

Integration Hub

Fully integrated Retail &
B2B ecommerce solutions



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The tradeit ecommerce platform provides the perfect technology foundation for fully integrated commerce solutions, enabling seamless, two-way integrations with supporting business systems and commercial channels.

In today's multi-channel world, it's more important than ever to ensure your systems can all communicate and your business processes are completely intertwined. This not only improves your internal functions but, more importantly, ensures all customer touchpoints deliver the same experience, and your operations run smoothly.



ERP, Accounts, CRM & EPoS systems

Sync with any and all of your back-office systems.



Payment Service Providers (PSPs)

Efficient & secure payment processing.



Email Service Providers (ESPs)

Extend your functionality with advanced email marketing systems.



International & Omni-channel

Expand your business into new markets.



Marketplaces, Affiliates, Feeds & Purchasing

Generate income from additional channels and populate your site from external data .



Online Chat & Helpdesk

Deliver great service to support your customers.



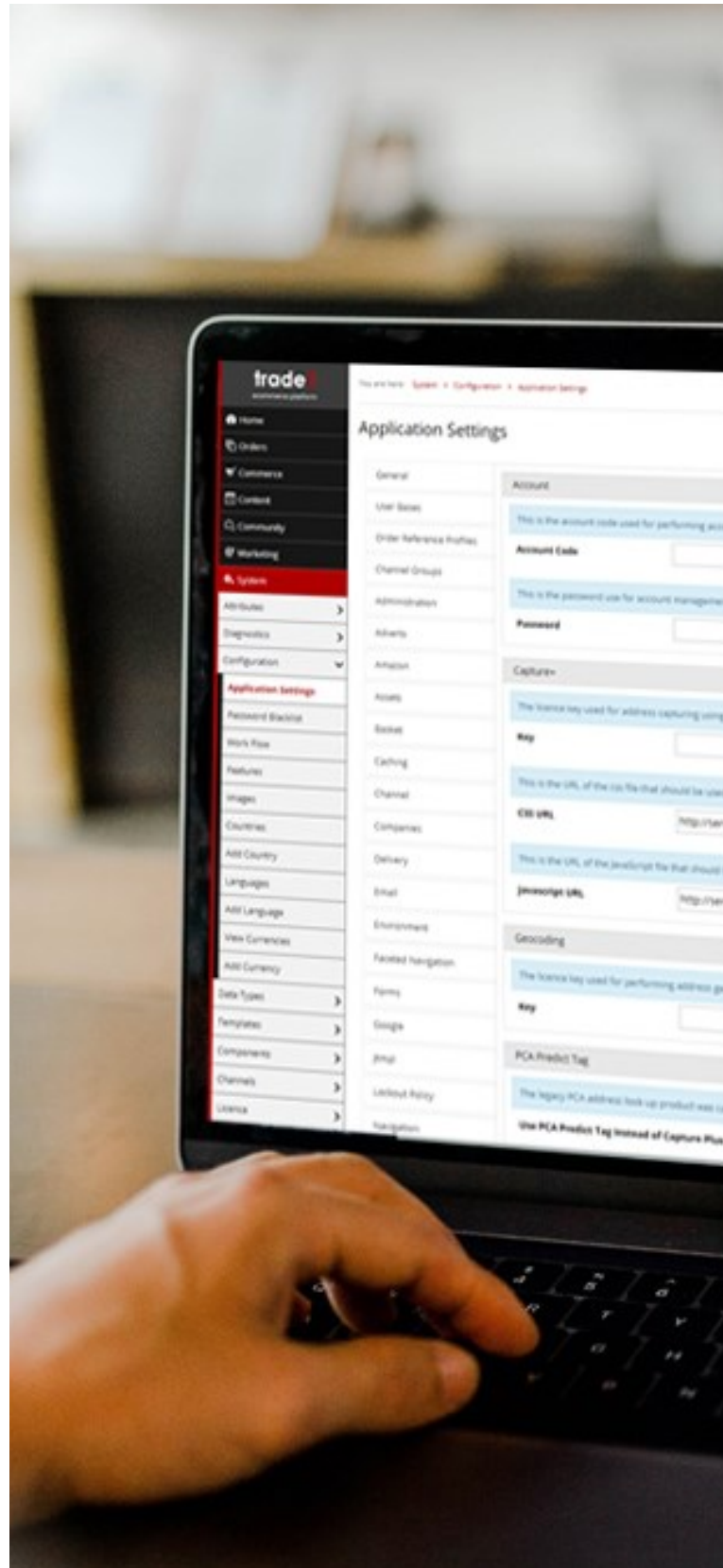
Analytics, Merchandising, Search & Social Commerce

Analyse and enhance your ecommerce performance.



