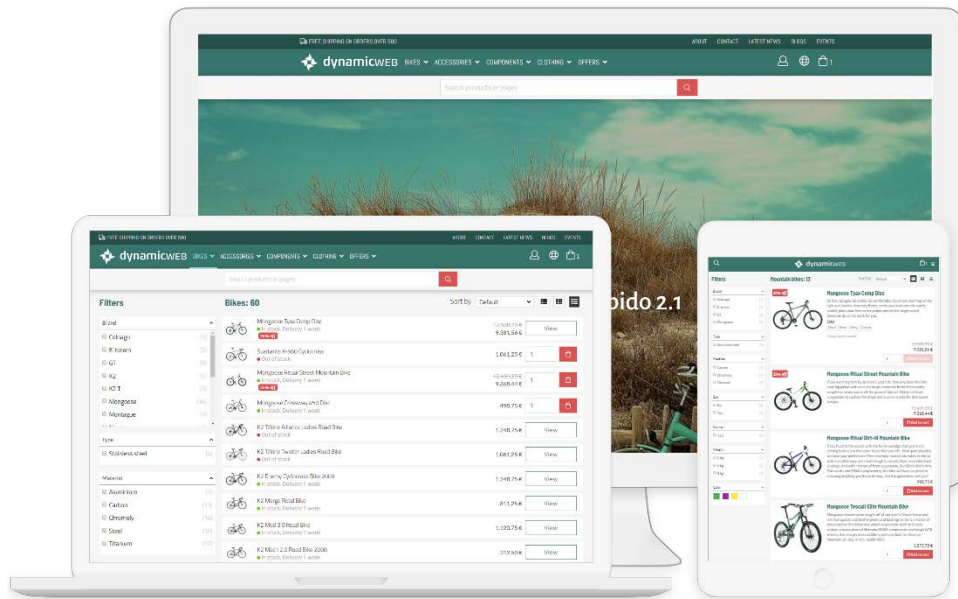# Rapido = Successful projects delivered on time!

Implementation framework to improve time-to-market, reduce risk and development time with Dynamicweb projects.

Dynamicweb + Rapido = The Power Couple

Dynamicweb is the market leading platform combining Ecommerce, CMS, Marketing and PIM. Rapido is our framework that helps you to get the platform implemented faster. Combined, it's your new solution ready to accelerate your digital business

Reduce project risk and time
The technical implementation approach is configuration over coding, so our customers can benefit from lower project risk and faster implementation.

Empowering end-users
Empower end-users to accomplish more without coding. Rapido has a lot of pre-prepared widgets and let you configure the rest – without involving a programmer every time.

Less coding – more configuration
Configure the overall website design and layout with brand colors, fonts, call-to-action buttons, colored ribbons, image filters and more. Extend with custom code, if needed.
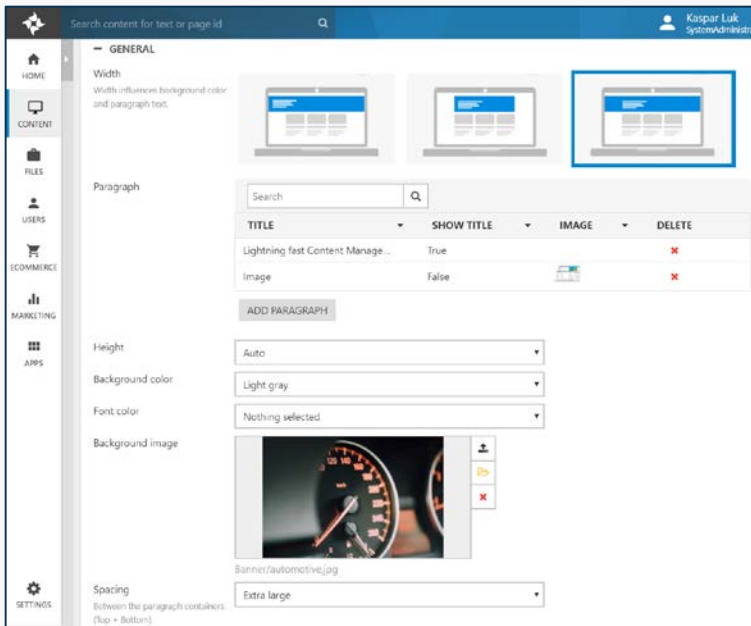
Makes upgrades easier
Rapido is continuously being enhanced with new functionality. Upgrading to newer versions is relatively easy, as long as modifications are done using our extensibility framework.
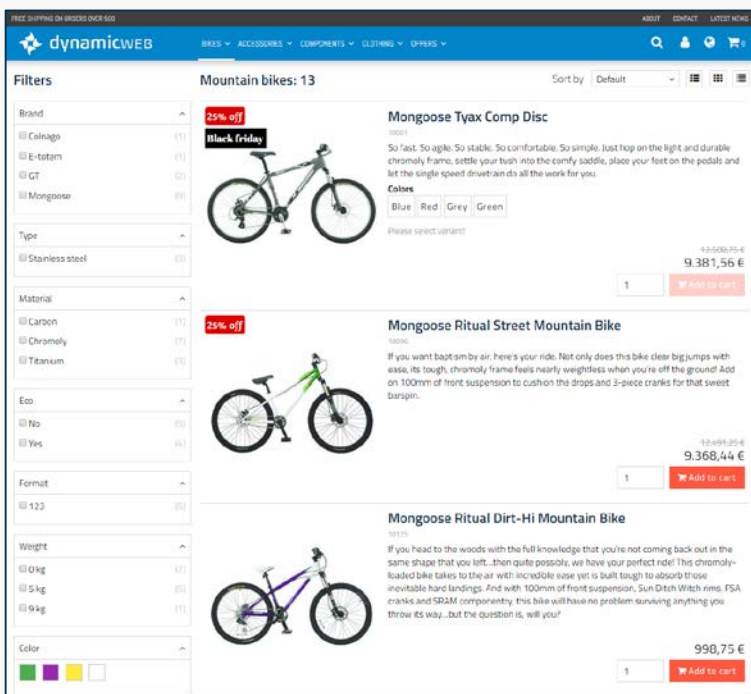
Rapid deployment through best practice

