code formats are validated in the Sana web store. If you require your customers to enter tax code during online registration or when a sales agent creates a prospective customer, then tax code will be validated according to the format set for a country in the ERP system.

Payment Gateways

Sana is integrated with many payment gateways around the world, including Paypal, iDEAL, and credit card. Descriptions of payment methods can be added in Sana Admin and are shown in the Sana web store in the 'Payment information' checkout steps where a customer chooses how the order should be delivered and paid.

Some possibilities offered by this feature include:

- On account payment method
- PayPal 'PayFlow' and 'Express Checkout' support
- DIBS, DocData, Ogone, Authorize.Net PSP support
- AfterPay and Klarna
- On site payment method selection
- Configurable payment costs per payment method and country
- Allow payment methods per country
- B2B (pre)payment support
- Manage payment methods (display order, images, content)

Sales Blanket Orders

A sales blanket order is a contract that commits your customer to buying products in a specific quantity or for a specific amount over time, in exchange for special prices and discounts. In B2B e-commerce, agreeing on the orders for a specific period up front is important.

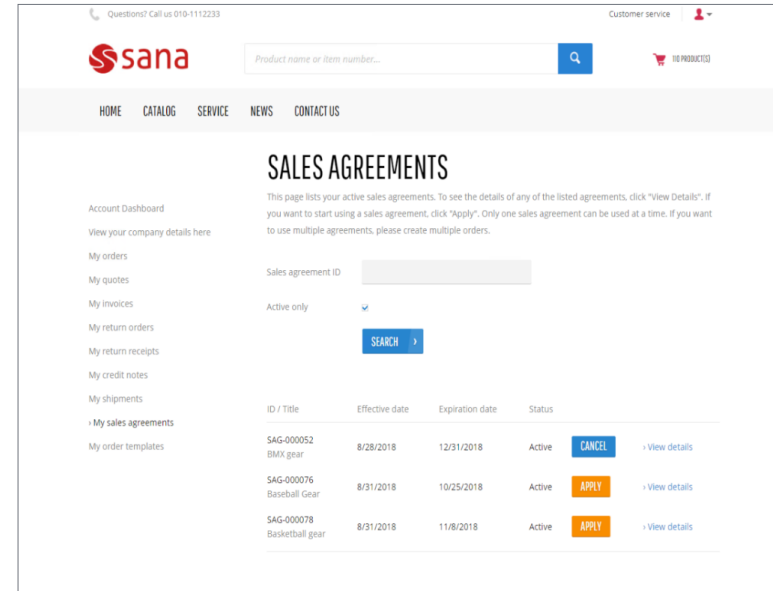
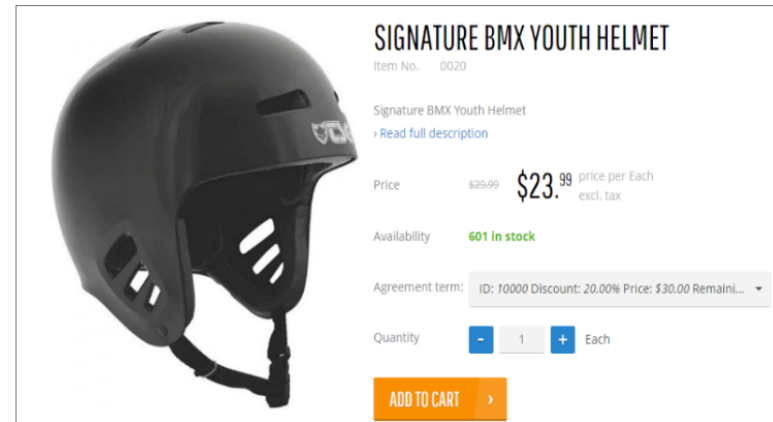
Many of our B2B clients have such sales blanket orders with their customers (e.g. if a customer commits to buying 1,000 bikes in a year, they get a 10% discount). Sana Commerce 9.3 uses sales blanket orders information from the ERP in the web store. This means web store visitors can view their active sales agreements and apply them when placing a new order.

Main benefits for you:

- **Sell more** to business partners when you give them bulk pricing.
- **Increase inventory predictability** to simplify management.
- **Save time** by empowering business partners to place their own orders and check their agreement status online.
- **Eliminate errors** made by customers or employees thanks to validation against data in the ERP.

Main benefits for your business partner:

- They get **better prices** by buying in bulk.
- They have the freedom to **order at any time** based on the agreements made.
- **Easy ordering** can be initiated from the “My Blanket Sales Agreements” overview page, or item detail page.
- They **always have an up-to-date overview** of a blanket sales agreement’s inventory/progress.



Payment Integration Mode

Payment integration mode is a payment service provider setting that allows payment to either be done in test mode (to test the payment flow) or in live mode (real purchase). You don't need to access the web server to change the payment integration mode of the payment service provider. Instead, you can easily do it in the Sana Admin.

Credit limits set in the ERP

Sana supports credit limits set in your ERP in your web store.

If you use credit limits in your Sana web store, you can choose to either display a warning or prevent buyers from proceeding to checkout until the outstanding balance has been paid. They can then proceed to pay the order online, or pay the outstanding invoices.

This feature **offers flexibility**, and helps you stay in control of your financial situation and any outstanding business partner payments.

SHOPPING CART

This order will cause you to (further) exceed your credit limit by \$10,024.85. We kindly ask you to pay your outstanding invoices.

MY SHOPPING CART

Product	Price	Quantity	Total
ULTRABASS CLASSIC 550W BASS AMPLIFIER HEAD Item No: 16560	\$ 658.48	1 piece	\$ 493.86 25.00% Discount
View	Delete		

SHOPPING CART DETAILS

[+ Enter Discount code](#)

Items (4 units)	\$ 10,024.85
Shipping costs (2)	\$ 6.99

Credit and collections

Invoicing and delivery on hold:

Credit

Mandatory credit limit:

Credit rating:

Credit limit:

Sales order defaults

Validate credit limits

Disabled

Enabled with warning only

Enabled with online payment

Connect ERP Payment Terms ERP With Sana

You can now connect the payment terms in your ERP with your Sana Commerce web store. This new feature lets you distinguish payment methods for different customers. You can set up payment terms for specific customers in the ERP, which you can use in Sana to connect specific payment terms with specific customers or customer segments. This new option further solidifies your ERP as your web store’s single source of truth.

This new feature also lets you filter payment methods based on customer segments. For instance, you can base available payment methods on customer type (B2B or B2C), customer location, or other data stored in your ERP system.



MARIE: NEW CUSTOMER

No track record =>
she should pay online
ERP: payment term A
Sana requires online payment



GEORGE: LOYAL CUSTOMER

Good payment history =>
may pay on account
ERP: payment term B
Sana offers “on account” during
check-out

Online Invoice Payment

This feature makes it possible to pay one or more open invoices using an online payment method. Regardless of whether the invoice was created from an order placed online, by phone, via email, or in store, the payment can still be made via the Sana web store. Once the invoice is paid, the payment status will be updated in your ERP in real time.

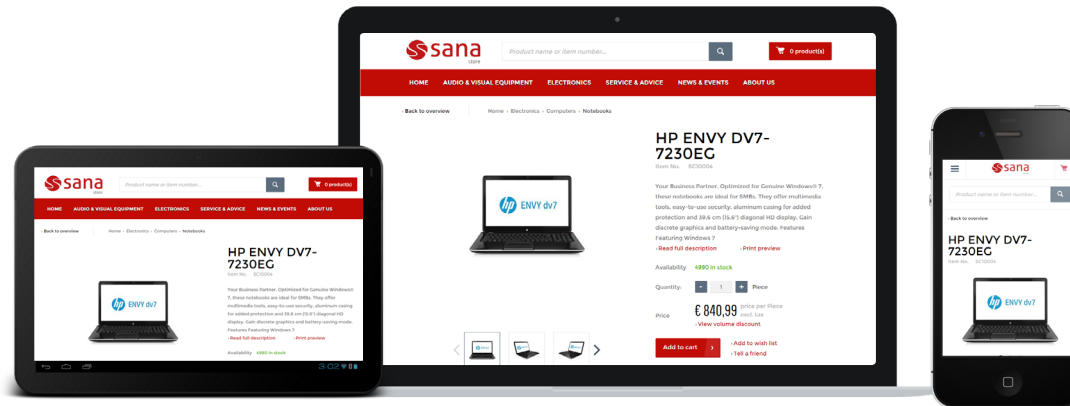
RECENT ORDERS						
Document no.	Order no.	Order date	Bill-to name	Total	Outst. total	Pay
CIV-012563	015412	2/20/2017		\$293.98	\$0.00	<input checked="" type="checkbox"/> > View details
CIV-012562	015408	2/19/2017		\$306.90	\$71.75	<input type="checkbox"/> > View details
CIV-012556	015003	9/8/2016	Basketball Stadium	\$18.23	\$0.00	<input checked="" type="checkbox"/> > View details
CIV-012555	014962	8/26/2016		\$207.08	\$207.08	<input checked="" type="checkbox"/> > View details
CIV-012554	014964	8/25/2016	Basketball Stadium	\$207.08	\$207.08	<input checked="" type="checkbox"/> > View details
CIV-012553	014942	8/10/2016		\$291.01	\$291.01	<input type="checkbox"/> > View details
CIV-012551	SVNice000164	6/24/2016	Basketball Stadium	\$64.65	\$64.65	<input type="checkbox"/> > View details
CIV-012545	014818	5/30/2016		\$290.01	\$0.00	<input checked="" type="checkbox"/> > View details
CIV-012543	SVNice000173	3/21/2016	Basketball Stadium	\$661.56	\$0.00	<input checked="" type="checkbox"/> > View details
CIV-012542	014765	3/17/2016	Contoso Retail San Diego	\$69.99	\$69.99	<input type="checkbox"/> > View details
<input type="button" value="SHOW NEXT TO ORDERS"/>					\$414.16	<input type="button" value="PAY"/>

6

DESIGN

Responsive Design

It's important to have a beautiful web store design that adapts to the device you are viewing it on. We've optimized our templates for desktop, tablet and mobile screens so they automatically resize to the screen they're shown on.