Ratings & Reviews

Provide peer validation and social proof.



Integration Hub

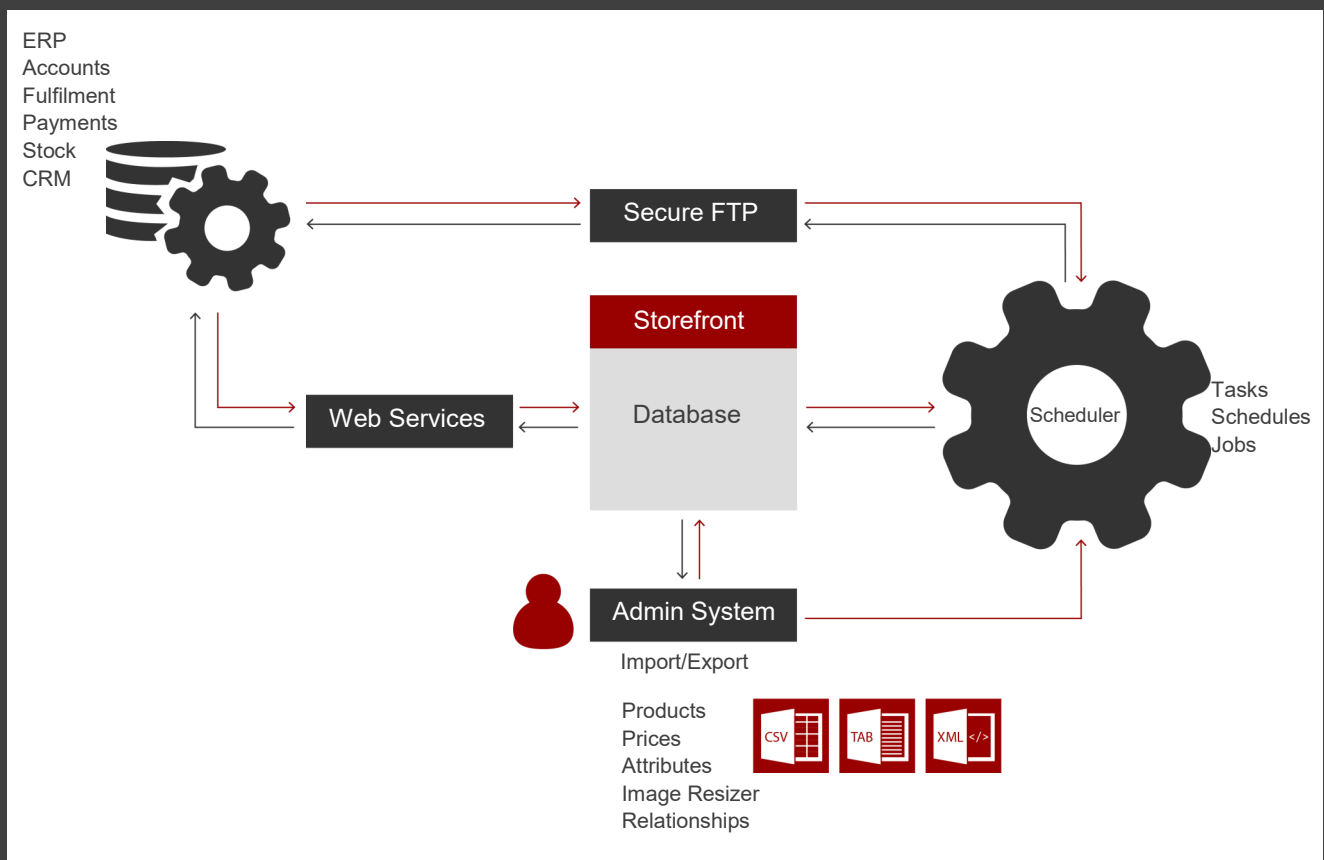
Fully integrated Retail & B2B ecommerce solutions



tradeit has been specifically engineered to deliver extremely robust integrations with supporting business systems and 3rd party applications, providing online retailers with resilient, fully integrated ecommerce solutions without comprising agility. Whether your organisation is using a commercial package or bespoke software developed by an in-house team, our **tradeit** ecommerce platform combined with our integration expertise can fit into your business.

