

peto



Independent NHS marketplace for buyers and over 5000 sellers



Price Alert feature so buyers can automatically track prices



Outstanding search functionality with powerful product comparison features



The independent and dynamic NHS marketplace powered by **tradeit™**

Project Objectives:

- Integration with Oracle iProcurement so buyers can use existing purchasing channels.
- Provide fair, open and transparent access to over 1,650,000 products and prices.
- Enables buyers to request quotes and secure prices for 28 days before payment.
- Display similar and substitute options for all products where available.

“The Price Alert feature is the stand out for me. It’s not necessarily the most technically challenging feature but I think the power it gives to buyers and the feedback it can give to suppliers around pricing is a feature that would benefit most ecommerce sites.”

Stuart Dailey
Head of Technology, Peto Ltd

Peto provide an open, independent and dynamic NHS marketplace for all buyers and sellers. Through effective innovation, better information and lower costs, they help NHS Buyers and Suppliers meet their value and growth targets, year on year.

Peto remain completely independent of the market with neither suppliers, NHS Trusts or Government departments having a financial interest in the site, whose goal is to bring transparency to the “Business to NHS” market. NHS Suppliers are coming under greater pressure to increase their revenue whilst NHS buyers are being told to do more with less, this is where Peto can help.

After a very wide trawl for potential suppliers based on Gartner and eConsultancy reports, internet research and visits to exhibitors at ecommerce expos, leading UK ecommerce solutions provider, Red Technology, was chosen to deliver the utility-rich website using their tradeit ecommerce platform. Key to the selection was Red’s B2B experience, a strong website portfolio and a track record in larger and bespoke developments. The main requirement of the site was to provide a marketplace where sellers could list their products, prices etc... and buyers could make purchases having examined all of the options available to them.

Scalable ecommerce platform

With a huge range of over 1,650,000 different products, including alternative and innovative variations that they might struggle to see using traditional procurement channels, the platform needed to provide outstanding search functionality. It’s now easy to find relevant products and enable buyers to compare a number of different options, from different suppliers, quickly and easily. It also gives them complete transparency in terms of pricing and payment options available. Furthermore, with integration to Oracle iProcurement it provides buyers with even more flexibility and allows them to still use their existing purchasing channels.

Simple to use CMS and PIM

From a seller’s perspective, the site gives them four membership options, from a simple directory listing through to a full catalogue of products, newsletter adverts, detailed activity reports and more. The site is easy to populate with all product and pricing information, including volume-based discounts and dynamic pricing, which gives them access to thousands of NHS buyers from a single source. Those sellers with detailed activity reports and analytics can get a real understanding of which products sell well and at what price and adjust their product inventory and pricing strategy accordingly.



tradeit
ecommerce platform

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“The platform and hosting service is critical to our business. Simply, we have no business without the platform, hence the effective operation of the platform keeps us in business. Red delivered a platform which works, is robust and enables our business. Technically the project was very successful. We are very happy with the final product. The product was delivered within the time and budget target ranges and the functionality matches the specifications.”

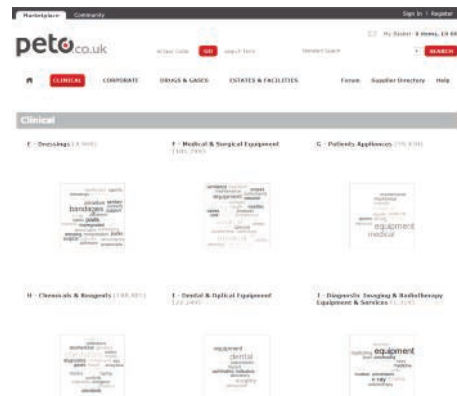
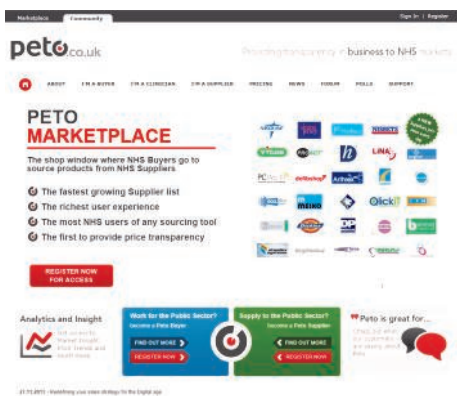
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Benefits:

- Integration enables buyers to use their existing Oracle iProcurement accounts and purchasing channels.
- Fully automated analytics and reporting enables sellers to review and adjust their pricing strategy.
- Approx. 1,650,000 products in a single place making it easier for buyers to compare all options.
- Triggered automatic price alerts for buyers to be kept aware of price changes and help increase suppliers' sales.
- Buyers can secure prices for 28 days enabling them to raise orders from their purchasing or accounts team.

Solution:

- An independent and dynamic NHS marketplace.
- Two-way integration between the tradeit platform and Oracle iProcurement.
- Price Alert functionality so buyer's are automatically alerted when the price of tracked items changes.
- Enhanced analytics and reporting functionality.
- Outstanding search functionality including providing buyers with similar or substitute products and reviews, where available.



About Red

Red Technology is a leading ecommerce solutions integrator. We implement innovative multichannel ecommerce solutions for mid to large sized retailers, distributors and manufacturers leveraging our ecommerce platform, tradeit. The tradeit ecommerce platform provides Red's customers with tremendous competitive advantage due to its combination of powerful promotions engine, flexible content management system, comprehensive order management system and multichannel integration capabilities.

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