Pluggable Design

Sana offers a modern, responsive, pre-configured, and pluggable web store design. A pluggable design means that it can be installed on top of a running installation. The starter site contains responsive design templates for desktops, tablets and mobile phones. If you want a custom design, it can be created and applied without Visual Studio or knowledge of Microsoft items by design agencies. The entire front-end design uses the latest MVC technology.

Download Design Packs

You can download any installed design pack directly from the Sana Admin. This makes it easier to customize existing design packs or develop new design packs based on those that you already have in your Sana Commerce solution. You can download the design pack and send it to a design agency or your partners to make changes or to create a new one.

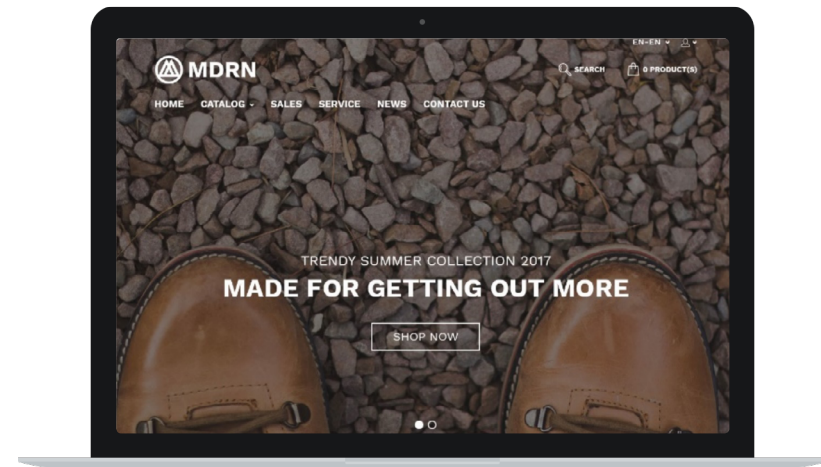
It is even possible to download a design pack from one web store and install it in another web store if they are using the same Sana item version. Furthermore, you can create a custom web store theme directly in Sana Admin, export the theme, and put it into a design pack so it will be a part of the custom web store design.

Two design packs are used quite often by our customers. The first one is a Lite design pack that provides an attractive, clean and lightweight design for a Sana web store. It's responsive, follows the modern design trends and brings elegance. The second one is the B2B: Claudine design pack. This responsive design pack includes optimized store layouts, item lists and grid views that look stunning on any device.

Sana 9.3 marks the introduction of our newest design pack: MDRN.

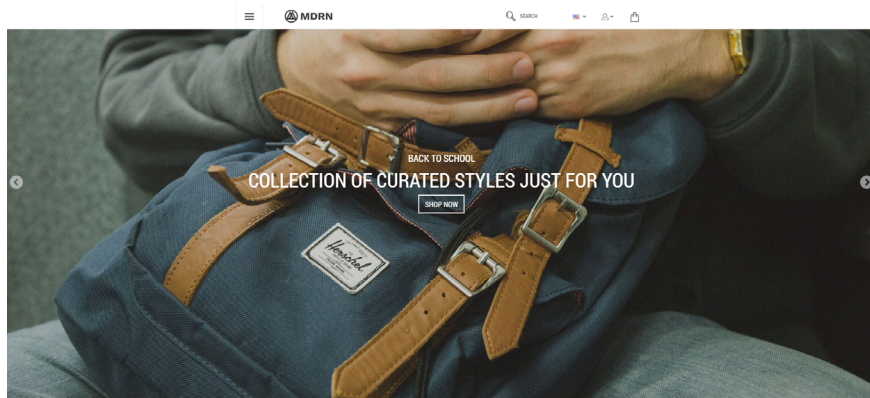
This highly anticipated design pack is already popular thanks to great look and feel it gives web stores. You can explore MDRN and all our other design packs on [this website](#).

The MDRN design pack includes four new content blocks. With the release of Sana 9.3, all these content blocks can be displayed both on flexi-pages and system pages. Read on to learn more about each of these new content blocks.



Full-Page Slider Content Block

This content block lets you make full-page background images, and even can include animated GIF files for a modern, attractive and professional-looking web store design. With the full-page slider, you can make a great first impression and make sure your web store visitors see what matters most.

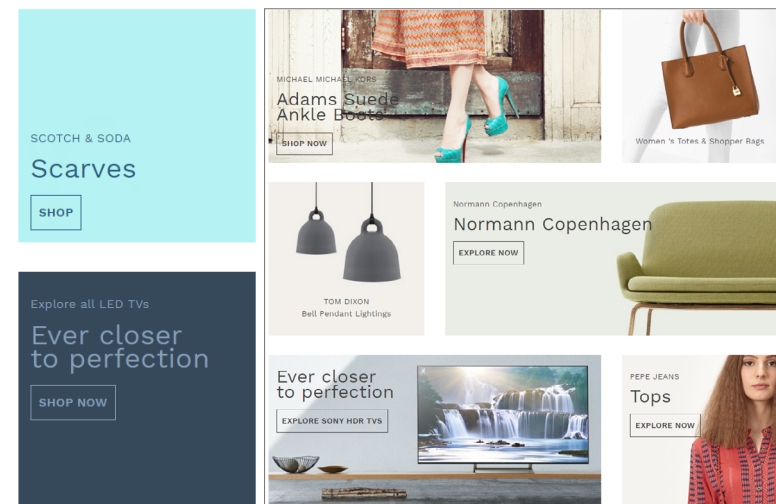


Responsive Images

Whether you use a desktop, a tablet or even a smartphone to open the Sana web store, the size of the images adjusts accordingly. With this feature, web stores can be used on different devices without any loss of visibility or readability.

Flexi-Tiles Content Block

You can add the flexi-tiles content element to your Sana web store's web pages (flexi-pages, or system pages). Create image tiles of various sizes and layouts. You can add up to four images to a flexi-tiles content element, as well as text and a button. This content element lets you showcase assortments and brands on the home page, for example, or promote discounts and offers.



Parallax Scroll Content Block

The parallax scroll content block is a great way to wow your customers. The background image moves at a different speed than the forefront content, giving your web store a more dynamic and 3D effect.

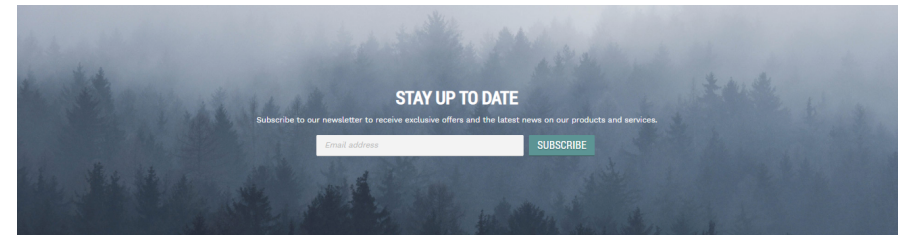


See an example of the parallax effect on [this page](#).

Newsletter Content Block

Newsletters are an essential marketing tool, providing you with an easy way to stay in touch with customers and notify them about new products and promotional campaigns. In addition to the standard Sana Commerce feature that lets you add a newsletter signup field to the web store footer, Sana 9.3 introduces the “Newsletter” content block.

You can add the “Newsletter” content element to Sana web store web pages. This newsletter signup box contains a format validator and a slick animation after submitting. For example, you can create a separate flexi-page with the “Newsletter” content element and add it to your web store navigation. This is a great way to promote your newsletter to your web store visitors.



7

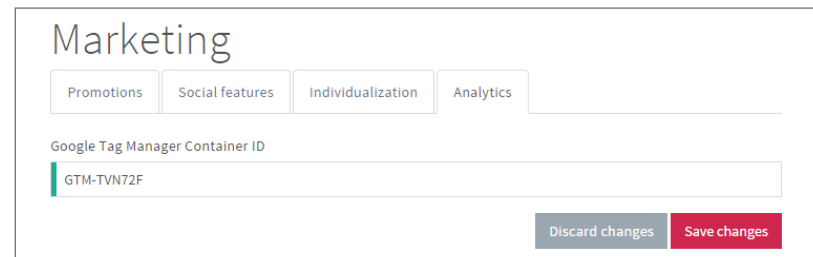
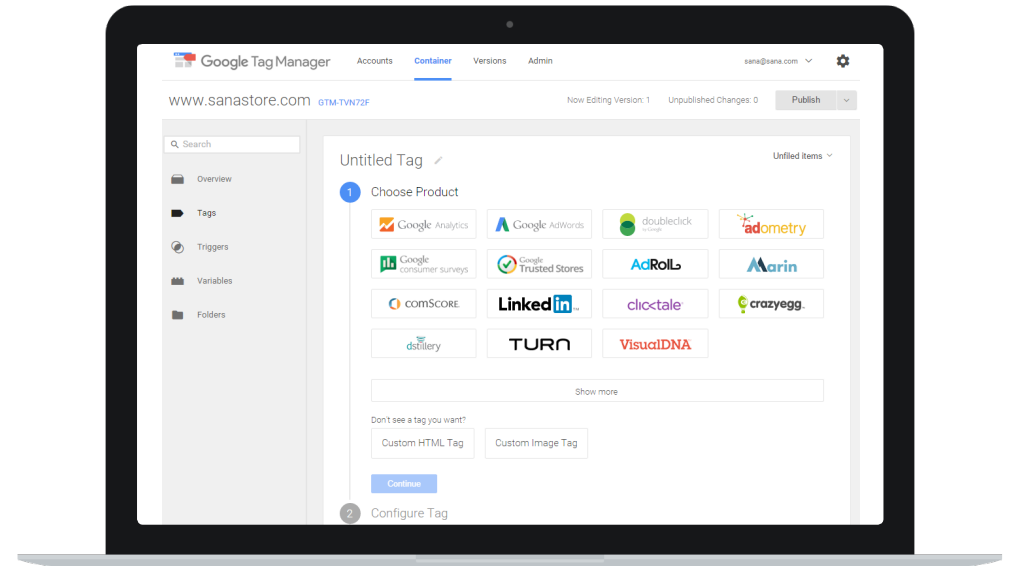
ANALYTICS

Google Analytics Support

Google Analytics allows you to track your sales, visits and your visitor's search behavior in your online store. This feature can provide useful insights and enables you to better support web store visitors and improve your web store.

