



POWERED BY  DUG

DYNAMICS CON

LIVE

MAY 2024

The central graphic is a large, multi-colored starburst shape. Inside the starburst, the text "POWERED BY" is in yellow, followed by a small logo consisting of three colored arrows (purple, green, blue) pointing towards each other, and the word "DUG" in yellow. Below this, "DYNAMICS CON" is written in large, bold, yellow 3D block letters with a rainbow gradient. Underneath that, "LIVE" is written in the same style. At the bottom of the starburst, "MAY 2024" is written in yellow. The background of the starburst is a gradient of purple, pink, and blue.



What's new in Commerce in 2024



Speakers



Kelly Mazur
Marketing & Microsoft Partnership
Evenica



Anne Krupke
Sr Product Marketing Manager
Microsoft



Agenda

- Wave cycle overview + resources - Anne
- POS - Kelly
- B2B - Anne
- Payments - Kelly
- Copilot - Anne
- Digital Commerce - Kelly
- Q&A





Wave cycle

Anne K



New feature release process

2 waves per year (dates are version GA)

- Wave 1: April – September
- Wave 2: October – March

4 service updates (versions) per year

- Must take at least 2

Feature deprecations announced as part of versions

- Announced at least a year in advance



Feature states

Preview

(blank)

On by
default

Mandatory



Resources

Release Plans

Announces each wave

What's new or changed

Announces each version

Blogs

Summarizes wave and version releases

TechTalks

Deep dives on features after releases

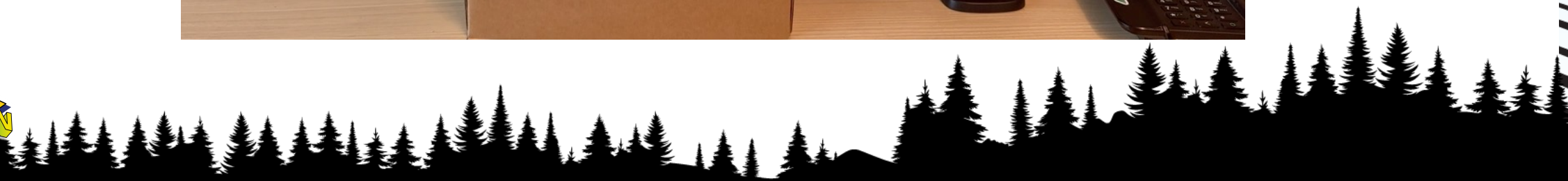
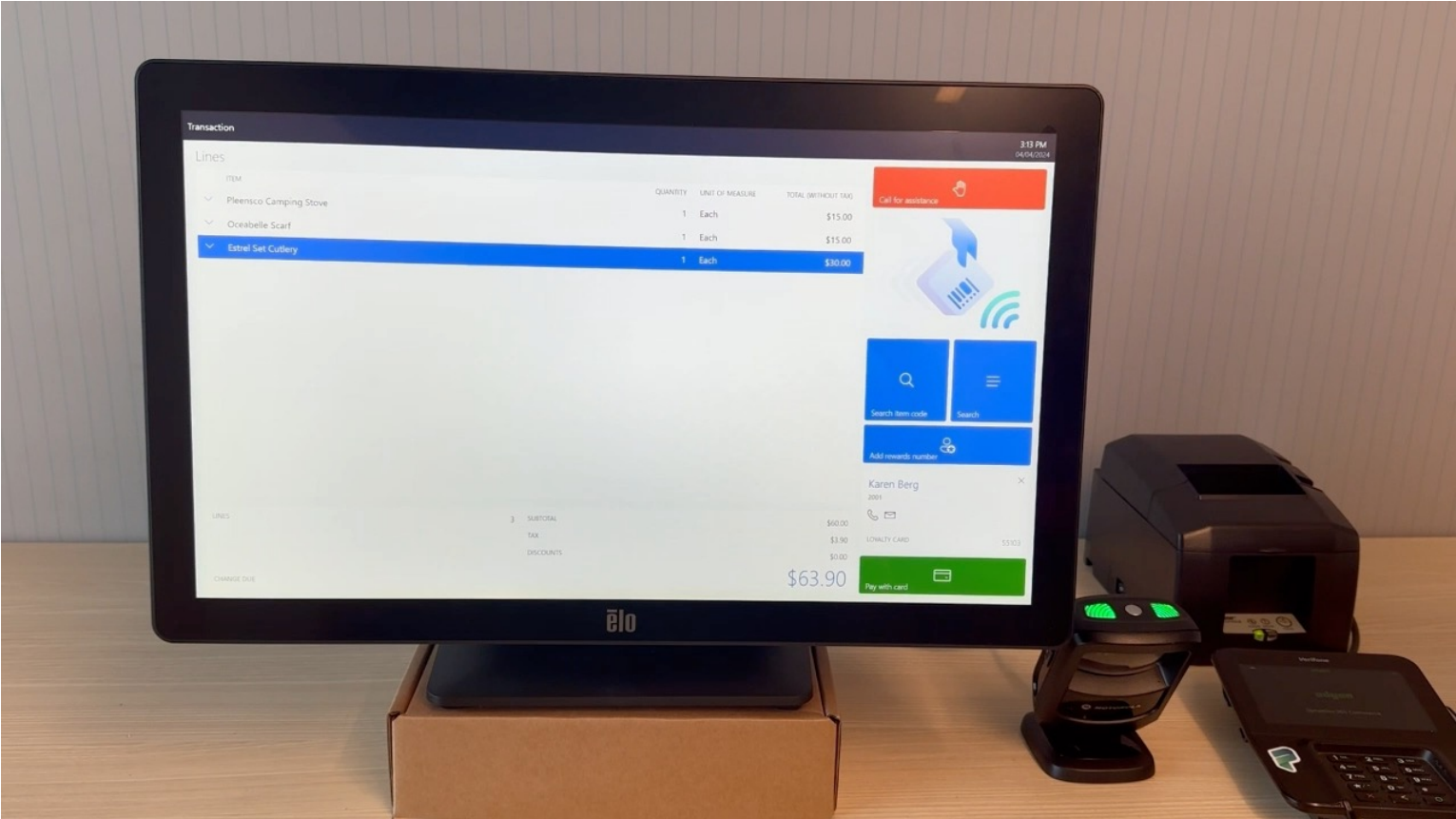


