

Dynamics 365 Commerce

Unified Omnichannel Platform for Global
Expansion

Unifying operations across markets with AI-driven insights and cloud-native scalability

Key Takeaways

- Unified omnichannel platform for seamless global expansion
- AI-driven insights enable smarter decisions and forecasting
- Cloud-native scalability reduces infrastructure investment
- Seamless Microsoft ecosystem integration for compliance
- 30% operational efficiency improvement through automation
- Maintain brand consistency while enabling local relevance

What is Omnichannel?

Microsoft Dynamics 365 Commerce unifies online, offline, and mobile channels into one seamless customer experience—delivering consistent service across all touchpoints globally.



Physical
Stores



E-commerce
Online



Mobile
Apps



Social &
Marketplaces

✓ Unified Inventory ✓ Consistent Pricing ✓ Single Customer View ✓ Seamless Checkout

Omnichannel Capabilities



Unified Analytics

Track customer behavior across all channels



Buy Online, Pick Up In Store

Flexible fulfillment options



Unified Commerce

Seamless payment processing



Inventory Visibility

Real-time stock across locations



Customer 360

Complete customer profile view



Personalization

AI-driven recommendations

What Makes It Stand Out



Unity of Trade Across Borders

Standardize operations across international markets. Manage multiple storefronts with unified [customer experiences](#) while maintaining local relevance.



Built-in Scalability

Cloud-first architecture with headless commerce. Scale quickly without compromising performance. Sustainable growth from seasonal peaks to long-term expansion.



Real-time Insights

AI-enabled visibility into demand patterns and customer preferences. Data-driven decisions that reduce stockouts and improve profitability.

Strategic Advantages in Global Markets



Cloud-Native Omnichannel

Microsoft Dynamics 365 Commerce leverages Azure for instant omnichannel deployment across regions without infrastructure investment.



Scale & Personalized Experiences

AI and advanced analytics deliver localized experiences. Custom recommendations based on cultural and behavioral characteristics boost loyalty.



Seamless Integration with Microsoft Ecosystem

Integrates seamlessly with Dynamics 365 Finance, Supply Chain Management, and Microsoft Power Platform. Single source of truth for worldwide operations.

Combined with Azure's secure and compliant infrastructure, enterprises can navigate local rules while staying agile and innovation-ready.

Dynamics 365 Commerce ROI



Automation Reduces Operating Costs

Streamlines order fulfillment, compliance, and inventory management. Minimizes manual intervention to cut errors and costs.



Better Forecasting with AI & Analytics

Predictive analytics reveal demand patterns and regional trends. Optimize campaigns and improve market responsiveness.



Uniform Branding Across Markets

Ensure consistent messaging and design while allowing regional customization. Build trust and strengthen brand value globally.

30%

Operational Efficiency Improvement

Global Expansion Use Cases



Multi-Market Entry

Rapidly expand to new regions with localized storefronts and compliance built-in.



Omnichannel Retail

Unify online and offline operations across international boundaries.



Currency & Tax

Auto-handle multiple currencies and regional tax legislation effortlessly.



Supply Chain Global

Manage inventory and fulfillment across distributed global warehouses.

Why Partner with Web Synergies?



Decades of Expertise

Implementation experience aligned with strategic objectives and regulatory compliance.



Domain Capabilities

Leverage deep Microsoft technology ecosystem knowledge for transformation.



Sustainable ROI

Enhanced efficiency, improved customer experiences, competitive edge maintained.

Transform Your Omnichannel Retail Globally

with Microsoft Dynamics 365 Commerce

Unified Omnichannel • Cloud-Native • AI-Powered • Global Compliance

Partner with Web Synergies for your omnichannel transformation

GET IN TOUCH