Google Tag Manager Integration

Sana is integrated with Google Tag Manager, which is a more flexible way to set up tracking and online marketing scripts. Now you can manage different tags on any page via Google Tag Manager. It provides many possibilities for tracking different activities on your web site, and it's a great tool for putting more focus on marketing. Add and update Google Analytics, AdWords, third-party or custom tags directly from Google Tag Manager on any page without editing the Sana Commerce solution code.



Sales Statistics

All your sales, catalog, customer and order data is already stored and managed in a single place: your ERP system. Thanks to Sana's integration with your ERP, you won't have to work with sales forecasts that are based more on guesswork rather than precise information. Your ERP system calculates the detailed sales statistics for each customer. These reports include information about sales amounts, profit amounts, profit percentages, and discounts within a specific time period. With Sana, you can view and re-use all of your customers' sales statistics from the ERP system directly from the Sana Admin.

Sales statistics make it easier for you to identify your most profitable customers. Once you know that, you just have to find ways to keep them happy and bring in more customers like them.

View Last Login Date of a Customer

You can see the date when a customer last logged into the web store in the Sana Admin. Note that if a customer selected the "remember me" checkbox while logging into the web store, this will be considered as the last login date of the customer.

The screenshot shows the Sana Admin interface. The top navigation bar includes the Sana logo, 'Sana Store', 'View webstore', 'version 9.3.0.0', and 'TOOLS'. The main content area is titled 'Sales statistics' and features a search bar for 'Account ID'. A table lists several customers with their respective statistics. A detailed view for 'Sportsmeyer's Furnishings' is shown on the right, providing a breakdown of sales, quotes, profits, and other metrics.

NAME	ACCOUNT ID	TOTAL ORDERS	TOTAL QUOTES	TOTAL OUTSTANDING ORDER AMOUNT	TOTAL OUTSTANDING INVOICE AMOUNT
Spotsmeyer's Furnishings	01121212	761	432	\$5,991,770.25	\$9,431,731.76
Progressive Home Furnishings	01445544	784	376	\$5,991,770	
Elkhorn Airport	01905899	567	756	\$5,991,770	
The Cannon Group PLC	10000	834	157	\$5,991,770	
Selangorian Ltd.	20000	389	678	\$5,991,770	
Highlights Electronics Sdn Bhd	20312912	89	56	\$290,479.7	
Möbel Scherrer AG	41597832	71	13	\$290,479.7	
Michael Feit - Möbelhaus	43852147	82	22	\$304,549.1	

Sportsmeyer's Furnishings			
GENERAL			
Total orders	761		
Total quotes	432		
Total outstanding order amount	5,991,770.25		
Total outstanding invoice amount	9,431,731.76		
SALES			
	This year	Last year	To date
Sales	800.00	403,757.77	15,161,453.90
Quotes	300.00	480,452.71	2,495,885.08
Profits	0.00	9,750.89	11,072,814.18
Reminders	0.00	0.00	0.00
Overdue amounts	9,431,731.76	9,431,731.76	9,431,731.76
Invoiced amounts	0.00	11,137.88	11,106,687.46
Paid invoices	0.00	0.00	1,674,955.70
Discounted amount	0.00	0.00	0.00
Order returns	0.00	0.00	-2,976.00
Order frequency	8	111	761
Quote frequency	3	113	432
Order return frequency	0	0	2

8

MARKETING

Search Engine Optimization (SEO)

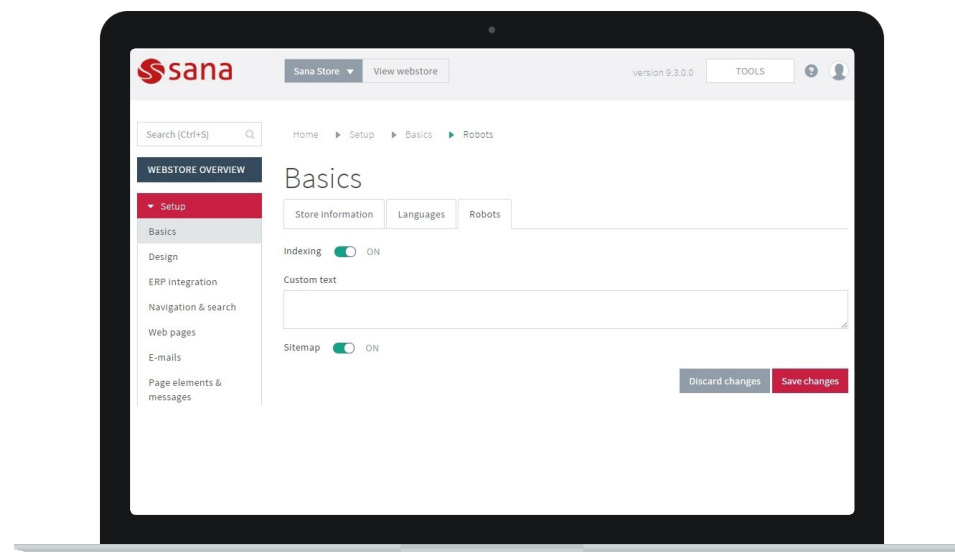
With Sana you are fully in control when it comes to optimizing the URLs, H1 headers, titles and meta tags in your web store to create the best opportunity for your customers to find you.

Some of the SEO possibilities available with Sana include:

- Automatic URL rewriting
- Manageable canonicals URLs
- Search engine friendly HTML

Enhanced SEO: Manage Your Robots.txt

If you want your website to be seen in the search results of any search engines, you need to allow your website to be crawled and indexed by search engine robots. There are two files that help search engine robots find what they need: robots.txt and an XML sitemap. These files are located on the web server. With Sana Commerce, you can manage the robots.txt file directly from the Sana Admin. There is no need to access the web server to change it. With a multi-store solution, a separate robots.txt file can be generated per web store.



From the Sana Admin you can now:

- Allow/deny your web store from being indexed and crawled by search engine robots
- Add any custom indexing rules
- Add the sitemap URL to the robots.txt file

Automatic Sitemap Generation

Your sitemap will be automatically generated based on the product information retrieved from the ERP. All data is retrieved from the database and saved only once.

Wish List

Your customers can add their favorite products or products they still wish to order to their own wish list with just a single click.

Social Sharing

Let customers share a product with their friends using Facebook, Twitter and Pinterest. Sana supports social media sharing out of the box. You can also include HTML widgets from YouTube and Facebook in several places in the web store.

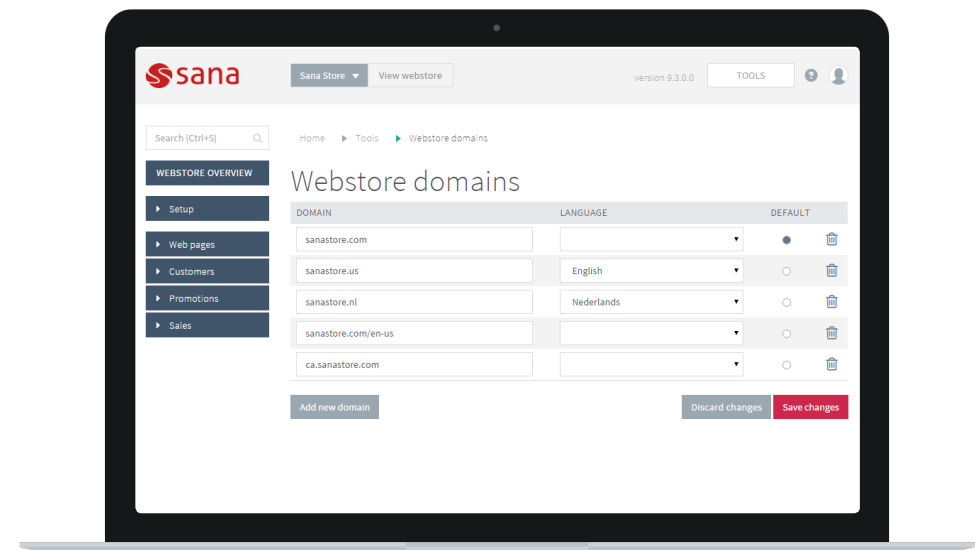
Export To Ebay, Amazon Marketplace And Google Shopping

The Product Feed Export feature for e-commerce merchants can be used to export products from the database to a XML file. By using data feed management tools for web stores like DataFeedWatch and Channable, e-commerce managers can easily send their products in XML format to different shopping engines and marketplaces like Google Shopping, Amazon Marketplace and eBay Commerce Network. Data feed management tools help you increase revenue by optimizing and increasing performance of online activities and by helping you conduct marketing campaigns across the web.

Web Store Domains

When you start doing business online, one of the tasks you face is the process of setting up your web site to make it easy for search engines to identify which countries you're targeting and which languages you're using in your business. This means that your web site content should be relevant for users in your target area and language.

