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MIAMI | 2025

Unleashing Agility: Headless Commerce for Modern Business

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Agenda

- Modern commerce ecosystem
- Challenges in selling across increasing number of channels
- How Headless Commerce can help businesses
- Real-world examples:
  - Cart management with 3rd party e-commerce frontend
  - Order import via 3rd party ecommerce e.g., marketplace
  - Product feed for 3PL, marketplaces
- Questions

Modern commerce ecosystem

Omnichannel pricing & Inventory

Trade agreement
Price list
Promotions
Inventory visibility

Flexible Pricing Management

Inventory visibility

Planning

Signals
Forecast
Master Plan
Allocate stock

Demand Planning

Supply Planning

Procurement

Sourcing
RFX
SRM
On-board
Supplier communication

Procure to pay

Omnichannel Order

In Store
App
B2B Portal
Email
Call Center
Catalog
Social Media
AI Chat
Marketplace
EDI

Order capture across channels

Intelligent Order Orchestration

Returns

Drop off
Home pickup
Return in store

Reverse logistics

Distribution

Transit
Warehouse
3PL
Last mile
Device operation
Direct deliver

Warehouse Management

Transportation Management & integration

Modern commerce ecosystem

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Flexible Pricing Management

Inventory visibility

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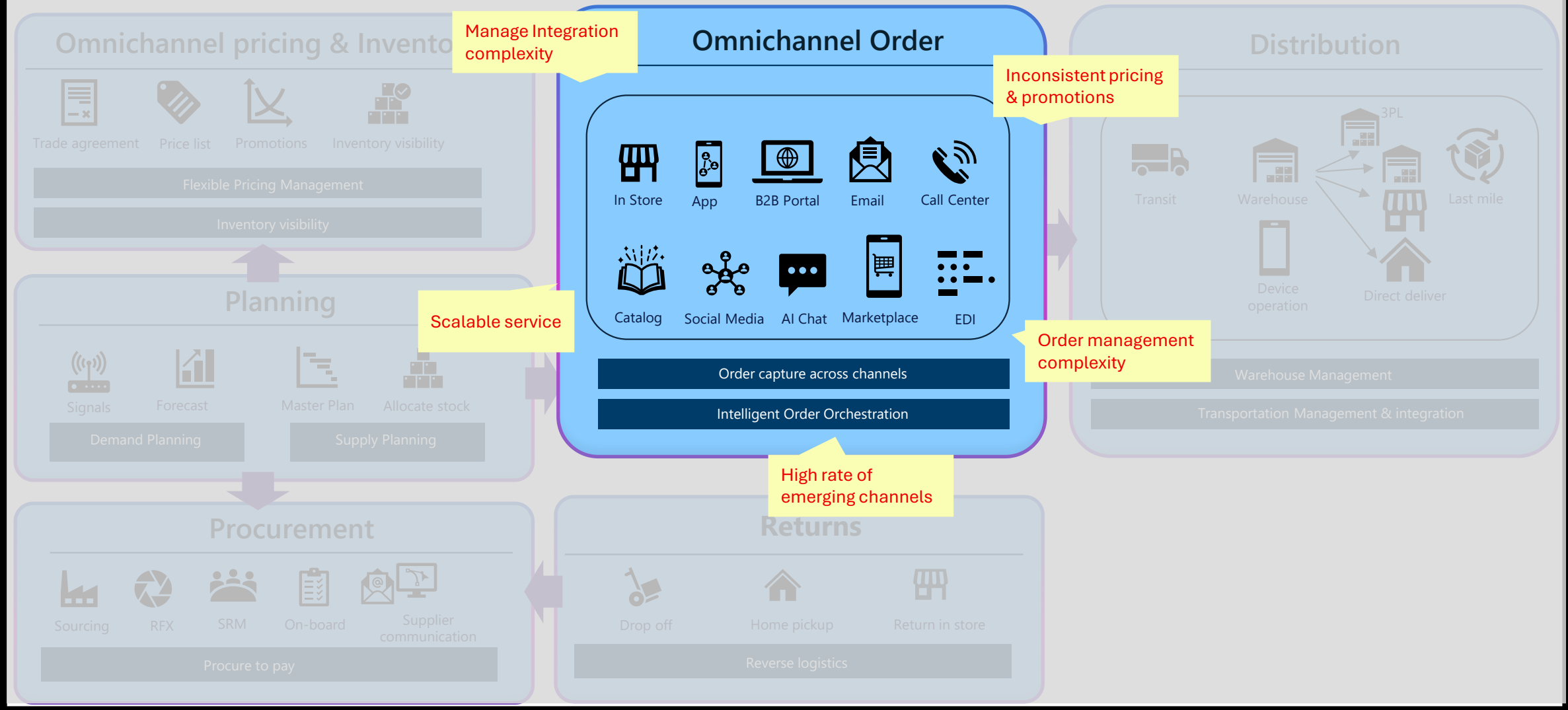

