Sana Commerce 8.1
Solution Highlights

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More information: www.sana-commerce.com

1   Introduction

Sana Commerce is the e-Commerce solution built for Microsoft Dynamics® NAV & Microsoft Dynamics® AX. Sana Commerce is available for any type of web store, both B2B sales portals and B2C retail store fronts. With the Sana Commerce Starter Site, a web shop can be implemented within a few days. By using the Software Development Kit (SDK), Sana Commerce can be customized to any extend by our SDK Partners.

The Sana Commerce Framework can be delivered with the Sana Commerce - Provider, Sana Commerce – NAV Connector or with the Sana Commerce – AX Connector. In combination with the Provider, Sana Commerce interfaces with Dynamics on a scheduled basis and can be used as a stand-alone e-Commerce platform. This way, the platform is able to scale to manage large numbers of concurrent users. The Sana Commerce Provider fully uses its own business logics and comes with interfaces to synchronize all required data with any ERP system (with NAV by default).

Architecture - real-time interface

Architecture – scheduled interface using the Sana Commerce Provider
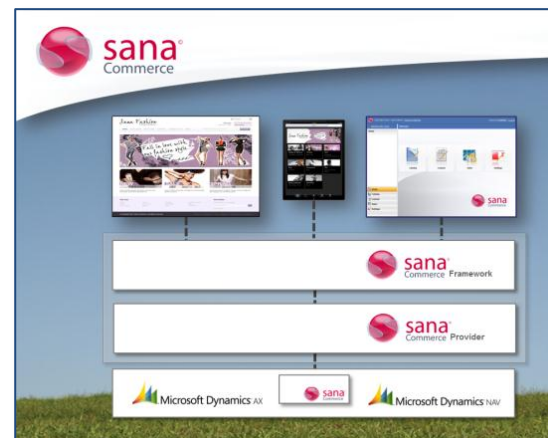
The Sana Commerce NAV or AX connector delivers a real-time, full integration with your Microsoft Dynamics ERP system. Sana Commerce combined with this connector is optimized for B2B scenarios, as all customers view their own customer specific prices, discounts and order details exactly as they are defined in Dynamics. This setup instantly accesses all business logic and data which are already in place within Dynamics.

The Sana Commerce Starter Site provides a full functional, out of the box e-Commerce solution. It contains all features to run a web store and can simply be extended and customized to meet customer specific business needs; see the feature list in this document for more details. The Starter Site is part of the Sana Commerce Framework, which is the basis of each Sana Commerce implementation.

The Sana Software 'Software Development Kit' (SDK) includes libraries and sample code (the Starter Site) which can be further developed using Microsoft VisualStudio®. Technical documentation, including installation manuals, can be found on the Sana Software Online Help pages at http://help.sana-software.com. Sana Commerce partners can use the SDK to do any customization or extension that is required by their customers.

Sana Commerce provides a solid foundation of modular subsystems that have been extensively tested for scalability, reliability, performance, and security. Custom web business applications can be built on top of this infrastructure in any .NET language available, significantly reducing development, deployment, and maintenance costs while minimizing risks.

The solution is based on the Microsoft .NET Framework 4.0 and written in C#. It uses all of the latest features like WCF and ASP.NET AJAX. Developers can take advantage of the powerful features of Microsoft .NET 4.0 combined with Sana Commerce subsystems to use the functionality of Sana Commerce.

All Sana Commerce subsystems (Customer, Basket, Order and Catalog) are exposed through the Sana Commerce .NET API. The .NET API allows seamless integration into ASP.NET applications and its advanced features greatly simplifies development.