For this to be successful, it's also important that you think about your web site domain(s). If you provide content in different languages or target different markets you can use either the general top-level domain with the sub-domains (e.g. <http://fr.demoshop.com>) or sub-directories (e.g. <http://demoshop.com/en-us/>), or the country-code top-level domains (e.g. <http://demoshop.de>). A single multilingual Sana web store can run on a general top-level domain with the localized sub-domains or sub-directories as well as on the country-code top-level domains if you explicitly target users in different countries.



Rich Snippets

Do you want search engines to recognize your web store content better? Sana Commerce uses structured data markup for product pages and product reviews. This is a standard way to annotate web site content so search engines can better index and understand it. Some of the product data is also used to create and display rich snippets in the search results. Rich snippets allow merchants to attract potential buyers while they are searching for products. When a potential customer searches for the product in any search engine, rich snippets show useful information about the product, such as its title, review stars and rating value.

Sana Commerce | Facebook

<https://www.facebook.com> ›

★★★★★ Beoordeling: 5 - 12 stemmen

Sana Commerce, Rotterdam, Netherlands. 689 likes · 122 talking about this · 20 were here.
Helping businesses realize their full potential with smart web...



9

PERSONALIZED CUSTOMER JOURNEY

Roles and Authorizations

Sana Commerce supports roles and authorizations to be used in the storefront. The order process is very important for most businesses, and for some, the order approval workflow is essential. It is used to enforce the business rules of a company in order to ensure that all orders are within budget.

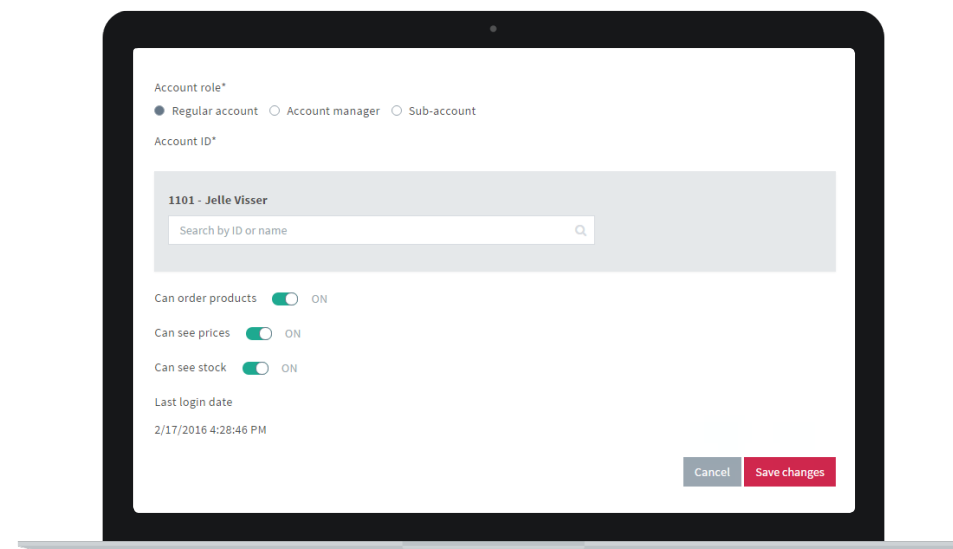
Sana Commerce delivers support for different web store account roles and authorization procedures to meet your individual business requirements and convert the manual process of order approvals into a fast and efficient automated process.

With this functionality it is possible to:

- Link accounts to ERP business partner, contacts or sales person (sales agent)
- Create multiple shop accounts per customer, contact, sales person
- Customers can be blocked by statuses from ERP

Sana Commerce allows you to create account managers and sub-accounts with limited budget and approve/decline orders.

- When a user tries to remove an authorizer, change authorization rights or deactivate an authorizer, an error message will notify the user why it is not possible to manage the shop account.
- When a user tries to unlink an authorizer from a sub-account that still has orders awaiting approval, an error message will notify the user why it is not possible to unlink the shop account.



There are three different web store account roles:

Regular Account Regular business customer.

Account Manager Account manager is able to create and manage sub-accounts directly on the web store.

Sub-Account Customers with the sub-account role in the Sana web store are able to place orders just like a regular customer. However, if the order exceeds the cost limit set for the sub-account in the web store, the order must be approved. Depending on the rules set for the customer with the sub-account role, there might be single or multiple levels of authorization.

Customer Assortments

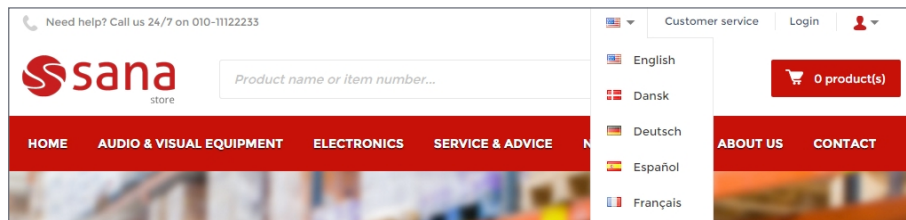
In some cases, it may be preferable to segment customers and products. Utilize customer assortments in your ERP to define which product (group) may be sold per customer (group). This means that each customer sees a personalized product catalog, together with navigation, search and filtered search. This will give your customers a personalized shopping experience.



Web Store Language

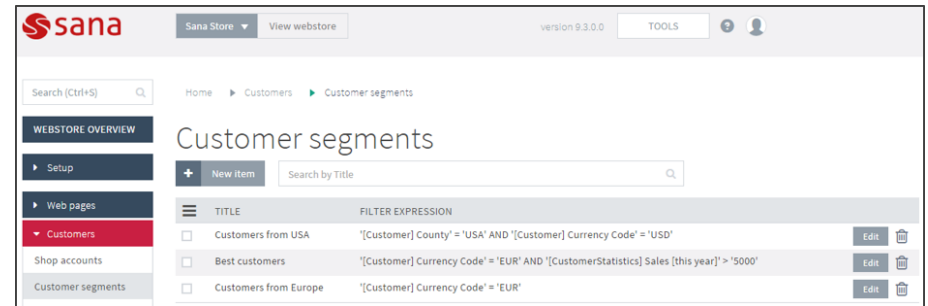
Individual customer language preferences in the web store are now stored as a cookie in the web browser. If a customer changes their preferred language, the next time they visit your web store, it will open with their updated language preferences.

If a customer opens a language-specific URL that was sent to them or saved as a bookmark, the web store will open in the language set in the URL.

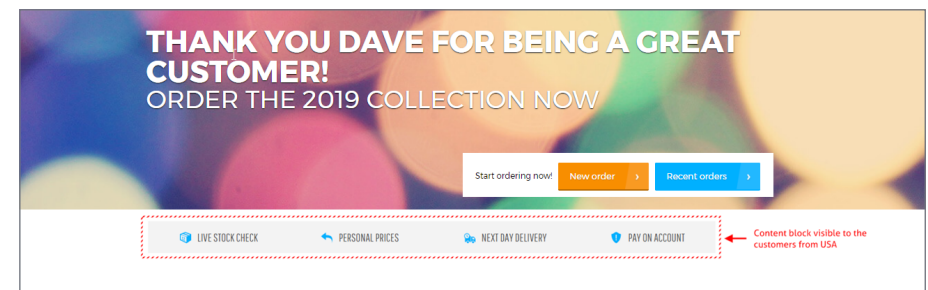
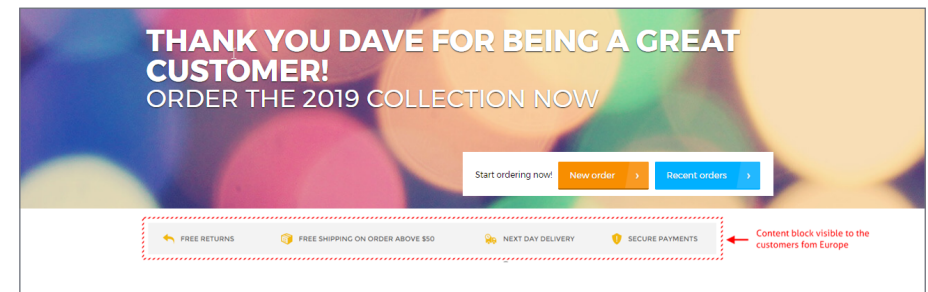


Customer Segments

Your individual customers have different needs. By dividing your customers in subsets of customers that are similar in specific ways, you can personalize the way you do business. It is possible to create customer segments based on a customer's address information or shop account fields like account ID, email and name. Features this are important to building loyal relationships with customers by developing and offering them the products, content and services they want and optimizing the customer journey.



Customer segments are created by using extensive filtering options based on data that's stored in your ERP system. You can create customer-specific content by setting up customer segments on your content and product pages (flexi-pages, product list pages and product pages) and menu items, which then displays various content elements and pages to different customer groups. You can even publish personalized menu structures to improve your web store conversion.



A/B Testing

Customer segmentation can be used for different purposes. The scenarios above are very useful in building marketing and promotional campaigns and thus loyal relationships with target audiences. You can also use that feature for a different purpose: A/B testing. The new customer segmentation feature makes it possible to provide different versions of a landing page to different parts of your audience. Our Google Analytics and Google Tag Manager integration then allows you to analyze which page is converting better. Based on this information you can determine which page should be used for future success.

Email Marketing Integration – MailChimp

Sana Commerce provides an email marketing gateway that can be used to manage subscribers, send emails and track results. The first add-on to this gateway is MailChimp. MailChimp allows you to keep your customers up to date on news, promotional campaigns, their purchases, and new products they might like.