Dynamics 365 Commerce provides five, composable, feature sets to unlock true omnichannel retail operations for our customers

Composable Commerce Engine	Store Commerce Point of Sale	Digital Commerce (B2B, B2B2B, B2C)	Call Center Operations	Intelligent Order Management
Fully composable headless commerce engine enabling true end-to-end omnichannel retail operations via a composable architecture	Complete mobile, fixed and self-checkout point of sale solution to power your retail store operations in front of and behind the counter	Provide hassle free online shopping for business and direct to consumer shoppers with support for B2B, B2B2B and B2C	Work with customers over the phone and create, modify or cancel orders from across all retail channels	Ensure orders are fulfilled in the most intuitive way possible ensuring the fastest time to the customer at the lowest cost

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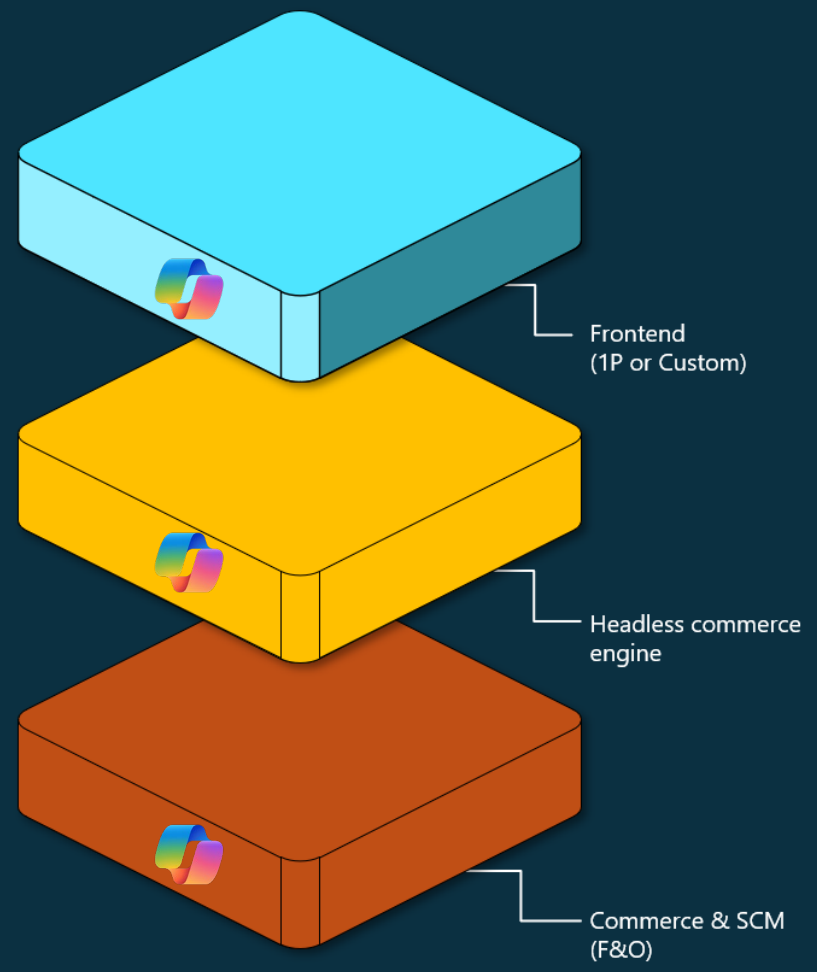
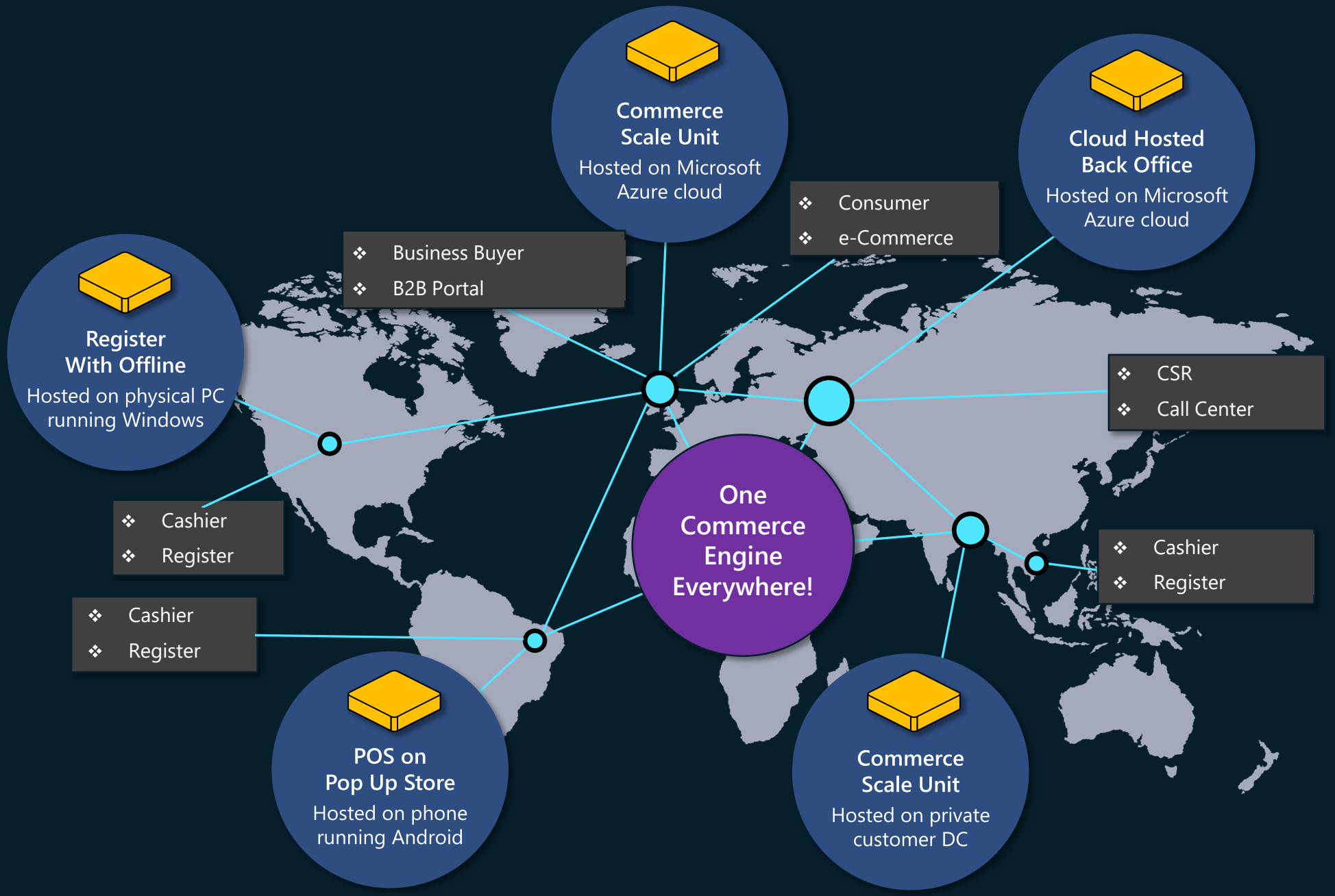
Headless commerce