2   Sana Commerce 8.1 - Feature list

2.1   General framework features

Design, branding and content

- Home page, news items, contact form and content pages
- Implement any custom design through flexible master pages
- W3C compliant HTML

Business scenarios

- Business-to-Consumer (B2C)
- Business-to-Business (B2B)
- B2X scenario, combining B2C and B2B

Localization

- Multilingual frontend
- Multilingual product catalog
- Standard languages: English, Dutch, German, Portuguese, French, Italian, Swedish
- Any additional language can be added
- Multi-current

Catalog and store

- Category landing pages, displaying content, product selections and category highlights
- Product overview pages, displaying selection of products
- Breadcrumb
- Product enrichment from Sana back office
- Multiple product images using carousel and zoom-in
- Import products in navigation tree
  - Automatically setup navigation based on category structure
  - Automatically generate pages and product sets
- Product information from Dynamics;
  - Description
  - Prices (including action prices)
  - Inventory indicator
  - Product variants
  - Cross-sell/up-sell: related products

Shopping basket

- Basket miniature on all store pages
- Popup showing latest added products upon adding new product
- Thumbnail image per order row
- Save basket as a template
- Checkout offers below the shopping basket
- Remove products and modify quantities in basket

Faceted search

- Lucene-based – high performance
- Customized keywords search, sorting, filtering and facet options
- New product sets filter system based on the search engine
- Filtering by colors, sizes
- Search on item number, title, rich product description

Checkout

- Customer registration
- Select / create billing - and shipping address
- Define products for check-out offer
- Check-out delivery & service content panel
- Set comment, requested delivery date and customer reference for an order
- Order confirmation e-mail
- SSL security support

Payment

- Payment gateway for integrating any online payment method or PSP
- PayPal 'PayFlow' and 'Express Checkout' support;
- DIBS PSP support
- DocData PSP support
- Authorize.NET PSP support
- On site payment method selection
- Payment costs per payment method
- B2B (pre)payment support

B2C features

- Newsletter (un)subscribing
- Wishlist
- Rating & Reviews
- Tell a friend
- Last viewed products
- Print friendly pages

Front-end Editor

- Edit Sana texts and content pages directly at the place they are used (WYSIWYG)
- Create missing texts
- Navigations editing
- Adjust colors and styles using the theme edit

Customer service

- Contact us form
- Change password and forgot password
- View company details
- View and change customer details
- Quick order based on item number 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)
- View order history
- View outstanding amounts

SEO

- Friendly browser title
- Friendly URLs
- Canonical URLs
- Meta description management
- Search Engine friendly HTML
- Automatic XML site map generation

Web Analytics

- Google Analytics Tracking code
- Google Analytics Order data tracking

Marketing actions

- Order and order line discounts using Dynamics discounting rules
- Coupons/ promotion codes (discount on total shopping basket amount as fixed amount or as a discount percentage)

Web service API

- Connect 3th party solutions using the API
- REST style architecture

Content management

- Web based: always available through internet
- Control multiple web stores from one back office, multilingual
- Product enrichment: manage rich product descriptions
- Manage content & news items
- Manage e-mail templates
- Manage images & documents
- Create custom (product) navigation
- Import navigation based on the product categories in your ERP system
- Assigning navigations to different placeholders
- Multilevel & multicolumn menu presentations
- Preview of content changes

Site management

- Set styles for company logo, background image, border and fill colors (gradient)
- Store styles as theme to match corporate identity
- Manage common site settings
- Manage backoffice users
- Manage payment methods
- Redirects (web aliases)
- Overview of scheduled tasks
- Enable/disable pricing, stock and ordering presentation per audience (B2B, B2C, B2X)

Installer

- Ready to Deploy installation
- Store configuration wizard
- Production, Acceptance, Test deployment modes

Application health check

- Functional checks
- Best practice tests
- Progress monitoring
- Custom pluggable checks

2.2   Specific features of the Sana Commerce (SQL) Provider

Interfaces

- Product import
- Inventory import
- Order export

Sales & Catalog

- Define product sets based on product groups or custom product selection
- View sales orders
- Catalog overview

Checkout

- Shipping costs based on order total
- Shipment method selection

Site management

- Manage VAT-rates for shipping cost and payment cost
- Manage shipment methods and shipping costs

2.3 Specific features of the Sana Commerce - NAV Connector

Customer management

- Manage shop accounts in NAV
  - Link account to NAV customer
  - Link account to NAV contact
  - Link account to NAV salesperson

Configuration

- Configuration settings for multiple web stores on one NAV company.
- Set catalog filter per web store