You can even use MailChimp together with customer segments to show your most profitable customers how deeply you appreciate their business and confidence by sending them personalized emails. It helps you keep in touch with your customers and easily incorporate their purchase activity into your email marketing campaigns.

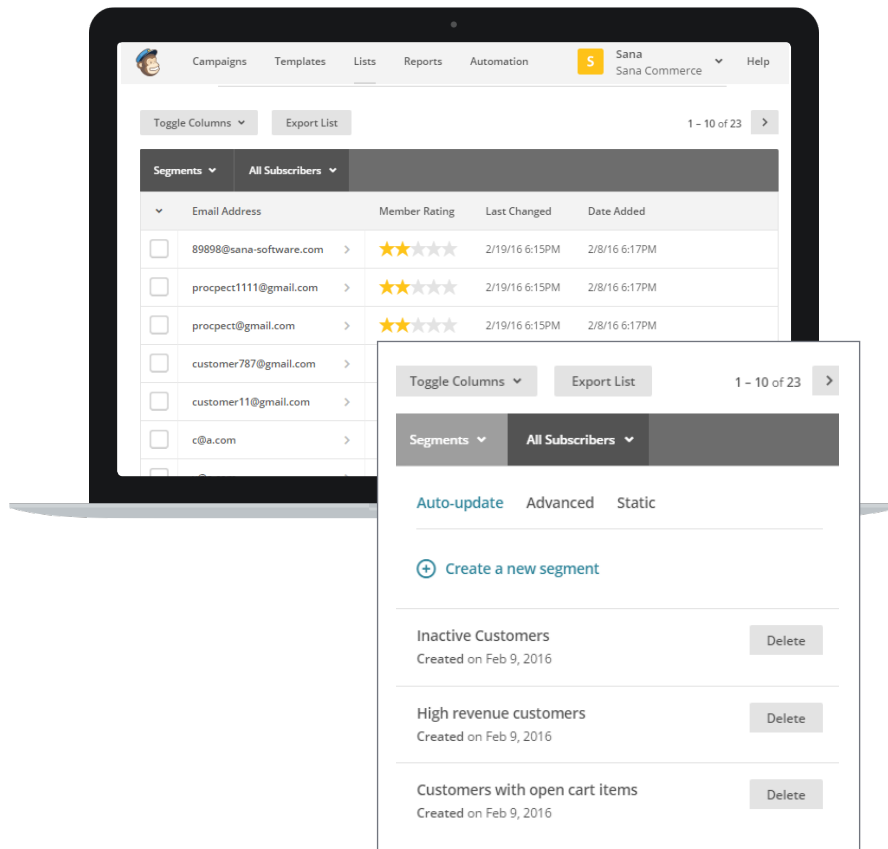
The screenshot shows the 'Mailchimp Integration' settings page. On the left is a sidebar with 'WEBSTORE OVERVIEW' and a menu with 'Setup', 'Web pages', 'Customers', 'Promotions', and 'Sales'. The main content area is titled 'Mailchimp Integration' and includes the following sections:

- Run on schedule:** A toggle switch set to 'OFF'.
- Run interval (in minutes):** A text input field containing '60'.
- Run time:** A text input field containing '00:00'.
- Basic settings:**
 - Mailchimp E-mail address:** A text input field containing 'info@sana-commerce.com'.
 - API-key:** A text input field containing '912ec803b2ce49e4a541068d495a-us12'.
 - Mailchimp Pro subscription:** A toggle switch set to 'OFF'.
 - Create default segments/templates:** A toggle switch set to 'ON'.
- MailChimp Contact Settings:** A grid of text input fields for:
 - Company name
 - Address 1
 - Address 2
 - City
 - State
 - Zip
 - Country
 - Phone
 - Permission reminder
- Customer Export:**
 - Exportable customer segment:** A dropdown menu set to 'All customers'.
 - Available segmentation fields (left: 22):** A list of fields with checkboxes, including: '[Customer] Address - SANA0001', '[Customer] Address 2 - SANA0002', '[Customer] Allow Line Disc. - SANA0003', '[Customer] Amount - SANA0004', '[Customer] Application Method - SANA0005', '[Customer] B2C Customer - SANA0006', '[Customer] Balance - SANA0007', and '[Customer] Balance (LCY) - SANA0008'.

At the bottom right, there are two buttons: 'Cancel' and 'Save changes'.

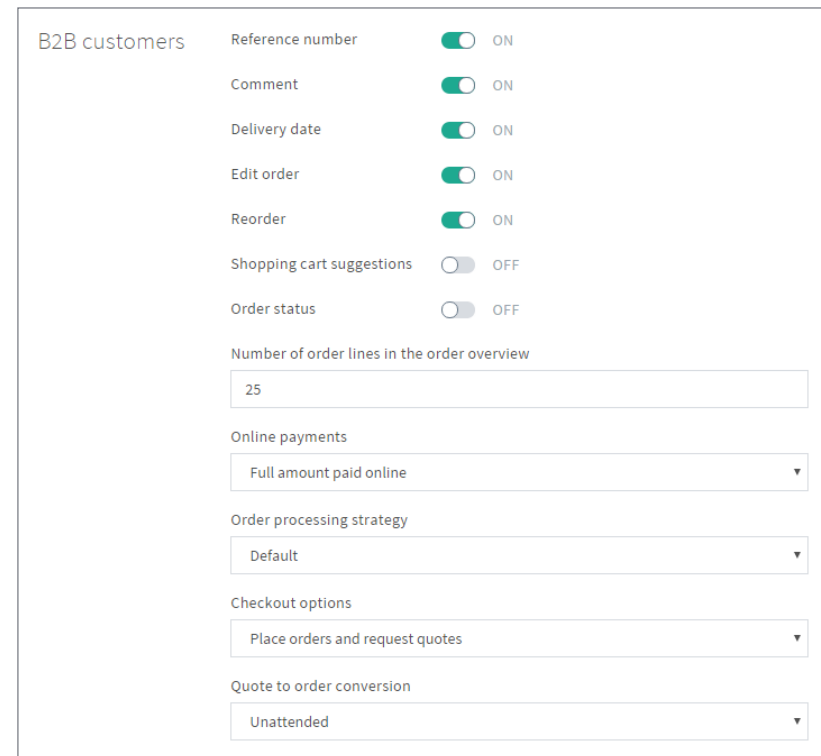
Abandoned Cart Emails

This feature allows you to email the shoppers who put items in their cart or basket but didn't checkout. Sending abandoned cart emails has been proved to be a good way to increase revenue by encouraging recipients to return to your web store to finish their purchase. Abandoned cart emails are defined with Sana's customer segment feature and MailChimp integration. These emails are personalized and even contain (parts of) the order in question to improve conversion.



Ordering and Checkout

All ordering settings in the Sana Admin are available and grouped per customer type. This helps ensure that your ordering settings are well organized and clearly structured, so you can easily enable/disable any feature per customer type.



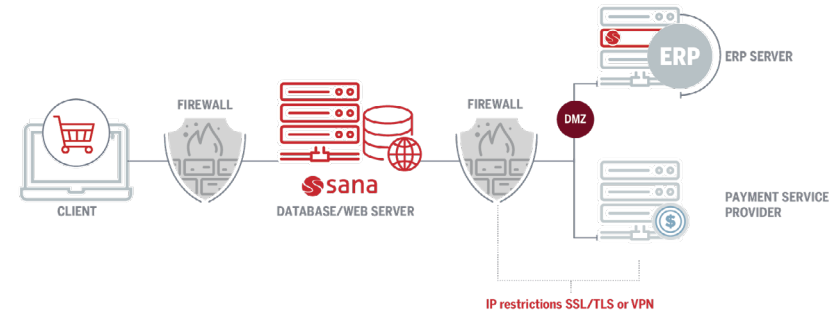
10

SECURITY MEASURES

Websites that store sensitive data like your customers' personal and payment information are attractive targets for hackers. If your website is compromised, it can have long-term consequences for both you and your customers.



Security maintenance is a top priority at Sana, and we strive to maintain the highest levels of security for the Sana Commerce product. While there is no single solution to eliminate all security risks, there are many precautions you can take to protect your web store from potential threats.



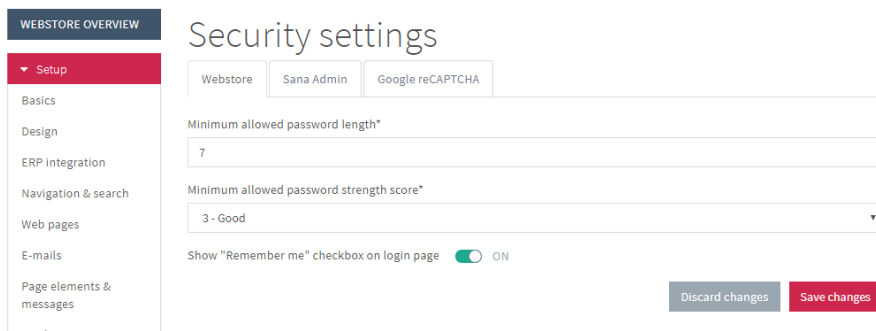
While no system can be 100% invulnerable to every threat, the Sana Commerce 9.3 release makes your Sana Commerce solution as safe as possible. In Sana 9.3, we have implemented a variety of security measures to maintain the safety of your customers' personal information and their access to the Sana Commerce solution. Web stores running on Sana Commerce 9.3 are protected by multiple layers of security to prevent unauthorized access. System integrity, reliability and precautions help increase your customers' confidence when selling online.

Enforce Minimum Password Strength

Sana Admin accounts and customer web store accounts are password-protected. Sana Commerce policy requires Sana Admin users and web store customers to use strong passwords.