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Composable Commerce Engine

Product Information

Easily define your product masters and variants and use custom attributes to manage product data in the way your business needs

Content Management

Easily manage your product media and associate it with products, including images, streaming video, PDF, DOCX, AR/MR/VR and more

Pricing Management

Configure pricing for products and share across catalogs, configure pricing thresholds and run advanced pricing simulations

Discounts & Promotions

Support for over 30 types of discounts and promotions including group affiliations and date and time bound discounts and promotions

Payment Management

Utilize native Adyen & PayPal integration for payment services, or integrate additional payment gateways with our payments SDK

Cart Management

Search, view and manage customer carts including line level adjustments and shipping configurations

Order Management

Search, view and manage customer orders including review, amend, pause or canceling an order

Order Fulfillment

Assign shipping information, track fulfillment steps, track shipping process and delivery

Tax Calculations

Set up flexible tax rules, define tax exempt customers, calculate tax during order capture, and invoicing.

Account Management

Search, view and manage customer accounts, including creation, deletion, editing details and approving new B2B business buyers

Inventory Management

Understand and assign inventory across channels and easily move inventory between channels to advance sales

Search

Integrated cloud powered search to easily find products, customers, inventory and more

Custom Workflows

Easily tailor internal commerce workflows to better serve your business users and your customers

Extensibility

Easily integrate with leading third-party services for tax management, content management, web front ends, etc.

Security & Performance

Fully secure, cloud hosted on Azure and world class performance

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Truly Composable, Replace What You Need to Run Your Business

Product Information	Content Management	Pricing Management	Discounts & Promotions	Payment Management
	sitecore			SHIFT4
Cart Management	Order Management	Order Fulfillment	Tax Calculations	Account Management
Inventory Management	Search	Custom Workflows	Extensibility	Security & Performance
	UNBXD			

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Rich Ecosystem of Extensions & Services

The following are examples of ISV extensions and services available in the Microsoft AppSource Marketplace. Click here to view them all

A/B Tasty for Experimentation

Deliver the best buying experiences for your customers with AB Tasty and Microsoft Dynamics 365 Commerce

AiFi for Self Automation

The largest AI platform empowering retailers to scale autonomous shopping solutions with 100% computer vision

Amicis for Food & Beverage

End to end Commerce solutions for quick service and table service restaurants

Annexcloud Customer Loyalty

Loyalty experience management capabilities with powerful engagement

Avalara Tax Compliance

Automate sales and use tax compliance within Microsoft Dynamics 365 Commerce

Blue Horseshoe Shipping

Minimize freight cost for parcels, LTL, and truckloads while maximizing customer service

DocuScan Invoice Automation

With DocuScan, free yourself from the hassle of paper-based receipts and gain full visibility in ERP

Experlogic CPQ

Sell complex products and services to create an exceptional shopping experience with Experlogix CPQ

K3 Fashion

K3 Fashion is a concept-to-consumer solution, embedded in Microsoft Dynamics 365, that optimizes inventory and the distribution processes

Retail Planning

Retail Pricing, Promotions, and Markdown Optimization powered by AI for Microsoft D365

SiteCore Content Hub

Combine best of breed commerce with best of breed enterprise digital asset management system