Delivering both real-time and offline integration models, that platform's flexible architecture means that it is able to adapt to suit your existing processes and workflows. The platform interfaces with other systems using common data delivery methods including XML, TAB, CSV & Web Services and already has a number of pre-built integrations with an array of software and services, helping to reduce development time and costs.

Integration Hub



ERP, Accounts, CRM and EPoS Systems



Sync with your back office systems to drive your ecommerce forward

Fully integrated ecommerce solutions provide critical automation of the collation and manipulation of vast quantities of data.

tradeit has tight integrations with a number of ERP, fulfilment, CRM & Accounting systems from both leading vendors and bespoke systems. For many businesses, Enterprise Resource Planning systems are central to the business and act as a central store for information used by various in-house systems so integrating that with your ecommerce store(s) can bring huge benefits in terms of cost savings, freeing up resources, eradicating errors and driving efficiency.

- Experienced in integrating **tradeit** into a wide variety of ERP, Accounts, CRM and EPoS systems.
- Interface with other systems using common data delivery methods including XML, TAB, CVS & Web Services.
- Communicate with your in-house stock systems to accurately reflect stock levels. The system can be customised to handle out of stock and part-shipment situations, based upon your own business rules and caters for numerous warehouses.
- Have up to the minute financial information and cash flow figures.
- Tie systems together to deliver a single view of all customer activity across all channels, making it ideal for omni-channel retailers.
- Whether your organisation is using a commercial package or bespoke software developed by an in-house team, Red's **tradeit** ecommerce platform combined with Red's integration expertise can fit your business.



Payment Service Providers (PSPs)

Efficient and secure payment processing



Reliable integration with Payment Service Providers is crucial to ensure that your customer's transactions are processed promptly and smoothly. An unreliable PSP connection can mean lost sales opportunities, missed revenue and directly impact on cash flow.

Red's **tradeit** ecommerce platform has been directly integrated with most major PSP's which in turn offer over 300 Alternative Payment Methods such as Apple Pay, Google Pay, Sofort, Paysafe, iDEAL and many more.



- Supports multiple payment methods including credit/debit cards, 'bill me later' services or credit payment providers.
- Store payment details using tokenisation to improve security.
- Integrate with fraud screening & payment security solutions to protect your transactions.
- Accept global payments and ensure that your payment processes comply with PCI DSS.
- Take secure payments over the phone using protected services.
- Offer omni-channel gift card capability and payments with services like GiveX.



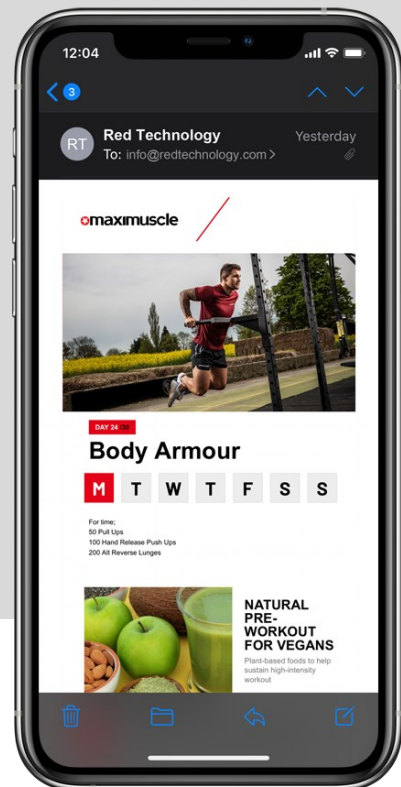
Email Service Providers (ESPs)

Extend your functionality with advanced email marketing systems



tradeit contains a dedicated email tool that can be used for all bulk, workflow and triggered emails, but it has also been integrated with several third party Email Service Providers. Through integration with your ESP you can ensure subscription and contact details are up to date, or delve deeper to analyse ecommerce data for use in segmentation and email marketing campaigns.

