



**tradeit**  
ecommerce platform



## Mobile Commerce

Smartphone | Feature Phone | Smartwatch

Create specific m-commerce experiences optimised for users on the move

As consumers begin to use smartphones and tablets as regular shopping destinations both at home and on the move, your ecommerce strategy needs to be optimised for this growing number of users.

Red offers a fully functional, out-of-the-box solution for mobile commerce sites that is simple and quick to deploy, based on our tradeit ecommerce platform. The tradeit mobile accelerator contains many of the standard features you would expect to find on an m-commerce site and enables merchants to offer their customers a mobile-optimised user experience wherever and however they choose to shop.

Built with same technology that powers your desktop site

tradeit enables you to deploy your mobile commerce channels from the same software installation that is driving your desktop sites and is based on the four key elements of the platform: a feature-rich ecommerce CMS, a class-leading Marketing Platform, a sophisticated Order Management System and a highly developed Integration Hub.

### The benefits

- ☑ User experience optimised for mobile browsing devices with friendly search and navigation.
- ☑ Relatively quick and cheap to deploy out-of-the-box with the tradeit mobile accelerator.
- ☑ Improve brand and UX consistency across your sales channels by tying together web, mobile, social and in-store.
- ☑ Device-agnostic meaning sites can be viewed perfectly across any mobile devices.
- ☑ Share content by managing both mobile and desktop sites from a single instance of tradeit.
- ☑ Fully customisable enabling sites to be tailored to exact user layout and requirements.

#### Ecommerce CMS

- Product Information Management (PIM)
- Web Content Management (WCM)
- Reviews & Ratings



#### Marketing Platform

- Promotions Engine
- Advertising System
- Search Tools



#### Order Management System (OMS)

- Checkout
- Order Fulfilment
- My Account



#### Integration Hub

- Data Transfer Scheduler (DTS) & Web Services
- Importing & Exporting Data
- Analytics & Reports



Crabtree & Evelyn  
LONDON

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SIS

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# Mobile Commerce

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## tradeit mobile commerce accelerator

The tradeit mobile accelerator caters for the fact that most users interact with mobile devices in a different way to desktop sites so the search and navigation, product information, and checkout process is streamlined for the mobile viewer, essentially providing a cut down version of a merchant's main desktop site. However, all content, promotions, pricing etc... can be shared across all sites, or tailored to the specific channel, meaning that the merchant has complete flexibility over all of their sites, and how much content is unique to each.

### tradeit™ mobile commerce accelerator features

- ✓ Pre-developed front-end consisting of HTML, CSS and jQuery optimised for popular mobile devices and browsers.
- ✓ Storefront with mobile UX-friendly search and navigation.
- ✓ Checkout with flexible delivery options and pre-integrated payment types.
- ✓ Sophisticated 'My Account' functionality.
- ✓ Click & Collect, advanced store detail, store locator, and store stock checker, ideal for omni-channel retailers.
- ✓ Sophisticated gifting functionality including gift cards, messages, bags, 'do not open until...' and send anonymously.
- ✓ Detailed analytics and reporting.
- ✓ Completely customisable, meaning sites can be tailored to the merchant's exact requirements.
- ✓ Integrations with third party and bespoke systems.



Typical homepage with banner ads and simple top-level navigation.



Product pages with multiple images & expandable info sections.



Store page & locator ideal for omni-channel retailers.



Simple basket supports multiple promotions and offer codes.

## About Red Technology

Red Technology is a leading ecommerce solutions integrator. We implement 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 omni-channel integration capabilities.

## Next generation ecommerce

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