



# DynamicsCART: An E-commerce portal on Microsoft Dynamics platform

Dear Readers,

Today, 67% of Millennials and 56% of Gen Xers [prefer to shop online](#) rather than in-store. Businesses are understanding that going online gives them a competitive edge.

But if you are still handling orders over phone calls or emails, you are wasting your time. Your target market is online and you must be present where your target audience is. By 2026, [Morgan Stanley expects](#) India to have 475 million online shoppers, up from 60 million in 2016.

Buying experience plays a key role in purchase decisions. So, we offer a well-made user-friendly e-commerce portal, [DynamicsCART](#), that uses the business information from Dynamics ERP. It is integrated with Microsoft Dynamics ERP platform.

*DynamicsCART is more than just an e-commerce portal. Here's how:*



#### Dynamics ERP integration

- Leverage data stored in the database on the DynamicsCART
- Up-to-date overview of order history, pending orders, current availability of products



#### Sales and Marketing

- Cross sell and up sell your products
- Complementary product recommendations to customers
- Reactivate abandoned shopping carts, create vouchers and conduct time limited campaigns



#### 24/7 self-service portal

- Reduction in error rates
- Create customer specific catalogues
- Clients can easily place orders, view order information and manage their account information at any time.



DynamicsCART gives you a perfect opportunity to increase your revenues & process sales orders proficiently. It helps you broaden your brand reach and provides with many marketing opportunities. Deliver consistent shopping experiences across different channels and for different devices. Deploy it for both B2B and B2C portals.

For full functionalities of DynamicsCART, [get in touch](#) with us.

#### 5 benefits of integrating e-commerce portal and ERP

E-commerce has changed the way the businesses function and the customers purchase. The online stores offer diverse benefits to businesses as well as customers. But maintaining an online store can become a tedious job if not done carefully. Often, businesses have an ERP system and e-commerce platform working separately. Initially they run smoothly, but once [Read More](#)

#### 4 signs that tell you to integrate your ERP software and e-commerce portal

Is it becoming difficult to match your sales on your e-commerce portal and those in your ERP? Are you not able to get the real-time picture of the available products on your e-commerce website? If you have nodded to every question in positive, then you should think of integrating [Read More](#)

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#### [Microsoft Office 365 now has 120 million business users](#)

*Are you one of them? If not, we can help you in becoming one!*

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301-303, Brooklyn Tower, Nr. YMCA Club, SG Highway, Makarba, Ahmedabad-380051

Sales & Support: 079 66118960

Mail: [sales@intech-systems.com](mailto:sales@intech-systems.com)

Web: [www.intech-systems.com](http://www.intech-systems.com)

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