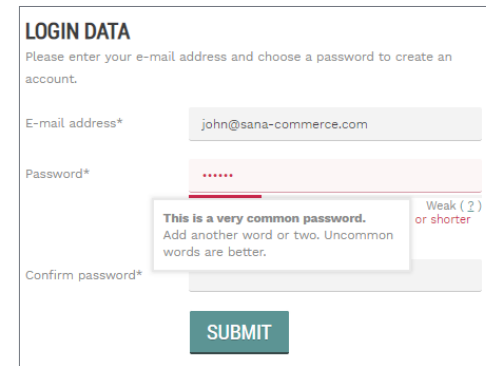
You can now set up the minimum allowed password length and strength for both these account types.

Sana 9.3 introduces a split tab for security settings for the web store and the Sana admin. You can now configure password length and strength for either one or both sides. Our goal is to provide excellent protection for you and your customers without sacrificing user-friendliness.



Moreover, you can activate or deactivate the “Remember me” checkbox on the login page in the Sana admin. This checkbox allows or disallows web store visitors to let the web store remember their data. You can enable this option if you want to allow your Sana Admin users and/or customers to have the web store remember their username and password instead of entering this data each time they return to the website.

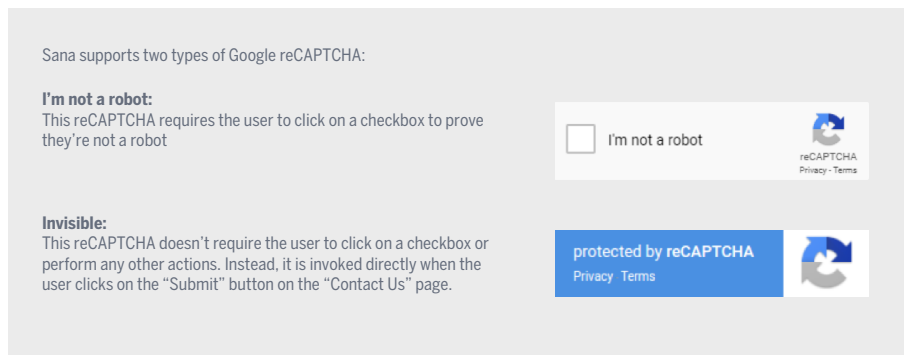
When a user creates an account, Sana Commerce 9.3 provides instant feedback about the password strength instead of an annoying validation message like “password must contain {lower and upper-case characters, numbers and symbols}”.



In 2003, the NIST (National Institute of Standards and Technology) published the best practices for choosing a strong password, recommending a combination of numbers, letters and special characters that are changed periodically. These recommendations are still widely used, but recently they have been rejected by their author, Bill Burr. He stated that those recommendations have become obsolete, and that an 8-character password with special characters would be cracked faster than a 20-character password without special characters. NIST has updated its [guidelines](#) for password creation and now recommends using simple and easy-to-remember phrases over obscure words made up of special symbols and characters. Sana is up to date with these new guidelines.

Google reCAPTCHA

Sana 9.3 introduces reCAPTCHA protection against spam. reCAPTCHA is a test to check whether the user is an actual human instead of a bot. reCAPTCHA has been added to the “Contact Us” page and “Tell a Friend” form to increase your Sana web store’s security level, preventing spam attacks and protecting it from bots.



The success of the attack depends on time. To slow the process down, we have introduced an authentication delay after the first four unsuccessful Sana web store or Sana Admin login attempts. In other words, the user has to wait before they can try to log in again. The authentication delay increases with each subsequent unsuccessful login attempt. Adding even a few seconds' pause can greatly slow down a brute-force attack.

Prevent Brute-Force Attacks

Unlike hacks that focus on vulnerabilities in software, the goal of a brute-force attack is to gain access to a website by simply guessing the password. This is done by systematically trying every possible combination of letters, numbers, and symbols using different tools. These brute-force attacks could take years to find the correct password depending on its length and complexity.

There are different solutions and tricks that can help you impede brute-force attacks. We implemented one of these tricks in Sana: the authentication delay.

Protect Your Web Store and Your Customers

Web security is more important than ever before, and a top priority for internet users. For example, this year web browsers started displaying warnings about insecure connections for websites that require the user to enter data. Another example is Apple, which now requires HTTPS connection for all iOS apps. There is no denying it: the insecure HTTP connection is on its way out.

SSL certificates use advanced encryption to prevent hackers from reading any data that passes to or from a website. This is why we have expanded the **Sana Commerce Installer** with the possibility to install Sana with an SSL certificate right away. Doing so it ensures the entire Sana Commerce solution — both the Sana web store and Sana Admin — will run over HTTPS.

If you run the **Integrity check** in the Sana Admin and your web store connection is not secure, you will see the following error message:

Best practice

Security

❌ Webstore - secure connection

Tests whether the connection between web server and client browser is secured.

The connection between the web server and the client browser is not secured according to URL: <http://sana-store.com/>

Suggestions:

- It is recommended to setup a secure connection.

This isn't all we have introduced to ensure you have access to secure web store communications. We have also implemented **HTTP Strict Transport Security (HSTS)**: this header, which we have added to the web server responses, disallows insecure HTTP connections for the entire web store domain when the Sana web store is running over full HTTPS. This lets you rest assured that your customers aren't using insecure connections to access your web store.

11

FEATURE LIST

MARKETING

	Sana Commerce NAV & 365BC	Sana Enterprise NAV & 365BC
Responsive design for desktop, tablet and phone	✓	✓
Theme-based design, customizable and exchangeable templates	✓	✓
Order and order line discounts using ERP discounting rules	✓	✓
Customer specific line/invoice discounts retrieved from ERP	✓	✓
Specify discounts per products, product groups, categories in ERP	✓	✓
Free product support (supplementary items)	✗	✗
News items	✓	✓
Coupons/promotion codes (discount on total shopping basket, amount as fixed amount, or as a discount percentage)	✓	✓
Specify start and end date for coupons/promotion codes	✓	✓
Related materials retrieved from ERP	✓	✓
Social sharing using AddThis	✓	✓
Support for Facebook, YouTube, etc. HTML widgets	✓	✓
Email marketing integration: MailChimp	✓	✓
Export enriched material information to an XML file	✓	✓
Download installed design packs directly from the Sana Admin	✓	✓
Responsive images	✓	✓
Large material image support (async loading on material detail page)	✓	✓
Enable/disable the favicon and logo in the web store theme	✓	✓

SEO

	Sana Commerce NAV & 365BC	Sana Enterprise NAV & 365BC
Manageable friendly browser titles	✓	✓
Manageable friendly URLs	✓	✓
Manageable canonical URLs	✓	✓
Every page can have its own meta tags, browser title, page title (H1), URL, canonical URL	✓	✓
Automatic URL rewriting	✓	✓
Meta description management	✓	✓
Search Engine friendly HTML	✓	✓
Automatic XML site map generation	✓	✓
Enhanced SEO: manage your robots.txt	✓	✓
Manage web store domains from the admin	✓	✓
Display rich snippets for certain products within search results	✓	✓

ANALYTICS

	Sana Commerce NAV & 365BC	Sana Enterprise NAV & 365BC
Google Analytics tracking code	✓	✓
Google Analytics order data tracking	✓	✓
Google Analytics site search tracking	✓	✓
Google Tag Manager integration	✓	✓
Sales statistics	✓	✓
View last login date of a customer	✓	✓

MULTI STORE

	Sana Commerce NAV & 365BC	Sana Enterprise NAV & 365BC
Create and manage multiple stores in a single company or a combination of multiple companies within the ERP	✓	✓
Configuration settings per web store	✓	✓
Assortments per company/ERP	✓	✓
Multiple domains per store	✓	✓
Copy content between web stores	✓	✓
Multiple languages per web store	✓	✓

CATALOG

	Sana Commerce NAV & 365BC	Sana Enterprise NAV & 365BC
Define product sets based on product groups/categories or custom product selection based on product attribute values (available in NAV2017. In older NAV versions product table fields can also be used)	✓	✓
Create category pages using the flexi-pages system	✓	✓
Product overview pages, displaying selection of products	✓	✓
Breadcrumb	✓	✓
Product enrichment from Sana Admin	✓	✓
Multiple product images using carousel with zoom function	✓	✓
Auto image resizing	✓	✓
Import products in navigation tree	✓	✓
Automatically set up navigation based on category structure	✓	✓
Automatically generate pages and product sets	✓	✓
Enrichable multilingual product attributes from ERP (e.g. color, size, brand) (only for NAV 2017 or higher, or D365 BC)	✗	✗
Enrichable multilingual descriptions from ERP	✓	✓
Inventory indicator, real-time stock information from ERP	✓	✓
Define inventory information message per indicator	✓	✓

CATALOG

	Sana Commerce NAV & 365BC	Sana Enterprise NAV & 365BC
Configurable stock determination (available to promise, on hand)	✓	✓
Product variants (multiple dimensions supported) (In NAV, one dimension supported)	✓	✓
Variant display options (matrix, dropdowns) ([fashion] matrix only with add-on)	✓	✓
Show products in grid or list mode	✓	✓
BOM Products (Kitting)	✓	✓
BOM Assembly Policy (from Microsoft Dynamics NAV 2013 on)	✓	✓
Cross-sell/up-sell: related products coming from ERP	✓	✓
Create customer assortments in ERP	✓	✓
Allow or deny products or product groups for customers	✓	✓
Unit of Measure (UOM) support: UOM can be shown on product list, product details, quick order, checkout and order detail pages	✓	✓
Select UOM on product detail pages	✓	✓
Support for ordering decimal quantities	✓	✓
Enable/disable pricing, stock and ordering presentation per audience (B2B, B2C, B2X)	✓	✓
Supports 100.000+ products	✓	✓
Set product visibility for web store per item	✓	✓
Define different settings for product list pages globally and redefine any settings per product list page (e.g. list or grid mode view, number of products per view)	✓	✓
Easily add a sub item to the parent menu for catalog navigation	✓	✓
Alternative products	✗	✗
Product kits	✗	✗
Product assortments	✓	✓

