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Korcomptenz



# Microsoft Dynamics 365 Commerce Compared to the Competition

There's no shortage of eCommerce platforms on the market, from open-source solutions like WooCommerce to enterprise platforms like Salesforce Commerce Cloud. Choosing the right one can seem daunting when every retail and eCommerce company has unique needs and goals, not to mention back-end systems and processes, and every platform has its strengths and weaknesses.



# Key Questions Every Retailer Should Consider



● How serious am I about true omnichannel sales?

● How am I going to integrate with my ERP and accounting software?

● How am I going to support my call center and customer service teams?

● Do I need a solution that also supports in-person Point of Sale purchases?

● What about order management after an order is placed?

● What other systems like my CRM are going to be impacted?

● What is the total cost of ownership including licensing and implementation?

● What other benefits can I achieve with the right platform?

# Microsoft Dynamics 365 Commerce

The Only Unified Omnichannel Solution on the Market



# Microsoft Dynamics 365 Commerce Comparison Chart



## Core Features

Every eCommerce platform needs to display products and accept orders but checking out a customer is just the first step in the fulfillment process. Retail organizations looking to optimize their order management and delivery process need to look beneath the surface, and ensure their platform of choice supports end-to-end order management, online, in person, and on the phone.

|                         | Microsoft Dynamics 365 Commerce | Salesforce Commerce Cloud | Shopify | Adobe Magento |
|-------------------------|---------------------------------|---------------------------|---------|---------------|
| <b>B2B commerce</b>     | Yes                             | Yes                       | Yes     | Yes           |
| <b>eCommerce</b>        | Yes                             | Yes                       | Yes     | Yes           |
| <b>Point of Sale</b>    | Yes                             | No                        | Yes     | No            |
| <b>Call Center</b>      | Yes                             | No                        | No      | No            |
| <b>Order Management</b> |                                 |                           |         |               |
| Distributed OM          | Yes                             | Yes                       | Yes     | Yes           |
| Intelligent OM          | Yes                             | No                        | No      | No            |

## Payments and Fraud Protection

Taking payments is the easy part in modern commerce. Ensuring those payments are from actual customers and aren't fraudulent is the new challenge. Smart retail organizations will select a platform of choice that includes robust payment options including split payments and built-in fraud protection.

|                                     | Microsoft Dynamics 365 Commerce | Salesforce Commerce Cloud        | Shopify                       | Adobe Magento                 |
|-------------------------------------|---------------------------------|----------------------------------|-------------------------------|-------------------------------|
| <b>Online Payment Processing</b>    | Yes                             | AppExchange Integration required | Yes                           | External integration required |
| <b>Integration Fraud Protection</b> | Yes                             | External integration required    | External integration required | Yes                           |
| <b>Split Payment Plugin Support</b> | Yes                             | Yes                              | Yes                           | Yes                           |

## Out of the Box Integrations

A commerce platform is just one part of your technology stack. Chances are, your organization has many others and keeping them in sync is becoming increasingly important if not challenging. Before you select a commerce platform of choice, be sure it fully integrates your existing or planned software, easily and efficiently.

|  | Microsoft Dynamics 365 Commerce | Salesforce Commerce Cloud | Shopify | Adobe Magento |
|--|---------------------------------|---------------------------|---------|---------------|
| <b>ERP</b>                               | Yes                             | No                        | No      | No            |
| <b>CRM Sales, Service, and Marketing</b> | Yes                             | Yes                       | No      | No            |
| <b>Analytics</b>                         | Yes                             | Yes                       | No      | Yes           |

## Customer Loyalty and Promotional Features

It's no secret that loyal customers drive more revenue and repeat business, or that innovative promotions are a huge part of a successful retail strategy. A modern commerce application needs to do both, across all channels and touch points.

|                                   | Microsoft Dynamics 365 Commerce | Salesforce Commerce Cloud | Shopify               | Adobe Magento |
|-----------------------------------|---------------------------------|---------------------------|-----------------------|---------------|
| <b>Integrated Loyalty Program</b> | Yes                             | Limited                   | External app required | Limited       |
| <b>Discounts and Promotions</b>   | Yes                             | Limited                   | Yes                   | Limited       |
| <b>Price Controls</b>             | Yes                             | Yes                       | -                     | -             |
| <b>Product Recommendations</b>    | Yes                             | Yes                       | Yes                   | Yes           |

## Web Content Management and Design

Retail moves fast and modern eCommerce sites can be updated dozens of times a day, launching new products, special categories, offers, and more. Can your eCommerce platform support all of your content management needs and then some?

|                              | Microsoft Dynamics 365 Commerce | Salesforce Commerce Cloud | Shopify | Adobe Magento |
|------------------------------|---------------------------------|---------------------------|---------|---------------|
| Headless CMS                 | Yes                             | Yes                       | Yes     | No            |
| Reusable Page Templates      | Yes                             | Yes                       | Yes     | Yes           |
| Content and Design Fragments | Yes                             | Yes                       | Yes     | Yes           |
| Publishing Controls          | Yes                             | Yes                       | Yes     | Yes           |

## Thinking Ahead to the Next Generation of Retail

Your choice of eCommerce platform is a critical component of your strategy, but today's customers demand more. Contact us at [sales@korcomptenz.com](mailto:sales@korcomptenz.com) to learn more about the latest retail trends and how Microsoft Dynamics 365 Commerce can offer you a significant competitive advantage.



Seamless Fulfillment



Centralized Inventory Management



Fraud Protection



Cross Channel Analytics



Centralized Operations



Connected omnichannel Solution & Built-in Content Management System



Frictionless Transactions



Customer 360 degree



Distributed Order Management



Pricing, Promotion and Loyalty Management



B2B and B2C Scalability



Optimized Merchandising & Channel Management and Centralized Inventory Management



Endless Aisle

# Unlock the Potential in Your Business

Microsoft Dynamics 365 Commerce is a powerful, flexible, intelligent platform that helps unlock the potential in your call center and throughout your operations. The world's only unified, integrated omnichannel solution helps grow revenue, increase retention and loyalty, and empower your staff with a complete solution for Call Centers, Point of Sale, eCommerce, and even Social Media and Marketplaces

# Taking the Next Step



**Korcomptenz** is a Microsoft Gold Partner with extensive experience in the retail industry. We focus on solving business challenges and providing competitive advantage by maximizing return on investment on best-in-class software. Korcomptenz offers a wide range of services tailored for the retail industry designed to improve customer experience, increase engagement, and drive revenue. We can help you implement proven next-generation strategies like the extended aisle, experiential kiosks, and interactive digital displays to drive purchases online and in-store. Contact us today at [sales@korcomptenz.com](mailto:sales@korcomptenz.com) to schedule a complimentary consultation.

## Offerings

➤ Omnichannel transformation

➤ In-store transformation

➤ Customer experience, engagement, and loyalty

➤ Warehouse and fulfillment optimization

## Services

➤ Strategic and technology consulting

➤ Platform implementation and configuration

➤ Subject matter expertise support

➤ Management and maintenance

➤ Co-innovation and next generation technologies



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