Product management

- Set product visibility for web store on item card
- Manage related products (using the substitutions table in NAV)
- Configure product attributes for product pages
- Manage product descriptions (using the 'extended text' field on the item card)

Ordering

- Recognize web store Orders and Quotes

Sales Agent functions

- Sales agent logon (sales agent can order on behalf of customer)
- Create order (quote) for a prospect
- Edit an (placed) order which is open in NAV

Sales Agents iPad App

- Order taking
- Catalog browsing
- Order history
- Offline modus
- Quick Order

Additional NAS connectors

- Scalable to more concurrent commerce portal visitors
- Connect multiple NAV companies to a single Sana Commerce implementation

Order management

Manage orders in NAV using standard NAV functionality, results are automatically available to the web store

3 Specific features of the Sana Commerce - AX Connector

Customer management

- Manage shop accounts in AX
- Link account to AX customer
- Link account to AX contact
- Link account to AX sales responsible (Sales Agent)

Configuration

- Configuration settings for multiple web stores on one AX company.
- Set catalog filter per web store

Product management

- Set product visibility for web store on item form
- Manage related products
- Configure product attributes for product pages
- Manage product descriptions (using the item presentation form)

Sales Agent functions

- Sales agent logon (sales agents can order on behalf of customer)
- Create order (quotation) for a prospect
- Edit an (placed) order which is open in AX

Sales Agents iPad App

- Order taking
- Catalog browsing
- Order history
- Offline modus
- Quick Order

Ordering

- Recognize web store Orders and Quotations

Order management

Manage orders in AX using standard AX functionality, results are automatically available to the web store

4 Screenshots

The screenshots below illustrate the features of the Sana Commerce Starter Site. The artwork was made for demo purposes based on the standard NAV demo data.
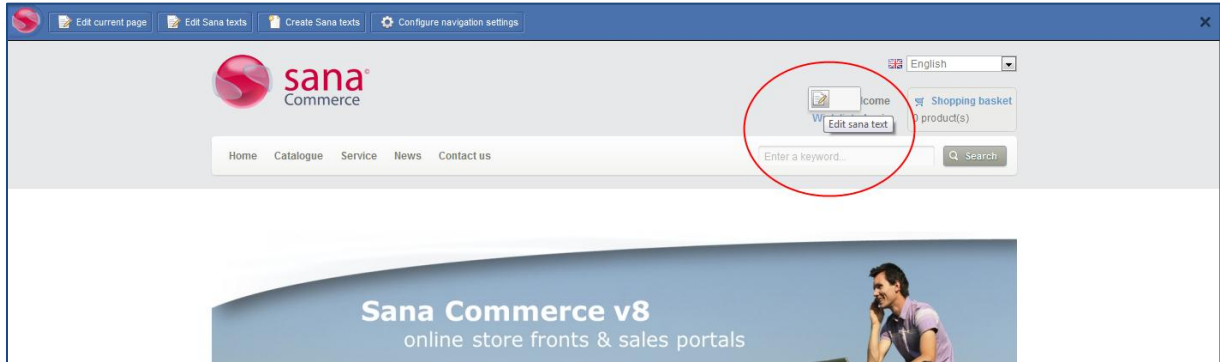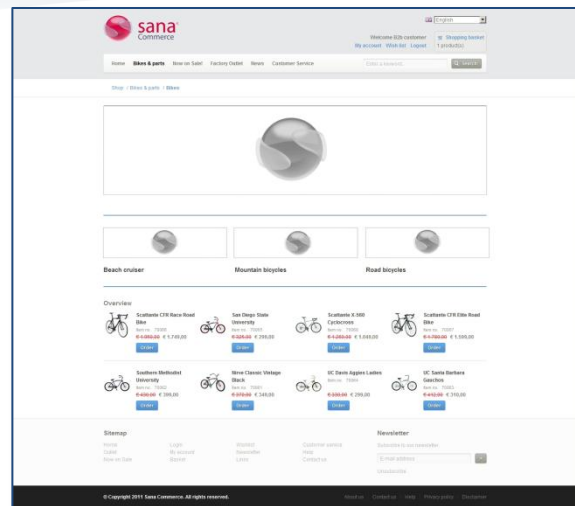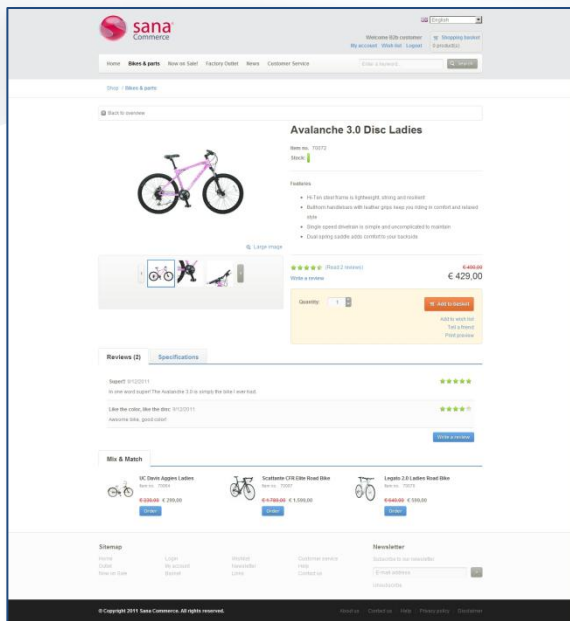

