
LS eCommerce – Get to know Dynamicweb

Webinar Q&A May 6, 2021

Presenters: Petur Thor Sigurdsson, Product Director, LS Retail
Brede Bjerke, VP Sales, Dynamicweb
Nicolai Gosvig, Pre Sales Consultant, Dynamicweb

Q: How is inventory handled in eCommerce? Say you have 10 in eCommerce, but on LS Central it only updates inventory when statement has been posted. What table does the inventory on eCommerce use?

A: Dynamicweb utilizes the inventory statement posted by LS Central via the ecom.api: See [here](#).

Q: Will you provide a local installer to explore the platform?

A: Yes, we can provide a demo.

Q: Does LS Central integrate to the full Dynamicweb platform, or is it for the Rapido platform?

A: LS Central integrates to Dynamicweb. Rapido is a frontend implementation built to expose data from Dynamicweb in a website/ecommerce store.

Q: Which Magento version number are you on?

A: We always support the latest version of Magento, barring a short time period to get our Magento extension up to speed. This applies to version 2.x of Magento. Version 1.9.x is not supported.

Q: How to claim Vouchers/Offer in an eCommerce site?

A: Vouchers will often be claimed with a unique ID/number submitted during the checkout. Offers, as in discounts, are automatically calculated in the cart & checkout.

Q: When orders are created on the eCommerce site, does it immediately deduct to the inventory count of store back to eCommerce?

A: It depends a bit on how you process orders in LS Central – if an item ordered via the eCommerce is automatically reserved in LS Central's inventory, Dynamicweb can reflect this in the frontend stock availability.

Q: What are other payment methods supported in eCommerce Site?

A: Dynamicweb supports a wide range of payment methods – to learn which we have a specific list available on our partner portal.

Q: As a startup, I understand from your introduction that we are not a preferred customer for Dynamicweb?

A: Our 'preferred' customer is of a certain size – in terms of revenue, number of employees, number of SKUs, and more. There is no exact number, we are more than willing to speak with an ambitious startup that has a strong digitalization plan.

Q: Does the site cater payment or still in click and collect?

A: Dynamicweb caters both online payment and click & collect.

Q: When updating items at LS Central, does it automatically publish in eCommerce?

A: If a live integration is place then yes. Item updates can also be handled with a batch update for instance every hour.

Q: In the eCommerce site, is the customer able to see a history of orders in store and online, since it is unified commerce?

A: Yes, both online and 'offline' orders (for instance phoned or email orders) that are entered into ERP can be viewed in the customer center.

Q: What Omnichannel services can you offer ?

A: An elaboration here is needed. If the question pertains to headless, i.e. pushing content to all channels from one place, Dynamicweb supports this.

Q: How high volume of transactions has been supported or tested?

A: We have current customers that support thousands of daily orders and several million SKUs in their store.

Q: Does Dynamicweb work with on-prem implementations?

A: Yes.

Q: Does the platform support mobile delivery?

A: Yes.

Q: Can you use or integrate with a third-party marketing platforms? We have a larger groupwide loyalty and marketing platform.

A: Yes, you can integrate third-party marketing platforms – however, Dynamicweb delivers its own marketing platform with strong embedded retargeting functionalities.

Q: How is LS Activity supported?

A: It is not supported.

Q: Does the application remain operational if the LS Central database is offline?

A: Yes.

Questions/comments submitted at registration in response to:

What is your biggest challenge or question you'd like to get answered?

Q: Is there a local installer to be given to explore the product?

A: Yes.

Q: What features does the LS eCommerce API offer?

A: Please see our documentation: <https://mobiledemo.lsretail.com/lsomnihelp/>

Q: Which eCommerce is most suitable to implement LS Retail ? Is it easy to configure ?

A: As explained on the webinar, LS Retail supports a selection of eCommerce platforms which all have their place depending on the respective merchant.

Q: How does LS Central handle payments received from Dynamicweb

A: As tenderlines on the transaction. We also support the handling of tokens.

Q: How do you handle marketplace requirements? Where are all the Market place SKUs uploaded? Can you handle more than 10M SKUs?

A: When you utilize a PIM system such as Dynamicweb PIM, you have the tools needed to push product catalogues to marketplaces. Further, the PIM will assist you ensure your product information is validated according to each marketplace's requirements, and helps you ensure your products are optimized for SEO. This will also make it easier for you to handle for instance 10M SKUs.

Q: How to predict trend in eCommerce?

A: We would of course recommend that you keep updated on the latest industry trends via the various media.

Q: What is Dynamicweb? Is it available on SaaS/ Microsoft AppSource?

A: Dynamicweb is a SaaS platform that delivers eCommerce, PIM, CMS & Marketing in an all-in-one platform integrated with your Microsoft Dynamics or LS Central ERP.

Q: How customizable is Dynamicweb to cater for customer's preference for GUI layout and content management?

A: Frontend is fully customizable, the backend can also be customized to certain degrees with for instance new functionalities.

Q: How to integrate LS Central with eCommerce?

A: Dynamicweb offers a standard integration component aligned with the feature offering of LS Omni.

Q: Current integration with LS Central Membership Management

A: Dynamicweb is capable of integrating membership data.

Q: Seamless integration between eCommerce and ERP system with less performance impact on the transactions (both web and direct)

A: Dynamicweb supports this.