



Advanced Shopping Cart

for Microsoft Dynamics™ AX



Improve
Customer
Service



Advanced Shopping Cart combines the power of Microsoft Dynamics™ AX with Microsoft Commerce Server™ 2007 together to give companies the ability to focus on business to consumer sales. When paired with Red Maple's Advanced Credit Cards, this flexible solution will enable companies to expand the base of potential customers by allowing non-registered customers to purchase products and services.

Business Situation

Companies that use the Enterprise Portal for Business-to-Business commerce also need the ability to sell to consumers. Likewise, they need additional functionality to accept online payments.

Solution

With Advanced Shopping Cart for Microsoft Dynamics™ AX, companies have the ability to increase the functionality of the product over the internet, accept credit card payments and easily sell to one-time users.

Companies that use the internet to generate sales from a broader customer base typically use a shopping cart system to allow customers to select and purchase the items they would like to buy. With Red Maple's Advanced Shopping Cart, those companies can expand the functionality of Microsoft Dynamics™ AX to include integration with Microsoft Commerce Server™ 2007.

Business-to-Consumer Functionality

With Advanced Shopping Cart, companies can expand their consumer base by adding new customers. Currently, Microsoft Dynamics™ AX's Enterprise Portal only supports known users. If an unknown user wishes to purchase items, the Enterprise Portal requires registration and approval before proceeding. However, with Advanced Shopping Cart, guests may purchase goods without having to register prior to shopping by using Microsoft Commerce Server™ 2007. In turn, Advanced Shopping Cart follows best practices for commerce by giving users the option to register when they are ready to check out.

With Business-to-Consumer functionality, companies can expand their base of potential consumers by allowing anyone to purchase products. Likewise, Microsoft Commerce Server™ provides a robust range of enterprise features for companies needing expanded functionality for an eCommerce business.

Microsoft Commerce Server™ 2007 Integration

Advanced Shopping Cart is integrated to Microsoft Commerce Server™ 2007 in the following ways:

- **Catalog Management.** While Microsoft Dynamics™ AX contains catalog management features, Advanced Shopping Cart provides a direct integration to Microsoft Commerce Server™ 2007's catalog functionality. This integration makes alternative items and "upsell" capabilities available.
- **Customer Integration.** Companies can provide special pricing and other functionality via Microsoft Commerce Server™ 2007 by using the information already contained within Microsoft Dynamics™ AX. As a result, current information such as billing and delivery addresses are easily updated no matter what the source.
- **Order Integration.** When an order is generated within Microsoft Commerce Server™ 2007, the order is automatically created within Microsoft Dynamics™ AX. Users can select to automatically convert orders into Sales Orders, or wait and approve them individually.

Credit Card Integration

For companies that want to accept payments via credit card, Advanced Shopping Cart integrates with Red Maple's Advanced Credit Cards to provide credit card functionality over the world wide web. With properties to set what type of credit card transaction should be performed and when, companies can expand their revenue capability by allowing customers to purchase immediately.

Best of Breed Functionality

With Advanced Shopping Cart, your company gets the best of both products' strengths. With Microsoft Dynamics™ AX, companies get the power of distribution and trade features. While, with Microsoft Commerce Server™ 2007, your company can utilize the best commerce technology available on the market today.

Conclusion

Companies looking to expand their consumer base on the internet can turn to Advanced Shopping Cart for Microsoft Dynamics™ AX. With additional functionality, integrations, and development flexibility, Advanced Shopping Cart is a great toolset. For more information, please contact your Microsoft Dynamics™ AX partner or visit us on the internet at www.redmaple.com.

Quick information



What Modules are Required?

Microsoft Dynamics™ AX Trade and Logistics
Microsoft Commerce Server™ 2007

What Modules are Optional?

Red Maple's Credit Card Essentials
Red Maple's Advanced Credit Cards



Who do I contact to get a demonstration or purchase?

Contact your Microsoft Dynamics™ AX partner for pricing, demonstrations and purchasing information.



Are you on the Internet?

More information about our products can be found at www.redmaple.com.

