

tradeit Ecommerce Platform Capability Guide

A detailed reference to the tradeit ecommerce platform's capabilities across B2B, retail, DTC and multi-channel commerce.

Version 9.0.0

Proven ecommerce foundations. Freedom to adapt.

tradeit™ platform overview

A broad commerce foundation for different customers, commercial models and ways of trading. Businesses should be free to compete on their own terms. tradeit provides proven ecommerce capabilities for products, pricing, accounts, content, search, ordering, fulfilment and integration, with the flexibility to adapt around more complex requirements.

Version 9.0.0 strengthens four areas in particular: controlled B2B purchasing; mobile commerce; Smart Search and intelligent product discovery; and platform security and administration.

These capabilities sit within the wider platform rather than operating as isolated add-ons.

Capability	What it supports
Complex Commerce	• Customer-specific pricing, catalogues and account relationships • B2B ordering, procurement, budgets, approvals and organisational purchasing • Multi-site, international, subscription and specialist trading models
Experience & Growth	• Content, promotions, personalisation, loyalty and customer engagement • Smart Search, merchandising, recommendations and AI Product Discovery • Responsive storefronts and mobile application support
Connected Operations & Adaptability	• ERP, CRM, PIM, finance, warehouse, fulfilment and procurement integration • Retail, B2B and Ordering Portal Accelerator foundations • Configurable journeys, permissions, workflows and business rules • Integration and extension around customer and operational requirements
Operational Confidence	• Order management, fulfilment, returns, reporting and administration • Operational workflows, diagnostics and administrative control

How to read this guide

tradeit provides a broad platform foundation. The capability available in an individual customer solution depends on the licensed modules, platform version, Accelerator configuration, settings, integrations, third-party services and agreed implementation scope. Capabilities in this guide may be delivered through core platform functionality, configuration, implementation, connected services or agreed customer-specific extension.

Proven capability → Configure → Integrate → Extend

What's strengthened in version 9.0.0

- Expanded B2B Ordering Portal capability with role-based access, ordering lists, budgets, approvals, packs and reporting.
- Punchout Connect support for procurement-system-led buying, basket return and electronic purchase-order processing.
- Native mobile application support for iOS and Android.
- Smart Search with advanced search, merchandising, AI Product Discovery and Behavioural Discovery.
- Quick Buy, post-purchase upsell and broader checkout improvements.
- Expanded authentication, permission, credential and audit controls.
- Improved catalogue governance, product visibility and administration.

Ecommerce Accelerators

Proven storefront foundations that reduce delivery risk while preserving freedom to differentiate.

Capability	What it supports
Accelerator foundations	• Retail Ecommerce, B2B Ecommerce and B2B Ordering Portal Accelerator configurations • Responsive storefronts for common customer journeys and commerce functions • Interactive prototype foundations for discovery and specification • Customisable design, content, journeys and implementation
User experience	• Updated front-end framework with XS to XXL breakpoints • Baymard-informed usability improvements across navigation, listings and checkout • Saved for Later, product quick view and updated search flyout • AJAX basket quantity and removal actions • Improved mobile tap targets, loading feedback and form layouts • Static asset versioning for more reliable deployment of storefront CSS and JavaScript changes
Content and components	• In-site editable headers, footers, zones and content components • Article Comments component and flexible article layouts • Most Recent Orders and Welcome Back components • Product comparison, recommendation and related-product components • Image, banner and slider improvements
Analytics and feeds	• GA4 ecommerce event support across online buying journeys • Google Shopping feed configuration and availability handling • Search term and campaign reporting support
Faster implementation	• Updated example catalogue, facets, attributes and promotions

- Installer options for landing pages and Ordering Portal projects
- Pre-configured patterns that can be adapted around project requirements

Product Information Management (PIM)

Manage complex product data, catalogue structures and customer-specific availability.

Capability	What it supports
Catalogue management	• Products, SKUs, aliases, categories, attributes, images, downloads, ratings and reviews • Unlimited category structures and product relationships • Variations, bundles, subscriptions, digital products and event-related products • Product imports, exports and bulk administration
Products and pricing	• Multiple currencies and price lists • Base, cost, retail, minimum, calculated and derived prices • Quantity breaks, quantity steps, minimum order quantities and price on application • Company-specific product codes and external price references
Product content	• Multiple translations and localised product content • Primary and alternative images with alt text • Automatic image resizing and modern image formats • Product downloads and supporting documentation with controlled access and download tracking
Product list governance	• Restrict Access To and private-product visibility controls • Product lists owned by companies or users, with assigned-user management • Parent-to-child company cascading • Match All Product Lists for combined restrictions • Product-group and attribute-based visibility • Variation-aware restrictions and budget categories
Administration	• Import and export of product segments, attributes, prices and assignments • Standardised GTIN handling and expanded product rules • Requires Customisation controls for products needing configuration • Live-product reporting and improved administration searches

Web Content Management (WCM)

Create, target and manage customer-facing content alongside commerce.

Capability	What it supports
In-site editing	• Create, edit, preview and publish content through the storefront • Page, template, channel and application-scoped content zones • Move, clone, hide, show and transform content components • Editable workflow and system email templates
Content types	• Text, images, video, banners, sliders, navigation, downloads and product carousels • Articles, comments, categories, tags, events and attendee information • Reusable components with configurable fields and layouts • Responsive content for different devices and breakpoints • Configurable forms with reusable fields, repeaters, validation, rules and multi-step page flows • In-site form management for content and implementation teams
Targeting and conditions	• Display content by customer, company, segment, location or authentication state • Use basket, price list, product, offer, channel and referral conditions • Schedule content and use multiple rule triggers • Apply company exclusions and customer-specific advert rules
Multi-site content	• Share, copy or vary content across brands, channels and languages • Duplicate channels and content foundations for faster additional-site launches • Localised metadata, page content and URL structures
Governance and SEO	• Page robots controls, metadata and component rules • Configurable redirects, canonical handling and sitemaps • Asset management with image-size guidance and format controls

Smart Search & Merchandising

Help customers find and discover relevant products while giving merchants control over ranking, presentation and commercial priorities.