Front-end editor to edit content from within the webshop's store front. Buttons for direct editing of page and Sana text or configuration of navigation. Popup (upon hover, see red circle) for all texts and images which can be edited on-the-spot.
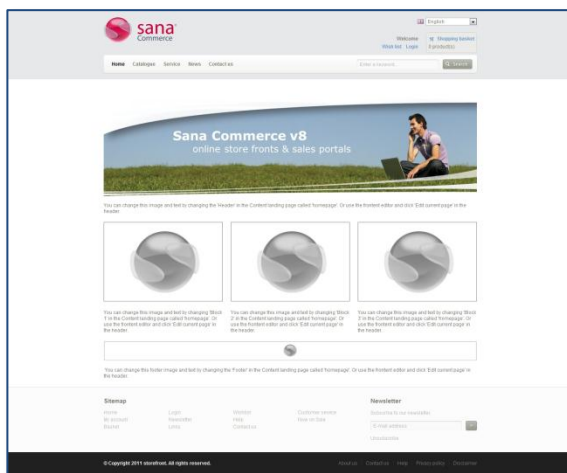
Starter Site homepage, with newsletter subscription and language selection dropdown
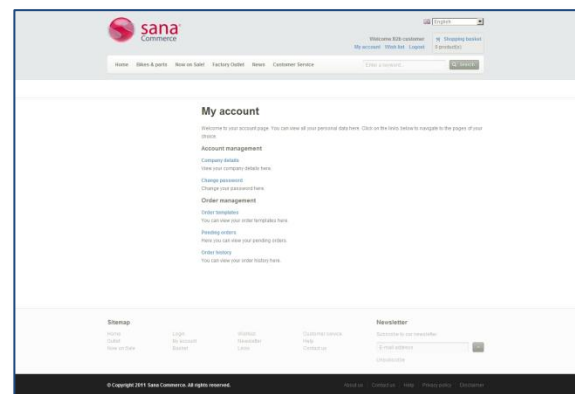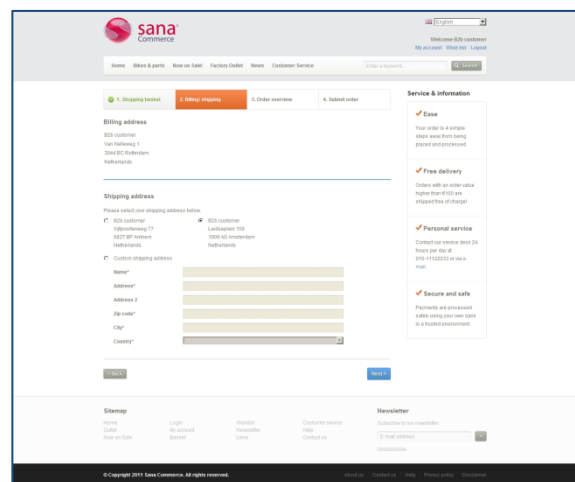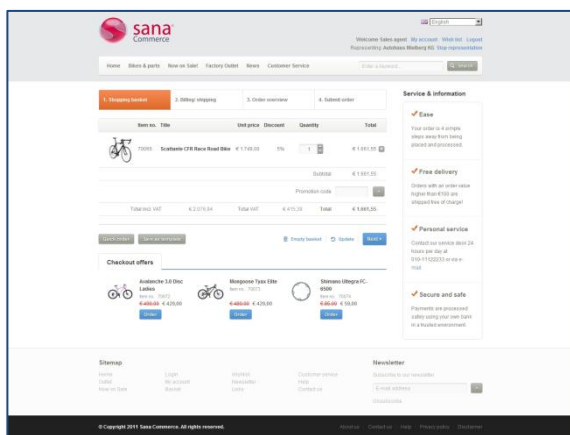