Dynamicweb offer a best practice implementation framework, that reduces risk and allow you to deploy an enterprise ready ecommerce solution in a fraction of the time. Our solution can be deployed out-of-the-box or highly customized to support your business processes and brand identity.

Configurable design and layout

- Add your logo, configure your brand colors, font types and call-to-action buttons – and you're ready to go

- Changing or adding new styles is not a problem and can be handled instantly

- Choose different widths, layouts and background colors on each paragraph

- No need to pre-edit images in Photoshop. Just upload to Rapido and apply image filters directly in the backend

Powerful ecommerce

- Rapido is designed for any B2B or B2C selling products or services

- Fully configurable webshop – choose from different designs and layouts

- Out of the box suggested product search and facets to help customers find products

- Customer center for order history, user profile, loyalty points, and self-service

- Increase sales through personalization, segmentation and automated campaigns

More than a shopping cart

Deploying Dynamicweb gives you a single platform for your whole digital world. Besides Ecommerce, you'll also get Product Information Management (PIM), Content Management and Marketing Automation in only one platform. These capabilities reveal their value after go-live to help in converting more opportunities.
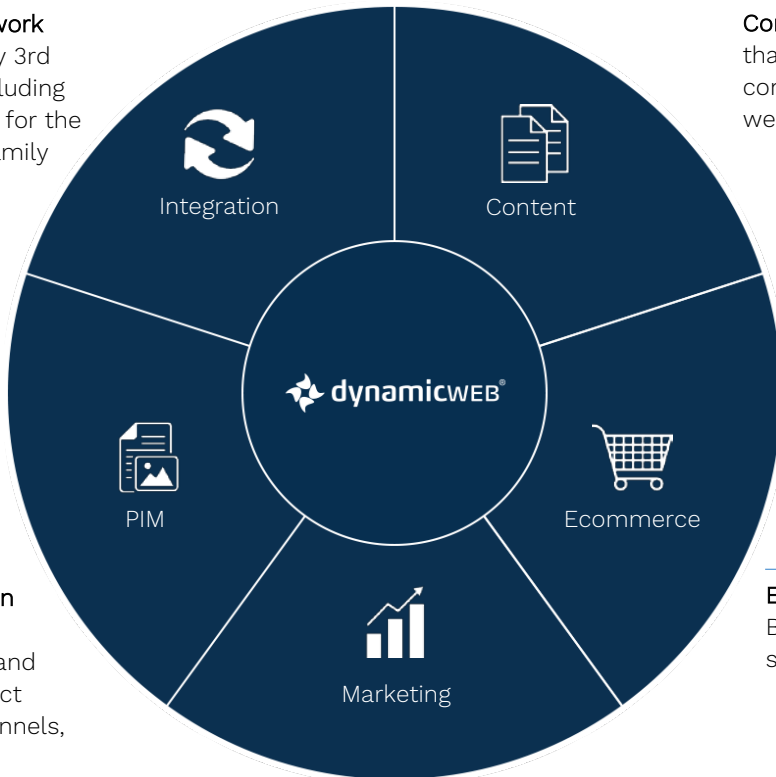
Platform capabilities

Integration Framework
to connect to every 3rd party system – including turnkey integration for the whole Dynamics family

Content Management
that provides flexibility to configure content for web and mobile use

Integration

Content

dynamicWEB®

PIM

Ecommerce

Marketing

Product information Management (PIM)
to enrich, validate and publish your product data to owned channels, marketplaces, and catalogs

Ecommerce for both B2B and B2C and self-services for customers

Marketing for real-time personalization, marketing campaigns and transactional emails

About Dynamicweb

Headquartered in Aarhus, Denmark, Dynamicweb today powers more than 4,000 businesses globally in close corporation with our 200+ certified partners.

dynamicWEB®