Stripe Payment Gateway

End-to-end solution for Stripe payments integration with Dynamics 365 Commerce

Tealium IQ Tag Management

Unified TAG management platform with 50+ extensions and 1000+ turnkey vendor integrations

Virto Marketplace

Expand your digital business with Virto Marketplace, a multi-vendor online marketplace platform built to natively connect with Dynamics 365 Commerce

XE Currency Data

Consume real time currency data directly into Dynamics 365 Finance for all your accounting needs

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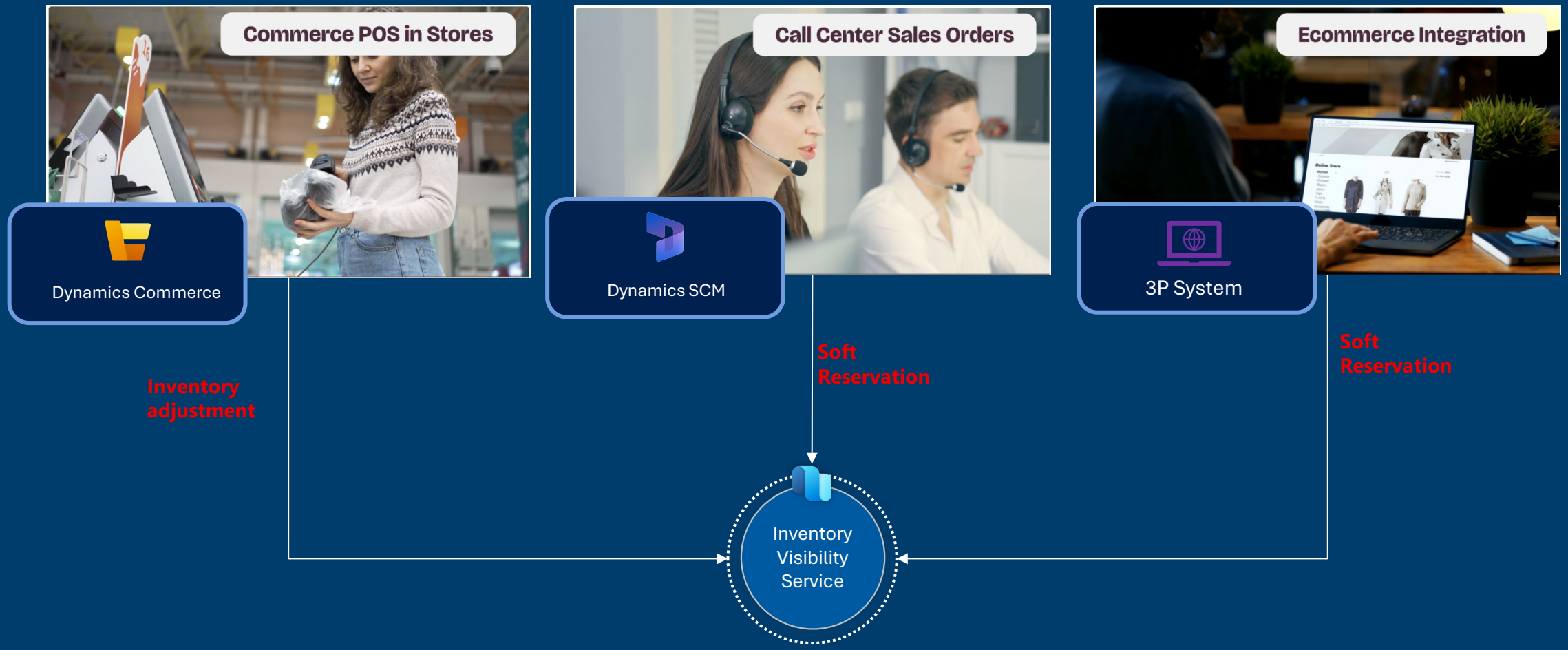
Omnichannel order promising – extended scenario



Commerce use inventory adjustment API that supports 'reservation', it is possible to set up inventory buffers for commerce

