

tradeIT e-Commerce Platform

tradeIT



Highlights:

- Feature rich e-commerce solution designed to **attract, convert & retain** more customers.
- PCI compliant
- Advanced rules based promotion engine.
- Internationalised, multi-site, multi-lingual platform.
- Built in content management system with powerful and easy to use on page editing.
- Create interactive user experiences using social media and user generated content.
- Powerful B2B and B2C ecommerce
- In-built e-marketing and email campaign functionality.
- Very search engine friendly.
- 2 way integrations with supporting business systems.
- Websites tailored to client requirements, brand, market sector and users.
- End to end solutions encompassing consultancy, design, development, integration, e-marketing, hosting and support.

Red Technology's tradeIT™ is a feature rich e-commerce platform that can be quickly customised to leverage your brand online and attract, convert and retain more customers.

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

About Red Technology

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. Our 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.

“Selecting Red Technology and tradeIT is the best business decision I have ever made”

Leon Hughes
Ecommerce Director, Maximuscle

Maximise Sales Revenue

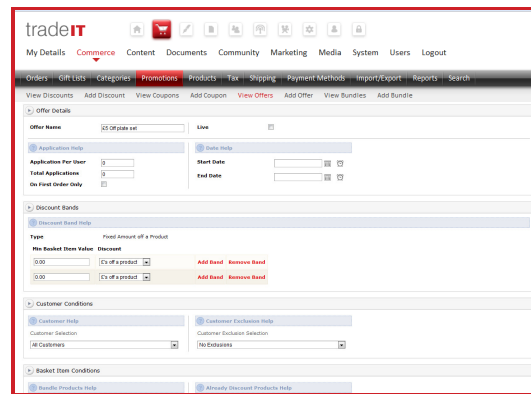
- E-marketing with advanced promotions, upselling, cross-selling and email tools. Customise to individual customers, market segments and regions.
- Ensure good search engine visibility, attracting new customers with optimised content and URL's.
- Measure performance and analyse bottlenecks to eliminate lost sales.
- Multi-site, multi-lingual, multibranding 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.

Evolutionary e-commerce

tradeIT™ is a feature rich ecommerce platform that combines full multi-site content, merchandising and emarketing. 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 / Multi-Currency 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 content.
- Provide branded sites for demographics, affiliates and franchisees.
- 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.

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.
- Customisable filters and search functionality

Creating Superior User Experiences

- Lightning fast sites, searches and easy navigation aids allow customers to quickly find products.
- Customer accounts allow dynamic delivery of store content, offers and website personalisation.

“You would be in safe hands for an e-commerce implementation with Red Technology”

Graham Swain
Project Manager, De La Rue

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.
- Advanced promotions engine for engaging users, rules include; source of traffic, user group, coupons, product choice, % or £ off, Spend X get Y free, 3 for 2. Time and date scheduling of offers.
- Integrated email marketing options with campaign management, full control of email layout and voucher tools to complement CRM strategies.

Customer Centric Ecommerce

- Drive user generated content through built-in forums, blogs and reviews.
- Fully customisable and flexible to offer personalised customer content.

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
- Supports creation of sites compliant with Disability Discrimination Act (DDA) and W3C guidelines.

eCommerce Platform Architecture

“Our new e-commerce solution has already exceeded our expectations. We are getting many more visitors to our website and have seen a marked increase in online orders”

Maureen Williams
Head of AGA CookShop

1. Storefront / Website

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 system

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.