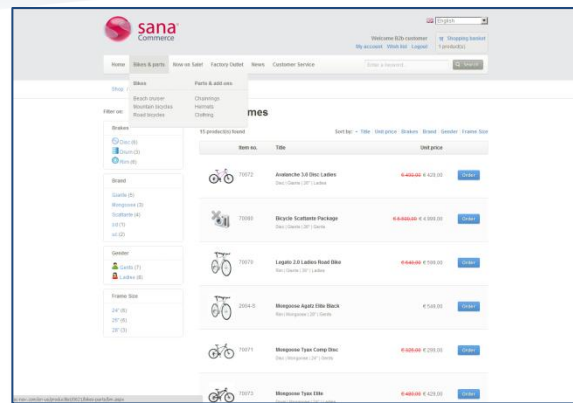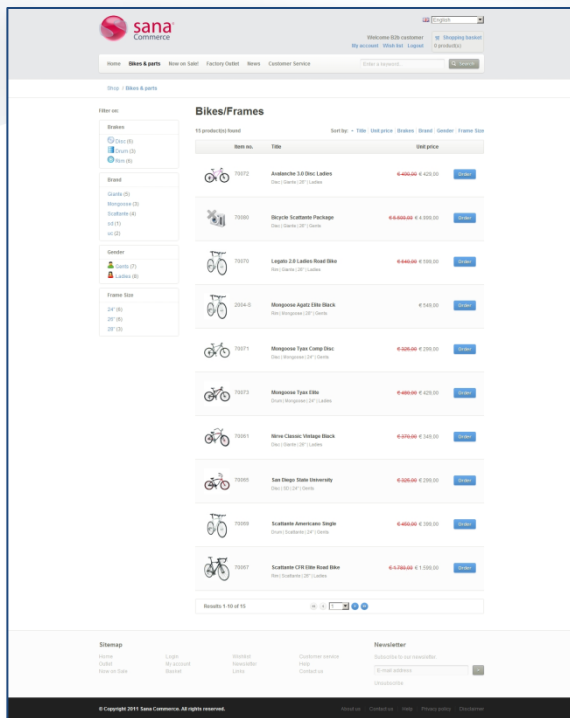*My account page for company details, template orders, overview of pending orders and order history*

Product detail page, description, related items and inventory indicator, rate & review, wish list, tell-a-friend, specifications, image carousel.


Product landing page, with html block, automatic (sub) category banners and product sets

Overview of the order in the order check-out process; right margin content to improve conversion

Customer registration page

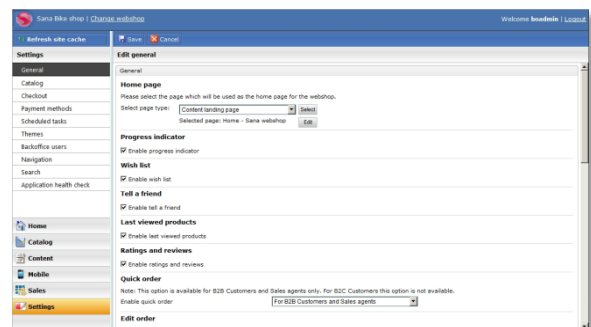Van Nelleweg 1 | PO Box 13043 | 3004 HA Rotterdam | P +31 10 243 6030 | www.sana-software.com