- Numerous integrations with many leading ESPs for bulk marketing emails, transferring marketing data on the fly and conversion tracking on orders.
- Combine bulk emailing capabilities of your ESP with **tradeit**'s action (or inaction) driven triggered emails.
- Take advantage of our Commerce Optimisation services to help you understand and interpret your marketing efforts and data before helping you improve their effectiveness.



International & Omni-channel Services



Services to help expand your business into new markets

Deliver address verification, tax & duties calculation, VAT number checking and additional fulfilment options through integration to these services.



- Ensure simple address lookup and fast, accurate form fills with verification services like Loqate.
- Guide users to your stores or offices, or highlight their nearest stockist with Google Maps integration.
- Extend your fulfilment options by introducing collection services such as Hermes' ParcelShop, click and collect options or same day deliveries from retail store stock using options like Shutl Rapid Fulfilment or Lineten.
- Deliver localised content with GEO IP services from Maxmind or similar.
- Include complete landed cost for international orders using duty calculators like BundleBox integrated with **tradeit**.



Marketplaces, Feeds, Affiliates & Purchasing



Generate income from additional channels and populate your site from external data

Integrate with affiliates, shopping feeds, marketplaces & purchasing portals to expand your reach and generate sales from additional channels.



- Allocate stock from a central warehouse which is available to all online channels and configure the amount of each product that is visible to each marketplace channel.
- Configure logs and notifications for affiliate feeds.
- Share product information from **tradeit** with any of your marketplace channels to avoid any duplication of content, effort and resources.
- Report on the success of any marketplaces and compare their performance against your other channels. See how many visitors are reaching your site from your affiliate schemes to understand how they are performing.
- Pull in external feeds from a CDN to populate product content.
- Manage multiple, international marketplace channels alongside your ecommerce stores.



Online Chat & Helpdesk

Deliver great service to support your customers



Integrate with affiliates, shopping feeds, marketplaces & purchasing portals to expand your reach and generate sales from additional channels.



→ Offer additional customer support options alongside **tradeit**'s call centre functionality.

→ Integration with numerous 3rd party online chat tools to customer sites.



Analytics, Merchandising, Search & Social Commerce

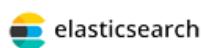


Analyse and enhance your
ecommerce performance

Measure, test & enhance your ecommerce performance, and deliver social sharing via your site.



- Analyse your website data including enhanced ecommerce analytics from Google.
- Can be integrated with advanced analytics software improved tracking and reporting.
- Increase the agility of your marketing measurement and tracking ability through integration with Google Tag Manager.
- Expand your search capabilities with **tradeit's** Elasticsearch options.
- Elevate your reporting capabilities with integration to services like tableau.
- Use with advanced A/B or multi-variate testing with services like Optimizely to optimise performance.