Compatiable with soft reservation from call center orders or other HQ sales orders

- Enable '*Inventory Visibility integration with soft reservation on sales order lines*' feature
- Make sure the *Availabletoreserve calculated measure* formula is set the same as your *commerce.AvailPhysicalCalc* measure

Integration Scenarios

Microsoft

Samples available on GitHub

SCAN ME

Several common scenarios are available on the FastTrack Implementation Assets GitHub repository

Detailed examples including:

- Cart management
- Order import
- Tokenization of payment authorization
- Customer management
- Inventory on-hand inquiries
- Price calculations
- Product detail export / synchronization (aka "publishing))

Dynamics 365 Headless Commerce Integration

Overview

This documentation is intended to help customers and partners kickstart and accelerate Dynamics 365 Commerce Headless Commerce integrations.

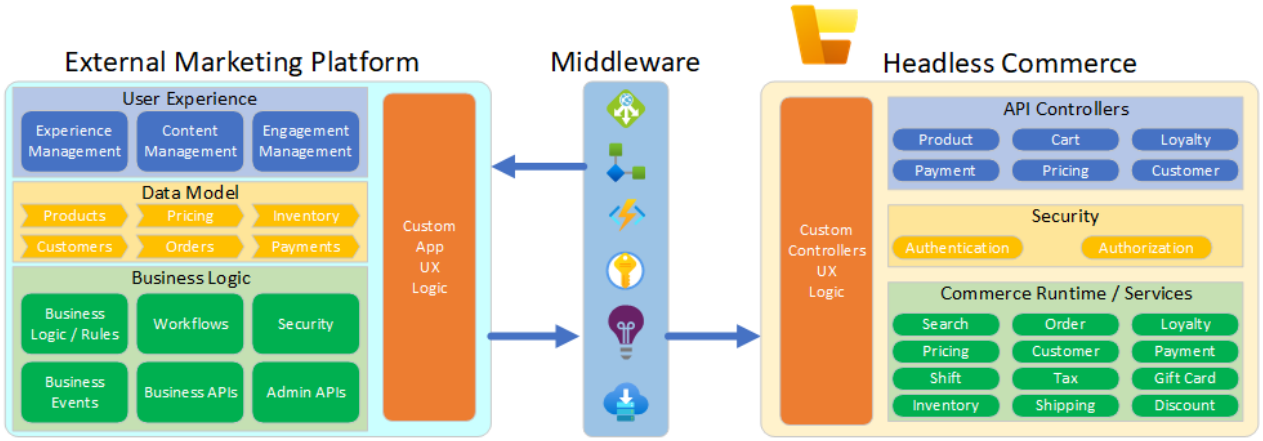
What is "Headless" Commerce?

Headless commerce is an e-commerce setup where the user interface (front-end) is separated from the back-end commerce operations. This allows for adaptable content distribution across multiple platforms such as websites, mobile apps, kiosks, and IoT devices. It empowers brands to craft distinctive storefront experiences and enables developers to utilize modular tech stacks with their preferred top-tier commerce tools.

Integrating with Dynamics 365 Commerce for a headless commerce setup leverages the strengths of both platforms to create a unified backend while providing a flexible frontend experience. This integration allows Dynamics 365 to manage operational aspects like inventory, pricing, and order management, while the third-party platform powers the user experience (UI).