Product list page, including faceted search

Multi-level navigation panel,
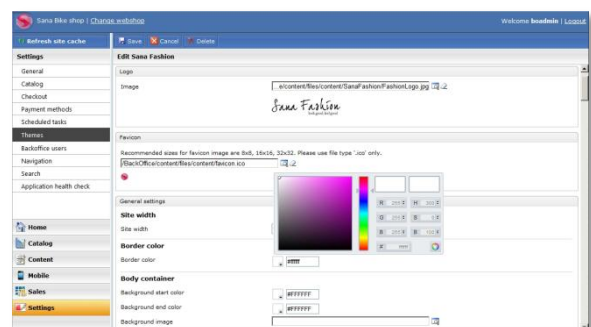*configurable to single level pop-out sub menus*
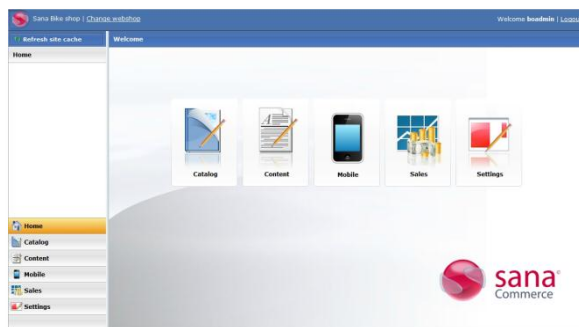
Web based back office for content management
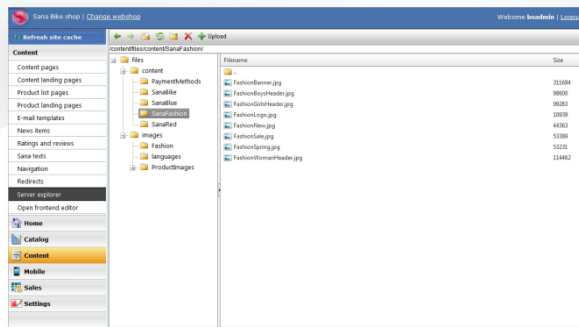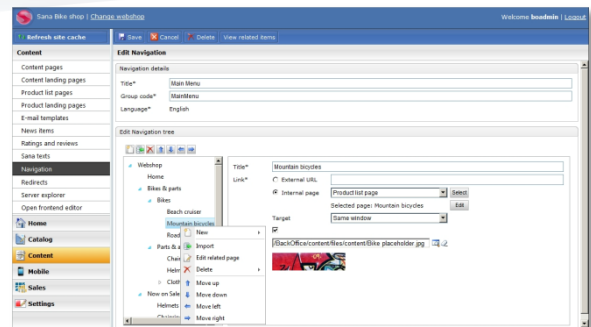

Site management
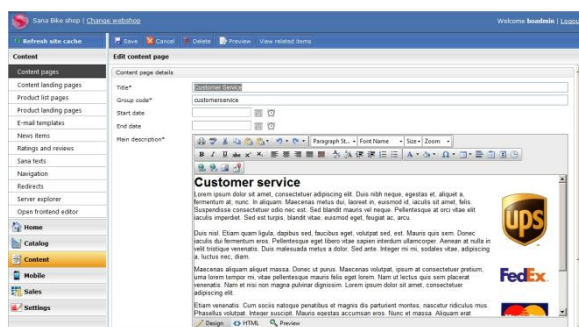
Rich text editor

Advanced theme creation

File manager

*Navigation tree management
(including automated product and category import)*

5   Technical specifications

5.1   General framework specifications

Architecture and Code Base	• Modular/3 tier architecture • .NET Framework 4.0 • Written in C# • Transparent provider model for easy extensibility/ flexibility • Multiple stores running on the same code base (Multi-store)
Performance, availability and tuning	• Performance tuned caching • Follows Microsoft best practices • Error handling and logging • Health monitoring support • (automated) Database cleanup
Scalability	• Failover web farm support
Database Server Support	• SQL Server 2005/2008 Standard and Express
SDK	• Ready to run Starter Site including source code • Backoffice application for managing content and product enrichments including source code • Using Telerik RadControls for ASP.NET for Backoffice controls • Creating installer package from a customized SDK project • Sana Commerce framework API documentation • Hands on labs for developers • Hands on labs for content developers

