

# Multi-channel Commerce

Support multiple sites, brands, and domains.



Launch multiple B2B & retail ecommerce sites from a single instance of the tradeit ecommerce platform.

## Multi-channel Commerce Features



### Single administration system

Easily manage multiple websites and ecommerce stores from a single administration system.



### Unique or shared designs

Deliver a unique look and feel for each store or use the same design across them all.



### Shared or restricted access

Share or restrict user accounts across multiple domains to ease customer transition or restrict migration.



### Share assets

Handle corporate branding and multiple images across domains meaning content and assets can be shared easily.



### Shared accounts

Shared or separate user accounts and shopping baskets depending on requirements.



### Personalised promotions

Deliver tailored promotions, vouchers, discounts and prices to different market segments, channels and customers.



### Multi-lingual

Provides the basis for extended multi-lingual support including Cyrillic and symbol-based text and dynamically deliver ecommerce content in different languages to different sites; target the right customers, with the right message, at the right time.



### Shared accounts

Restrict the sale of goods and product categories to specific sites and affiliates.

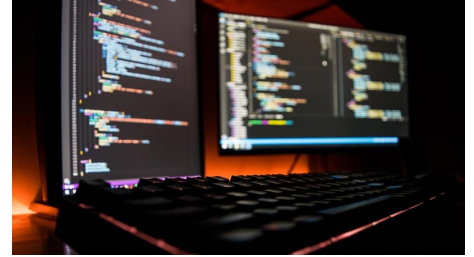
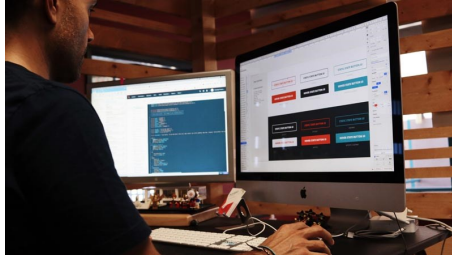


### Multi-currency

Deliver tailored promotions, vouchers, discounts and prices to different market segments, channels and customers.

# Project Overview

Take control of your entire portfolio of websites by managing them from a single instance of the tradeit ecommerce platform, including all of your international sites and different brands. By introducing multiple sites running from the same platform and hosting infrastructure, you can make substantial savings, particularly after the deployment of the initial site.



If you're an online or omni-channel retailer who is looking to grow online revenues efficiently, differentiate your brands, or enter new markets, then multi-site technology should be at the very heart of your ecommerce strategy. Multi-site ecommerce strategies are proven to grow online revenues, market share & penetration whilst building competitive advantage. Achieving impressive ROI for pureplay online vendors, omni-channel retailers, manufacturers, wholesalers and suppliers, multi-site technology enables website owners to effectively increase their sales whilst lowering the overall ownership cost of their ecommerce solution.

- Manage a mixture of multiple retail and B2B sites from the same installation of the platform.
- Control separate brand sites with either the same look and feel or completely independent design and functionality to each other.
- Multiple brands, countries, languages, currencies, taxation rules and warehouses all supported.
- Quicker, cheaper and easier to deploy additional sites.
- Share content, images, promotions, pricing, shipping, integrations and more between any and all sites.
- Limit administrator access to specific site or site areas, meaning sites can be administered locally or all from a central location.
- Consistent branding throughout all territories.



*Managing multi-national websites centrally, with the capability of local content input, branding and pricing structures gives us the flexibility we need to push ahead into international markets.*

**Ecommerce Director, Maximuscle**

## Multi-channel Commerce Customers

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