



Integrated e-commerce that evolves with you and your customers

Red Technology's tradeIT™ is a feature rich e-commerce platform that can be quickly customised to leverage your brand online, attract new customers, and keep them coming back. The platform seamlessly combines full multi-site content, merchandising and e-marketing tools. Manage your portals, intranets, extranets, B2B and B2C online shops in-house to drive sales forwards while seamlessly communicating with your fulfilment and Enterprise Resource Planning systems. Pre-integrated customisable and upgradeable functionality helps to future proof your e-commerce platform and ensure fast return on investment. E-commerce that keeps pace with you and your customers.

About REDtechnology

A leading UK e-commerce solution provider since 1996; our development specialists have built more than 400 CMS enabled e-commerce solutions selling products and services online. Customers include high street and specialist retailers, B2B suppliers and large corporations from across the UK.

We create e-commerce destinations that do more than just process transactions; they reflect your brands, effectively merchandise products, streamline the checkout process, and ensure online success. We are the UK's leading mid-market provider of comprehensive web solutions and operate across a number of market sectors including private, public and not-for-profit.

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*Richard Antrum Head of Marketing
Peacocks*

Maximise Sales Revenue:

- E-marketing with vouchers, up-selling, cross-selling and email tools. Customise to individual customers, market segments and regions.
- Ensure good search engine visibility, attracting new customers with optimised content and URL's.
- Measure performance and analyse bottlenecks to eliminate lost sales.
- Multi-site, multi-lingual, multi-branding capabilities to effectively target customers and drive sales.

Minimise Cost and Risk:

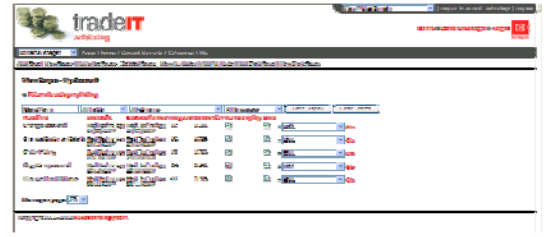
- Save time and money with rapid deployment of in-house content management enabled websites.
- Free up internal IT resources by allowing individual departments to manage their own website content and e-commerce.
- Integrated tools reduce the need for development costs and help to future-proof investment.

- E-commerce solution software.
- Multi-site, personalised content management systems.
- Consulting complex web issues.
- In-built e-marketing and email campaign functionality.
- Proven website implementation and project processes.
- Search engine optimisation.
- 24x7 secure web hosting with redundant systems.
- Catering for mission critical systems.
- Ongoing e-marketing consulting, software and support.
- Ultimately scalable to grow with your business.



Feature rich multi-site e-commerce

tradeIT™ is a feature rich ecommerce platform that seamlessly combines full multi-site content, merchandising and emarketing systems. Full content management functionality allows you to control your site layout, products, images and prices in-house, while effectively managing public sales, B2C and B2B customer accounts with promotional offers to maximise sales.



Multi-Site / Multi-Lingual Functionality

- One back office system means you stay in control and centrally manage multiple e-commerce websites while maintaining consistent branding.
- Dynamically deliver content in different languages to multiple e-commerce sites; effectively targeting the right customers, with the right message.
- Provide branded sites for affiliates / franchisees.

Sophisticated Catalogue Management

- Unlimited products, categories & subcategories.
- Multiple product descriptions, images and attributes for effective sales generation.
- Unlimited product variations such as size and colour help merchandise your site effectively.
- Manage multiple price lists for each product, product group and individual customer accounts.

Customer Friendly

- Lightning fast site searches and easy navigation aids allow customers to quickly find products.
- Customer accounts allow dynamic delivery of store content, offers and website personalisation.
- Supports creation of sites compliant with Disability Discrimination Act (DDA) and W3C guidelines.

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Powerful Shopping Basket

- Fully customisable and flexible enough to offer personalised customer content.
- Capable of handling multiple currency, multiple tax zones and multiple payment options, including B2B accounts and invoicing.
- Rapidly integrated with payment providers of your choice and fully PCI compliant.

Effective Administration Control

- Access the back office from any online PC to make site changes from any location at any time.
- Automated integration with accounting, fulfilment and CRM systems for simplified data control.
- Multiple user admin accounts with configurable workflows, access, editing and publishing levels.
- Full site management functionality to control content, layout, structure, meta-data, product catalogues, pricing and promotions

Flexible Promotion Tools

- Full promotion tools facilitate up-selling and cross-selling to increase basket size with options for dynamic and personalised price discounts and free offers based on products purchased and spend levels.
- Integrated email marketing options with campaign management, full control of email layout and voucher tools to complement CRM strategies.



e-Commerce Platform Architecture

1. Websites & Storefronts

The tradeIT platform can present multiple web sites, in multiple languages. Highly scalable, the system can manage content for multiple domains, automatically presenting personalised content, including branding, languages, B2B account management and B2C e-commerce.

2. Administration

Administer multiple site content, customer accounts, online trading and e-marketing via a web based interface. Multiple administrators control their own content, wherever they are in the world. Can be hosted separately from web servers to reduce server load for busy websites.

3. Data Management

Hosted over single, or multiple servers, with backup redundancy; ensures rapid deployment to multiple web sites. Securing your data while communicating with 3rd party and in-house systems. Scalability to expand with your business and data storage requirements. PCI compliant.