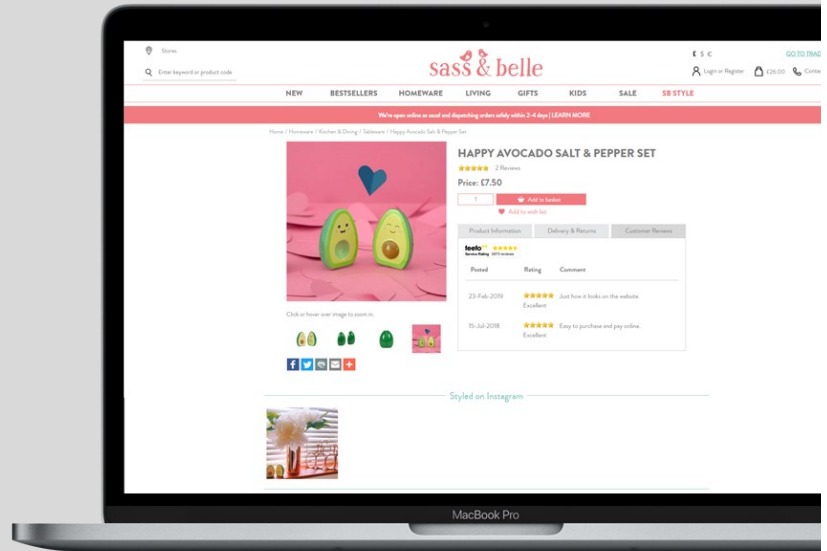
Ratings & Reviews

Peer validation
and social proof



Measure, test & enhance your ecommerce performance, and deliver social sharing via your site.

- Use **tradeit's** built ratings and reviews engine or integrate with a third party.
- ... or use a combination of **tradeit's** ratings and reviews engine for product-specific reviews, and a third party tool for overall service reviews.
- Integrations with many of the leading ratings and reviews engines for those who want an independent service.



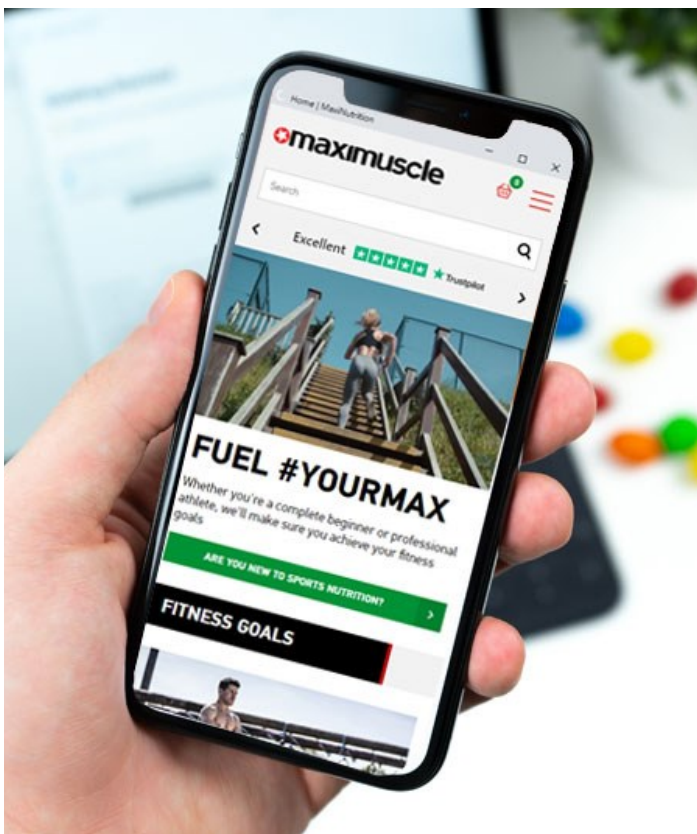
Legacy Systems

It is incredibly disruptive to update or replace your businesses systems. That's why **tradeit** has been designed to ensure your ecommerce operation can communicate effectively with a wide variety of software platforms and systems; saving you money by mitigating the need to replace your legacy or bespoke systems.

The **tradeit** ecommerce platform can communicate with any software package through a comprehensive Web Services module to your own defined business rules and schedule. **tradeit** can also been integrated with bespoke configurators and modules.

Why Red Technology?

We deliver world-class ecommerce solutions by combining the power of our award-winning ecommerce platform **tradeit** and our range of complementary ecommerce services. We forge long-term partnerships through consultation, design, development and support of your ecommerce eco-system, meaning you can focus on growth through products, marketing, merchandising and customer service.



Award-Winning Solutions

We have over 15 years' experience of delivering best-in-class ecommerce solutions for our customers that are recognised and rewarded across the industry.



Class-Leading Platform

The **tradeit** ecommerce platform offers ultimate scalability and flexibility, coupled with strong multichannel capabilities, rich functionality and a clear roadmap for platform innovation.



Expert Integrators

Seamlessly joining together your critical business systems for improved efficiency and ease of management. We're ecommerce integration experts.



Comprehensive Support

We pride ourselves on providing 24/7/365 responsive support services for both your ecommerce site and your hosting environment.

Call us

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