Point of Sale

Kelly

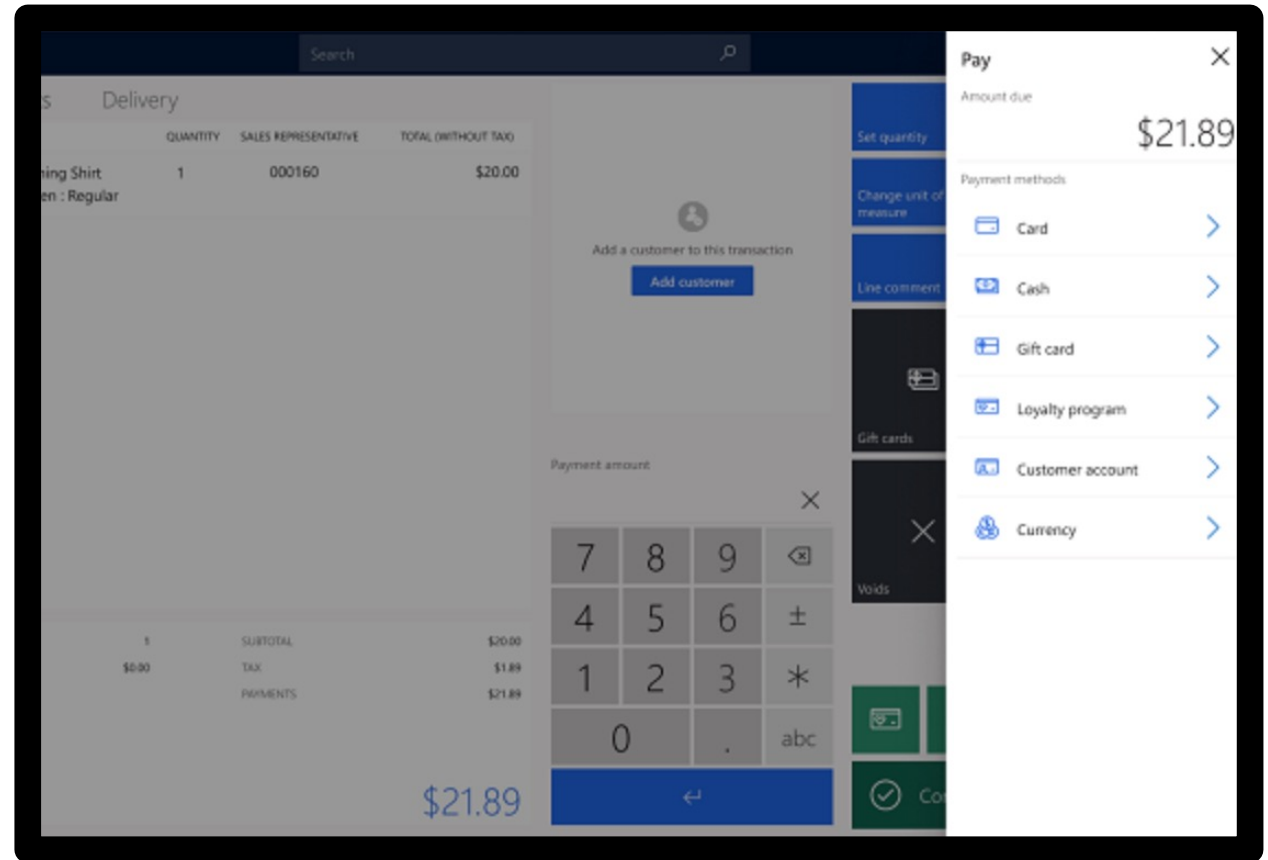


Store commerce self-checkout



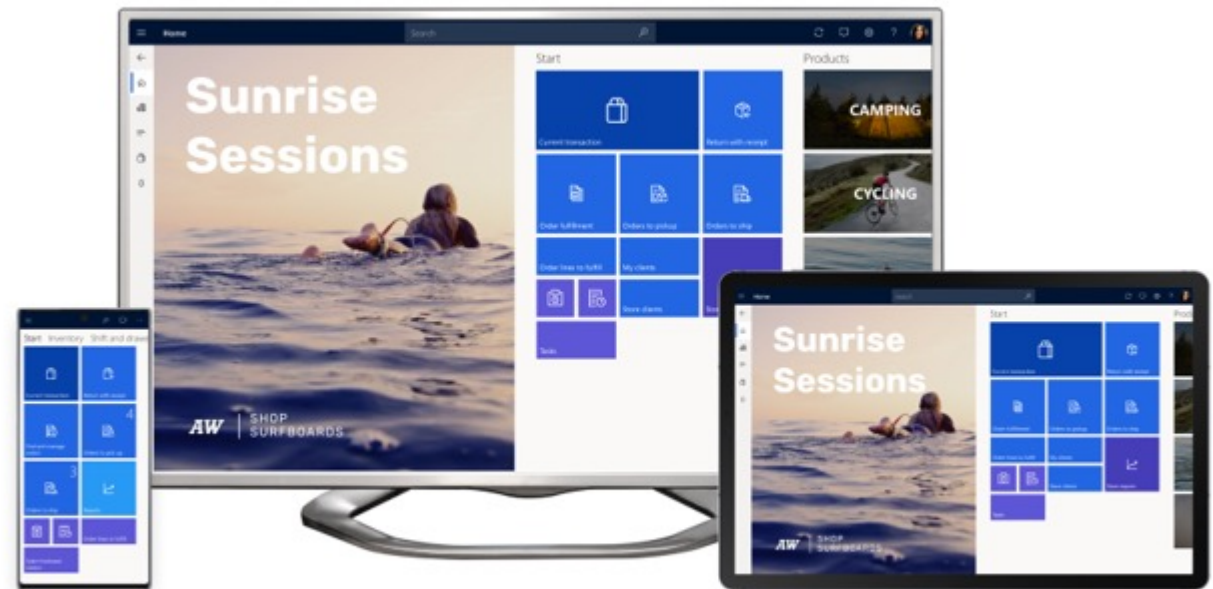
Check out faster with optimized payment flows

- Updated interface for POS payment flows saves time at checkout
- 'Exact payment' options to quickly send the checkout to the payment terminal or process an exact-change payment
- "Smart denominations" offer logical cash grouping payment options a shopper is likely to use



Adyen Tap to Pay on iPhone

- Enables store associates to accept contactless payments directly on an iPhone running Store Commerce for iOS. Shoppers can simply 'tap' to make a payment with their NFC supported credit cards or mobile device digital wallets.