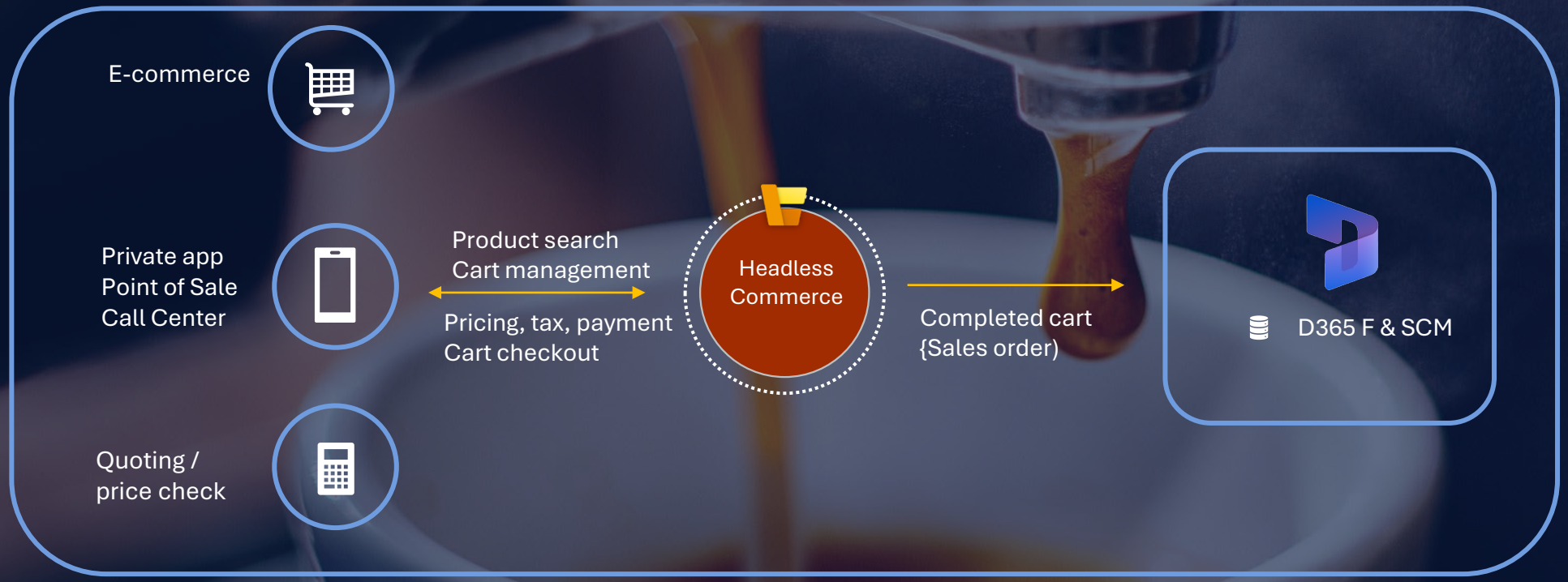
APIs synchronize data between third-party commerce platforms and Dynamics 365 Commerce, facilitating data transformation.

The Dynamics 365 Commerce Scale Unit (CSU) acts as the middle layer, connecting any app or endpoint to the backend.



More information in the Architecture documentation.

Case 1: Cart management with 3rd party e-commerce frontend



Scenario summary

- Product discovery / search
- Inventory availability
- Cart management (add to cart, change quantity, remove, checkout)
- Unified business logic: price, tax, charge calculations
- Account management
- Unified payment in D365 F&SCM

When to use

- Your selling application is extensible and allows API calls to external sources
- You want to use the full capability of the Unified Pricing Module
- You want seamless integration with D365 Finance and Supply Chain

Case 2: Order import via 3rd party ecommerce, marketplace

Scenario summary

- Completed order ingestion (better scalability than DIXF)
- Trust price, tax, discount, and charge from e-commerce (no recalculation)
- Hybrid payment (auth in e-com and capture in F&O)

When to use

- Your selling application is sealed and prohibits API calls to external sources during order capture
- Medium to high order volume
- Order sourced outside of F&SCM but needs to be fulfilled from F&SCM

Case 3: Product feed for 3PL, marketplaces

Scenario summary

- Channel-specific product catalog with extended information (translations, attributes, categories, images)
- Incremental product metadata changes reduces the load time
- Channel-specific pricing

When to use

- Product information needs to be replicated outside of F&SCM.

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QUESTIONS

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