5.2   Detailed specifications for the Sana Commerce - NAV Connector

Scalability	• Multi NAS and Multi NAV company support
Database Server Support	• Native C/Side support • SQL Server 2005/2008 Standard and Express
Interfacing	• Windows Communication Foundation (WCF) Service • NAV2009 Web Services • Navision Application Server (NAS) • NAV code units, tables and forms • Manual Sana Commerce requests processing for easier debugging • Sana Commerce module enabling/disabling

5.3 Detailed specifications for the Sana Commerce - AX Connector

Interfacing	- Business Connector (AX 4 SP2 & AX 2009 SP1) - Windows Communication Foundation (WCF) Service (AX 4 SP 2 & AX 2009 SP1) - Application Integration Framework (AX 2009 SP1) - Manual Sana Commerce requests processing for easier debugging

5.4 Language support

NAV	English
Backoffice	English
Frontend (Starter Site)	- English - Dutch - German* - Portuguese* - French* - Italian* - Swedish* *These, and other languages are available as language pack (on demand). We may ask you to help with checking the translations during the final stage of the language pack creation.*

5.5 Software requirements

5.5.1 General framework requirements (for Sana Commerce (SQL) Provider, NAV Connector and AX Connector)

Operation system	MS Windows server 2003 R2, 2008 or 2008 R2
Framework	.NET Framework 4.0
Supported Browser	We do support the latest versions of the following browsers at the moment of release: Internet Explorer, Chrome, Mozilla Firefox and Safari. We do support the previous browser versions of Internet Explorer, Chrome, Mozilla Firefox and Safari when they have a usage of more than 5% based on stats from: http://gs.statcounter.com/ All other browsers versions are not supported.
Database	SQL Server 2005/2008 Standard or Express

5.5.2 Specific requirements for the Sana Commerce - NAV Connector

Microsoft Dynamics® NAV	• Supported versions: 5.1, 2009 SP1, 2009 R2* • Supported localization W1, NA** • Navision Application Server (NAS) (only for 5.1) • Granule 2140 – Microsoft Dynamics® NAV 2009 and Granule 9100 – Microsoft Dynamics® NAV Server (only for NAV 2009 SP1 & NAV 2009 R2) • Granule 2510 – Microsoft Dynamics® NAV External Connector *Sana can work with older versions. Contact us if you are working with another NAV version.* **Contact your NAV Partner if you are using a different localization. They can merge the W1 localization to your localization.* *Keep in mind to reserve time in your project planning for package creation.*

5.5.3 Specific requirements for the Sana Commerce - AX Connector

Microsoft Dynamics® AX	• Supported Versions: AX 4 SP2, AX 2009 SP1, AX 2012 * • .NET Business Connector • Windows Communication Foundation (WCF) Service • (Optional) Application Integration Framework (AIF) (AX 2009 SP1, AX 2012) • External Connector or sufficient light user licenses *Contact us if you are working with a different AX version.*

5.6 Hardware requirements

The hardware requirements for usage with the provider or connector are different. Please find the minimum requirements for each scenario in the next paragraphs.

5.6.1 Requirements for the Sana Commerce – (SQL) Provider

Web server	• Dual Core Intel (preferred: Xeon) • 2 GB of RAM • 40 GB
Database server	• Dual Core Intel (preferred: Xeon) • 4 GB of RAM • 40 GB hard disk

5.6.2 Requirements for the Sana Commerce – NAV or AX Connector

Web server	• Single Core Intel (preferred: Xeon) • 2 GB of RAM • 40 GB hard disk
Database server	• Single Core Intel (preferred: Xeon) • 2 GB of RAM • 40 GB hard disk

When using the NAV or AX connector it is also possible to combine the web and database server on 1 machine. The minimum requirements are defined below:

Web and database server (on 1 machine)	• Dual Core Intel (preferred: Xeon) • 4 GB of RAM • 80 GB hard disk