Bar code scanning improvements

- Product data is now cached in POS when you add products to the cart, resulting in a significant performance improvement
- POS makes a Commerce Scale Unit (CSU) call in the background for product data older than one hour to ensure that the cache contains the latest data



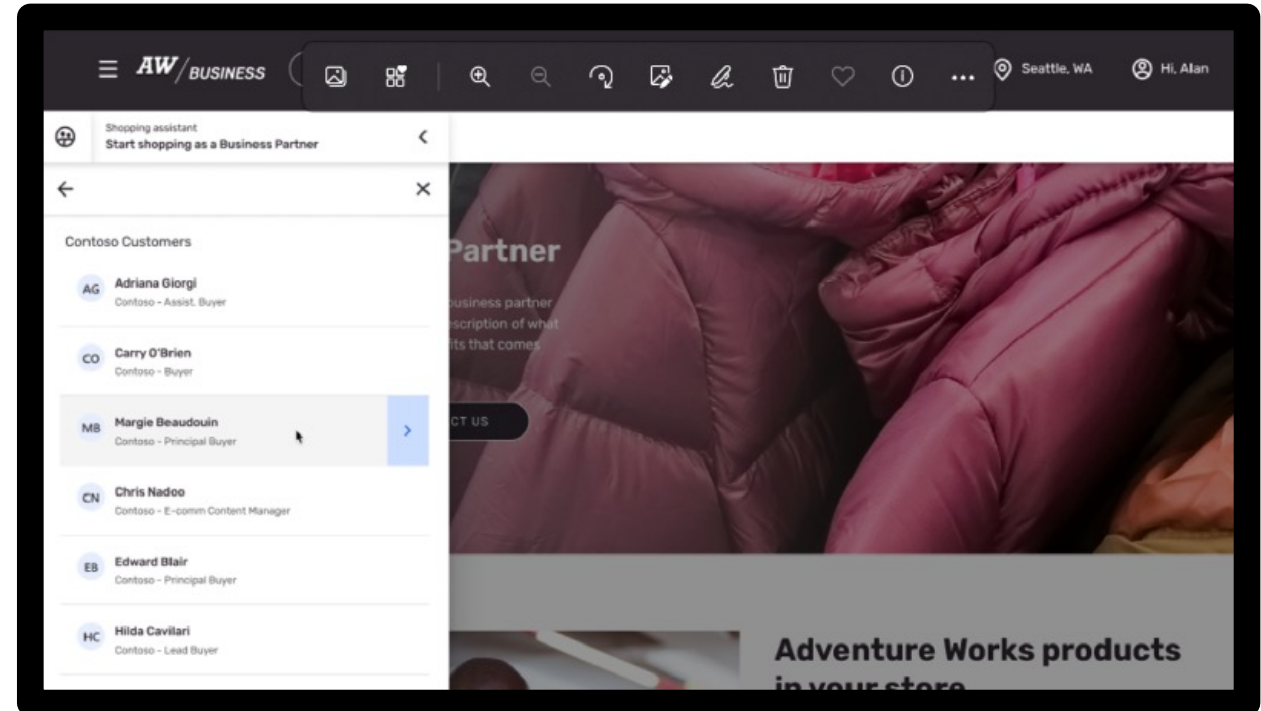
B2B

Anne



On behalf of ordering, order templates, and catalogs

- Allow B2B sellers (aka Distributor) to order OBO their clients (aka buyers or partners) or allow account managers to place orders on behalf of their buyers
- Manage order templates OBO their clients for repeat orders and relate order templates to catalogs
- Review order history for quick reordering
- Schedule their order for a specific delivery date for the order or sales order line



Payments

Kelly



Aggregated payments workspace

- Simplifies analysis of payment configurations and comparison of settings across your legal entity
- Provides options to review all call centers, online stores, and retail stores, and provides a view of various payment connector settings
- Adjust and save columns in the grid per saved view, and print from the workspace
- Payment-related quick links so you can quickly navigate to key configuration pages in Commerce HQ



