



Project Objectives:

- Implement B2B e-commerce for Jangro headquarters and 30 independent distributors nationwide.
- Maintain control of branding and product data across distributors websites from a centralised data source.
- Increase revenue while reducing administration costs for both Jangro and their independent distributors.

“Consistent branding and product data, combined with functionality that allows our distributors to operate e-commerce enabled trade accounts for their customers is boosting sales while reducing administration costs.”

Joanne Gilliard, Jangro

Franchise e-commerce solution for distribution network using the **tradeit™** B2B ecommerce platform

Previously unfamiliar with e-commerce systems, Jangro is a dynamic new force in the cleaning supply industry, selling wholesale through the largest network of independent janitorial distributors in the UK and Ireland.

Looking for aggressive sales growth and realising that B2B e-commerce could open up additional revenue sources for their distributors, they asked Red Technology to implement an integrated multi-site e-commerce solution. It was imperative that the e-commerce software allowed non-technical distributors to trade online from their own independent websites with automatic product updates.

Jangro recognised that it was increasingly difficult for distributors to stay up-to date with detailed product information and health and safety data sheets. They asked Red Technology to implement their multi-site e-commerce solution, tradeit™; a feature rich, professional B2B e-commerce platform designed to be managed and maintained by non-technical personnel. This negates the costs often associated with outsourcing website maintenance, and gives distributors the opportunity to promote and sell non-Jangro products and services from their websites - a key factor in persuading distributors to begin trading online.

With in-built, powerful and secure web services and data transfer schedulers, the e-commerce platform allows Jangro to push product updates to each of their individual distributors websites, ensuring that they are maintaining consistent and up-to-date branding and product information across their distributor network.

The tradeit ecommerce platform from Red can help to grow your franchise business by offering your franchisees an ecommerce solution. Additionally, the systems multi-site ecommerce functionality can ensure that you remain in control of your pricing, branding and corporate image on satellite websites.



tradeit
ecommerce platform

T: +44 1865 880 800 **E:** info@redtechnology.com **W:** www.redtechnology.com



“The tradeit B2B ecommerce platform handles multi-site admin from the one easy to use system and fitted the requirements perfectly, allowing a large amount of non-technical distributors utilise the system.”

James Candy
Business Development Director, Red Technology

Benefits:

- Automation reduces administration costs for both Jangro and their distributors.
- Increasing distributor sales and visibility with e-commerce trade accounts.
- Jangro can be sure that all branding and product information on distributors websites is fully up-to-date.

Solution:

- Implement tradeit™ multi-site e-commerce enabled websites with trade account functionality for Jangro distributors.
- Allow distributors to sell their own products online in addition to Jangro products-managed via a simple to use integrated content management system.
- Install web services communication module; automatically updating distributors satellite website content.



About Red

Red is a leading ecommerce technology company. We deliver sophisticated multi-channel ecommerce solutions for mid to large sized retailers, distributors and manufacturers using our ecommerce platform, tradeit. To find out how Red's e-commerce expertise can transform your business, contact us on +44 1865 880 800 or email us at info@redtechnology.com

Red Technology Solutions Ltd.

eCommerce House, Oakfield Industrial Estate, Eynsham, Witney, Oxfordshire OX29 4AG

T: +44 1865 880 800 E: info@redtechnology.com W: www.redtechnology.com