CATALOG

	Sana Commerce NAV & 365BC	Sana Enterprise NAV & 365BC
Maximum Stock Number	✓	✓
Customer Assortment per Web Store	✓	✓
Default Item Unit of Measure	✓	✓
Sorting of Item Variants	✓	✓
Visibility of Products Assigned to Categories and Item Groups	✗	✗

PRICING

	Sana Commerce NAV & 365BC	Sana Enterprise NAV & 365BC
Customer specific prices from ERP (including action prices)	✓	✓
Use volume/tier pricing per customer	✓	✓
Show volume/tier pricing on product detail page	✓	✓
Coupon (from ERP) support (requires LS Retail)	✓	✓

CHECKOUT

	Sana Commerce NAV & 365BC	Sana Enterprise NAV & 365BC
Basket miniature on all store pages	✓	✓
Pop-up showing latest added products upon adding new product	✓	✓
Thumbnail image per order row	✓	✓
Save basket as a template	✓	✓
Checkout offers below the shopping basket	✓	✓

CHECKOUT

	Sana Commerce NAV & 365BC	Sana Enterprise NAV & 365BC
Remove products and modify quantities in basket	✓	✓
Customer registration	✓	✓
Select/create shipping address	✓	✓
Dropdown for states/provinces per country	✓	✓
Checkout delivery and service content panel	✓	✓
Set comment, requested delivery date and customer reference for an order	✓	✓
Order confirmation email	✓	✓
Sales agent login (sales agent can order on behalf of customer)	✓	✓
Search customer to represent by name, customer number, address and country	✓	✓
Create order (quote) for a prospect	✓	✓
Edit a (placed) order which is open in ERP	✓	✓
Define if a web order will be saved as order or quote in ERP	✓	✓
Orders or quotes placed in ERP are also visible in the web store	✓	✓
Re-order functionality; reorder from previously placed orders, quotes, invoices	✓	✓
Configurable registration and address forms	✓	✓
Configure basket calculation to be optimized for fast ordering (offline)	✓	✓
Predictive ordering	✓	✓
Quote and quote to order	✓	✓
Set up payment integration mode (test mode or live mode, for both the default PSPs and the PSP add-ons.)	✓	✓
Support order types (like a quote or a real order)	✓	✓
Guest checkout	✓	✓
Guest Checkout Address Information	✓	✓
Draft orders: large order support (big basket)	✓	✓
Sorting of product variants	✗	✗

CHECKOUT

	Sana Commerce NAV & 365BC	Sana Enterprise NAV & 365BC
Payer address from ERP	×	×
One step checkout	✓	✓
Terms and Conditions Agreement (ask customers to select the “Terms and Conditions” checkbox to, or inform customer that by completing the order, they agree with the terms and conditions automatically.	✓	✓
Product Images on the Basket and Order Overview Pages	✓	✓
Edit Order Confirmation E-mail	✓	✓
Auto-removal of draft documents	✓	✓
Max/min/step/default quantity step order amount	×	×
Orders Authorization	✓	✓
Countries per Web Store	✓	✓

SEARCH

	Sana Commerce NAV & 365BC	Sana Enterprise NAV & 365BC
Wildcard search	✓	✓
Lucene-based, high performance	✓	✓
Free text search	✓	✓
Autocomplete search box	✓	✓
Customized keyword search, sorting, filtering and facet options	✓	✓
Product sets filter system based on the search engine	✓	✓
Filtering by color, size and other fields from the item table or related tables	✓	✓
Search by item number, title, rich product description and other fields from the item table or related tables	✓	✓
Facetted Filters Sorting (sort the values of the facetted filters, either ascending or descending)	✓	✓

SALES TAX/VAT

	Sana Commerce NAV & 365BC	Sana Enterprise NAV & 365BC
Apply tax/VAT per country [needs to be configured for customer]	✓	✓
Apply tax per jurisdiction (country, state, city, zip code) [needs to be set up correctly for customer]	✓	✓
Sales tax/VAT amount per product (group) retrieved in real time from ERP	✓	✓
Sales tax/VAT based on customer's addresses retrieved in real time from ERP	✓	✓
Manage sales tax/VAT rates for freight charges and payment cost	✓	✓
The store owner can configure the sales tax/VAT presentation (incl./excl.)	✓	✓
The store owner can configure the summarized or detailed sales tax/VAT presentation	✗	✗
Support for third-party sales tax providers (Avatax)	✓	✓

PAYMENTS

	Sana Commerce NAV & 365BC	Sana Enterprise NAV & 365BC
On account payment method	✓	✓
Payment gateway for integrating any online payment method or PSP	✓	✓
PayPal 'PayFlow' and 'Express Checkout' support	✓	✓
DIBS, DocData, Ogone, Authorize.Net, Adyen, Buckaroo, ChargeLogic, CyberSource, Ingenico, KBC Paypage, PostFinance, Sage Pay, Veritrans, Wirecard, Worldpay PSP, Klarna, AfterPay, PayFabric & MercadoPago support	✓	✓
On site payment method selection	✓	✓
Payment costs per payment method and country	✓	✓
B2B pre-payment support	✓	✓
Manage payment methods (order, images, content)	✓	✓
Download printable sales reports (sales orders, sales quotes, invoices, delivery documents) from Admin	✓	✓
Download printable sales reports (sales orders, sales quotes, invoices, delivery documents) from ERP	✓	✓
Online invoice payment (pay against the balance)	✓	✓

PAYMENTS

	Sana Commerce NAV & 365BC	Sana Enterprise NAV & 365BC
Credit limits set in the ERP	✓	✓
Connect payment terms ERP with Sana	✓	✓
Configure an amount range for each payment method	✓	✓
Customer Payment Journal	✓	✓
Cash Discounts	✓	✓

SHIPPING

	Sana Commerce NAV & 365BC	Sana Enterprise NAV & 365BC
Shipment gateway for integrating any online shipping method or shipping provider	✓	✓
Support for FedEx, UPS and USPS real-time shipping rate calculation	✓	✓
Calculate shipping rate based on order total	✓	✓
Calculate shipping rate based on country and order weight	✓	✓
Calculate shipping rate per country	✓	✓
Restrict available shipping methods by country	✓	✓
Shipping method selection	✓	✓
Tracking information integrated from ERP	✓	✓
Defined shipping methods can be mapped to shipping methods in ERP	✓	✓
Total weight can be shown during checkout	✓	✓
Best shipping rate is automatically selected for the customer	✓	✓
Sorting of the available shipping methods can be managed	✓	✓
Free shipping support	✓	✓
Packaging slips and shipping documents from ERP viewable for customers (Only B2B, not for B2C)	✓	✓

SHIPPING

	Sana Commerce NAV & 365BC	Sana Enterprise NAV & 365BC
Weight and dimensions of product taken from ERP	✓	✓
Shipping method descriptions	✓	✓
Customers can see all their shipping addresses on the “Shipping information” checkout step and select the necessary one	✓	✓
Configure shipping cost at U.S. & Canada state level	✓	✓
Free shipping discount code	✓	✓
Extended coupon functionality: decide on coupon availability per customer segment & create a discount code that can only be used one time per shop account	✓	✓
Configurable: reference number as required field	✓	✓
Shipping Method Filtration	✗	✗

RETAIL (ADD-ON REQUIRED)

	Sana Commerce NAV & 365BC	Sana Enterprise NAV & 365BC
POS logic will be used during the basket calculation	✓	✓
Periodic offers will be triggered in the basket	✓	✓
Support for discount, multi-buy and mix-match offers	✓	✓
Retail coupon can be entered in the basket, offer will be triggered	✓	✓
Variant framework, product variant dimension will show up as dropdown in the store	✓	✓
Fields from the retail item card can be displayed on product list and detail pages	✓	✓
Orders will be placed as special offers	✓	✓

CUSTOMER SERVICE

	Sana Commerce NAV & 365BC	Sana Enterprise NAV & 365BC
Customers can register or log in with email and password	✓	✓
'Contact us' form (from SC 9.3 on, the fields will be pre-filled based on the logged-in shop account information)	✓	✓
Change password and forgot password (Secured password reset system)	✓	✓
View company details	✓	✓
View customer details	✓	✓
Update customer details	✓	✓
Customer can have multiple shipping addresses, retrieved from ERP	✓	✓
Quick order page based on item number or description with multi variant support	✓	✓
Order list mode for product list pages	✓	✓
Order templates	✓	✓
View order templates	✓	✓
Add order template to basket	✓	✓
Delete order template	✓	✓
View pending orders and quotes	✓	✓
Order line status (import) with track tracking information	✓	✓
View order history	✓	✓
View outstanding amounts	✓	✓
Wish list	✓	✓
Tell a friend	✓	✓
Last viewed products	✓	✓
Manage shop accounts in Sana Admin	✓	✓
Link account to ERP customer	✓	✓
Link account to ERP contact	✓	✓
Link account to ERP sales person (sales agent)	✓	✓
Create multiple shop accounts per customer, contact and sales person	✓	✓

CUSTOMER SERVICE

	Sana Commerce NAV & 365BC	Sana Enterprise NAV & 365BC
Customers can be blocked by statuses from ERP	✓	✓
Support for several customer account roles	✓	✓
Ordering settings per customer type	✓	✓
Return orders based on existing documents	✓	✓
Free-form return orders	✓	✓
Return orders: attachment upload	✓	✓
Return orders: return reason entry for order header	✗	✗
Return orders: return reason entry per order line	✓	✓
Customer templates per company	✓	✓
Sales blanket order support	✓	✓
Configurable invoice-free and invoice-based RMA	✓	✓
Configurable Date Mapping	✗	✗