Copilot

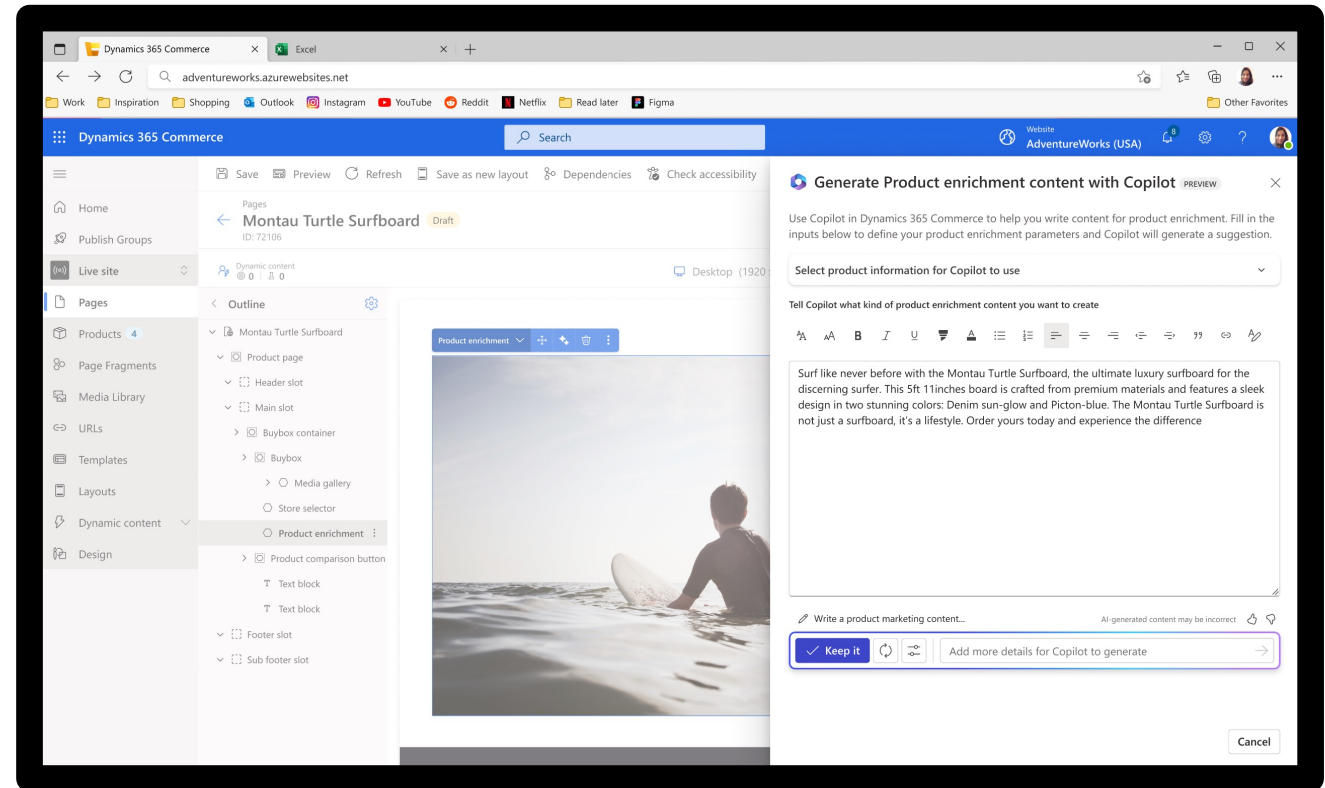
Anne



Enrich e-commerce site content with Copilot

Craft compelling, persuasive, and engaging content for product listings for online commerce, with an aim to drive discoverability and conversion. It allows merchandisers to optimize for search engines while tailoring the content for their customers, brand, and voice.

- Migration to Cognitive API (CAPI)
- Cross-geo availability
- Support for additional languages
- Qualitative feedback for copilot experience



Digital commerce

Kelly




Google Pay on Adyen

- Dedicated "Google Pay" module to offer Google Pay solution for regular (nonexpress) payment in the online cart checkout process
- Uses the direct Google Pay API approach, differing from the Iframe structure used by the common payment module.
- Addresses browser limitations from Google and will support direct express checkout experiences in future iterations.



Google Pay





Q&A