GENERAL FEATURES

	Sana Commerce NAV & 365BC	Sana Enterprise NAV & 365BC
B2C scenarios supported	✓	✓
B2B scenarios supported	✓	✓
Sales Agents scenarios supported	✓	✓
Homepage, news items, contact form and content pages	✓	✓
Implement any custom design using the SDK	✓	✓
W3C compliant HTML	✓	✓
Newsletter (un)subscribing	✓	✓
Newsletter Subscription Date	✓	✓
Wish list	✓	✓

GENERAL FEATURES

	Sana Commerce NAV & 365BC	Sana Enterprise NAV & 365BC
Ratings and reviews	✓	✓
Print-friendly pages	✓	✓
Add product and sales document attachments, as well as sale reports from the file system	✓	✓
Add product and sales document attachments, as well as sale reports from the ERP	✓	✓
Sana Apps (Sana Apps will, in first instance, only be available for our customers without any customizations.)	✓	✓
Separate notification email when the store is down	✓	✓
Request Processing Duration	✓	✓

MOBILE

	Sana Commerce NAV & 365BC	Sana Enterprise NAV & 365BC
Support for phones and tablets (Sana does not update the mobile app anymore. We are focusing on the development of a Progressive Web App)	✓	✓
Fully responsive templates for desktop, tablet and phone	✓	✓
Mobile header: icons and the search bar are always available	✓	✓
Configurable Mobile product list page	✓	✓
One-step checkout view: sticky summary on top of the checkout	✓	✓
Always visible scroll-up button	✓	✓
Checkout: clickable headers and progress indication	✓	✓

FASHION

	Sana Commerce NAV & 365BC	Sana Enterprise NAV & 365BC
Salesperson determination (mapping of sales agents to customers)	✓	✓
Fashion product matrix	✓	✓
Fashion prepacks are available within order entry in Sana Commerce	✓	✓
Support for scenario with and without "prepack code to inventory"	✓	✓

LOCALIZATION

	Sana Commerce NAV & 365BC	Sana Enterprise NAV & 365BC
Multilingual frontend and product catalog	✓	✓
Available languages: English (United Kingdom), English (Australia), English (New Zealand), German, German (Austria), French, Hungarian, Russian, Portuguese, Spanish, Italian, Dutch (Netherlands), Dutch (Belgium), French (Belgium), French (Canada), Arabic, Chinese, Japanese, Korean, Polish, Spanish (Mexico), Danish, Swedish, Finnish, Bahasa, Norwegian, Thai, Estonian, Turkish	✓	✓
Any additional language can be added on demand	✓	✓
Multi-currency support	✓	✓
Map ERP currencies to ISO standards	✓	✓
Individual customer language preferences are stored as a cookie in the web browser	✓	✓
Calendar: configure first day of week	✓	✓

CONTENT MANAGEMENT

	Sana Commerce NAV & 365BC	Sana Enterprise NAV & 365BC
Edit Sana texts and content pages directly where they are used (WYSIWYG) using the in-site editor	✓	✓
Translate, enrich and create texts using the in-site editor	✓	✓
Navigation editing using the in-site editor	✓	✓
Adjust colors, images and styles using the theme editor via the in-site editor	✓	✓
Web-based Sana Admin: always available via internet	✓	✓
Control multiple web stores from one Sana Admin, multilingual	✓	✓
Product enrichment: manage rich product descriptions	✓	✓
Manage content and news items	✓	✓
Manage email templates	✓	✓
Manage images and documents	✓	✓
Create custom (product) navigation	✓	✓
Import navigation based on the product categories in your ERP system	✓	✓
Assign navigations to different placeholders	✓	✓
Multilevel and multicolumn menu presentations	✓	✓

CONTENT MANAGEMENT

	Sana Commerce NAV & 365BC	Sana Enterprise NAV & 365BC
Preview of content changes	✓	✓
Manage FAQ items	✓	✓
Set styles for company logo, background image, border and fill colors (gradient)	✓	✓
Store styles as theme to match corporate identity	✓	✓
Manage common site settings	✓	✓
Redirects (web aliases)	✓	✓
HTML/CSS/JavaScript injection possibilities	✓	✓
Customer segmentation	✓	✓
A/B testing: measure conversion and success changes	✓	✓
Abandoned cart e-mails (REQUIRES MAILCHIMP OR DOTMAILER ADDON AND CREATION OF TEMPLATE)	✓	✓
HTML editor including management of allowed tags	✓	✓
Product images from ERP	✓	✓
Product attachments from ERP	✓	✓
Order attachments from ERP	✓	✓
Web shop filters: filter products, customers, contacts and sales agents.	✓	✓
Content blocks on system pages	✓	✓
Replacement tags	✓	✓
Start/end-date for content blocks	✓	✓
<Code> content block	✓	✓
Name content Blocks	✓	✓
A tooltip icon displayed if it's possible to apply a customer segment	✓	✓
Show Content Elements in Full Width	✓	✓
Adding navigation items to the account dashboard	✓	✓

CONTENT MANAGEMENT

	Sana Commerce NAV & 365BC	Sana Enterprise NAV & 365BC
Configurable cookie bar in Sana admin (You can change the position of the cookie bar and its design)	✓	✓
Dynamic date fields in customer segments	✓	✓
Flexibility in how discounts are displayed (show unit/ sales price/ discount amount or percentage)	✓	✓
Link in Sana admin to our feedback website	✓	✓
Customer Type (B2C and B2B)	✓	✓

SECURITY

	Sana Commerce NAV & 365BC	Sana Enterprise NAV & 365BC
Manage Sana Admin users	✓	✓
Partial/full SSL security support	✓	✓
SQL injection attacks	✓	✓
Cross site scripting (XSS)	✓	✓
Credential stored as salted hash	✓	✓
Preventing Brute-force attacks	✓	✓
Reset Sana admin password	✓	✓
SALT added to encrypted data	✓	✓
Define specific password requirements: minimum length/ password strength	✓	✓
Define specific password requirements: Sana Admin users & web store customers to use strong passwords. (min. allowed password length & password strength)	✓	✓
Google reCAPTCHA	✓	✓
HTTP Strict Transport Security (HSTS)	✓	✓
Possibility to disable the upload of design packs/extension packages and disabling the “debug ERP request” in live environments	✓	✓
Sana Admin – Login Session Expiration	✓	✓
Enable and Disable Uploading Design Packs and Extensions in Sana Admin	✓	✓
Enable and Disable Management of Web Store Domains	✓	✓
Enable and Disable Debugging of ERP Requests in Sana Admin	✓	✓

PERFORMANCE, UPTIME AND SCALABILITY

	Sana Commerce NAV & 365BC	Sana Enterprise NAV & 365BC
Scalable to serve more concurrent visitors	✓	✓
Possibility to feed different data (catalog, customers, orders) from different ERP systems into one web store	✓	✓
Offline mode	✓	✓
Load balancing support (max. 2 active servers)	✓	✓
Load balancing support (unlimited active servers)	✗	✓
Warm spare support (1 active server, 1 passive server)	✗	✓
Support for two processor cores	✓	✓
Support for unlimited processor cores	✗	✓
Hosting support for one data center	✓	✓
Hosting support for unlimited data centers	✗	✓
Advanced cache: save data that doesn't change frequently	✓	✓
Lazy loading of lists and images	✓	✓

INTERFACING

	Sana Commerce NAV & 365BC	Sana Enterprise NAV & 365BC
Smart real-time integration with ERP, reuses all the business logic and data from ERP	✓	✓
Fully documented e-business connector API allowing for implementation of custom connections to ERP, PIM, CRM	✓	✓
Sana offers a REST based Webservice API to allow the implementation of an interface to third party clients	✓	✓

INSTALLATION AND MAINTENANCE

	Sana Commerce NAV & 365BC	Sana Enterprise NAV & 365BC
Overview of scheduled tasks	✓	✓
Log history task runs	✓	✓
Store configuration wizard	✓	✓
Production, acceptance and test deployment modes	✓	✓
Integrity check for Functional checks, Best practice tests, Progress monitoring	✓	✓
Data validation rules can be managed from ERP	✓	✓
Manual process requests from ERP for debugging purposes	✓	✓
Performance profiler for debugging purposes	✓	✓
Catalog overview (which products will be shown online) in ERP	✓	✓
Easy access to logs	✓	✓
Testing tool in ERP for debugging purposes: offline SOAP request testing tool	✓	✓
Web store integrity check	✓	✓

ABOUT SANA COMMERCE

Sana helps businesses all over the world reach their full potential. We offer the shortcut to e-commerce. How? Through 100% seamless integration with SAP and Microsoft Dynamics. Our e-commerce solution leverages existing business logic and data in powerful and user-friendly web stores. This lets our clients focus on improving their customer experience, streamlining sales processes, and increasing sales volume and frequency.

Sana Commerce is a certified partner of Microsoft Dynamics and SAP. Our innovative approach and strong partner network have made Sana the driving force behind over 1,200 web stores worldwide. Thanks to our extensive experience and expertise, we can offer more than just a product — we also support services such as online marketing, Search Engine Optimization (SEO) advice, hosting and design.

Future-proof your business and join our e-commerce movement.

For more information, visit www.sana-commerce.com.

2017/2018
INNER CIRCLE
for Microsoft Dynamics

2016/2017 Microsoft Dynamics
ISV of the Year
Western Europe



© 2018 Sana Commerce. All rights reserved.

This document contains proprietary information protected by copyright. No part of this document may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photocopying and recording for any purpose without the written permission of Sana Commerce.

www.sana-commerce.com | info@sana-commerce.com