Smart Search Core provides the modern keyword-search, filtering, ranking and merchandising foundation. AI Product Discovery adds semantic and hybrid discovery. Behavioural Discovery is an optional enhancement using customer-interaction signals and requires the AI-enabled product index.

Capability	What it supports
Smart Search Core	• Modern, scalable search architecture • Incremental and scheduled indexing • Product search, with page and content search available where configured and implemented • Configurable search passes, field weighting and ranking behaviour
Keyword search and navigation	• Lexical keyword search • Synonyms, spelling correction, inflection handling, stop-word removal and configurable fuzzy matching • Product-code and attribute-code search, including special characters • Category browsing, facets and filtering • Friendly facet URLs, category suggestions and suggested search terms where implemented
Merchandising control	• Ranking, weighting, boosting and pinning controls • Multiple search passes and configurable field importance • Sort options using price, stock, attributes, product metrics and multiple fields • Product segments and dynamic rules for channel-aware merchandising • Stock-aware sorting and prioritisation • Result-ranking diagnostics showing the search, weighting and merchandising signals contributing to product position
AI Product Discovery	• Vector-based semantic search using product-data embeddings • Hybrid search combining keyword precision and semantic relevance • Configurable balance between lexical and semantic results • Meaning-based product similarity and discovery
Behavioural Discovery	• Ranking signals derived from searches, impressions, clicks, product views, basket activity, wishlists, checkout activity and purchases • Behavioural ranking across search results, category pages and product listings • Session, customer and company-level personalisation

	• Self-building demand signals including Most Popular, Trending, Most Viewed, Most Purchased and Fastest Growing products • Behavioural performance signals including click-through rate, conversion and revenue per impression • Behavioural ranking combined with keyword relevance, AI discovery and merchandising rules • Reordering of eligible products while preserving filters, customer-selected sorting and product eligibility • Configurable behavioural influence by search and browse sort option • Controlled rollout with configurable influence strength and behavioural preview • Automatic fallback to standard ranking and recommendations if behavioural services are unavailable • Consent-aware personalisation with separate controls for in-visit and durable customer or company-level behavioural profiles • Available as an extension to AI Product Discovery using the AI-enabled product index
Insight and measurement	• Search term frequency reporting and exports • Search flyout versus full-search reporting • Behavioural analytics covering trade, customer journeys, search, recommendations, products, impact and data quality • Attribution and controlled A/B testing to measure behavioural impact • Search health, indexing and relevance diagnostics

Recommendations

Present relevant products across the customer journey using configurable relationships, product metrics and Smart Search discovery signals.

Capability	What it supports
Recommendation metrics	• Top-selling, highest-value, most-viewed and most-added-to-basket products • Top rated, top reviewed and best product deals • Products bought together and previously purchased products • More-like-this product discovery
Merchant-controlled recommendations	• Manual product relationships and ordered cross-sell or up-sell • Weighted recommendation metrics and product boosting • Recommendation components across page templates • Validated relationship types for resilient configuration

Smart recommendations	• Similar-product recommendations using Smart Search discovery signals • Behaviour-informed recommendations where Behavioural Discovery is enabled • Recommended for You, Customers Also Viewed, Customers Also Liked, Frequently Bought Together and Buy It Again • Fallback metrics to complete recommendation sets when the primary source returns too few products
Context and presentation	• Recommendation inputs can include the current product, search criteria, customer history, location, product ratings and stock availability • Customer, session and company context where supported and permitted • Rules and conditions controlling where recommendations appear • Configurable recommendation type, order, quantity and page placement

Promotions, Loyalty & Customer Engagement

Create relevant incentives, communications and repeat-purchase experiences.

Capability	What it supports
Promotions engine	• Percentage, fixed-value, fixed-price, free-product, free-delivery and bundle offers • Coupons, tiered spend-and-save, quantity offers and reward-point credits • Customer, company, segment, product, order-type and channel targeting • Schedules, usage limits, priorities and offer exclusions
Promotion enhancements	• Maximum value for percentage discounts • Selectable free gifts by product segment • Multiple selectable free gifts where an offer applies more than once • Delivery-address coupon restrictions • First-order targeting by order type, including subscription creation
Email and automation	• Bulk, workflow and triggered campaigns • Editable HTML email templates and channel/language variations • Campaign events based on customer activity and order count • Configurable delays in minutes or hours • Recipient, campaign and triggered-email reporting

Loyalty	• Points earning, redemption, expiry and spend-and-save targets • Manual credits and debits • Reward balance reporting • Points as full or part payment
Subscriptions and gifting	• Recurring purchasing with configurable frequencies, dates, addresses and payment methods • Subscription promotions, reporting and failure handling • Gift cards, gift messages, wrapping, lists and scheduled delivery

Checkout & Ordering

Support straightforward purchasing while retaining control over different commercial and operational requirements.

Capability	What it supports
Basket and checkout	• Guest and account checkout • Basket summary throughout checkout • Saved and restorable baskets, including cross-device restore links • Multi-address, split-order and grouped-basket journeys • Configurable delivery, payment and order rules
Quick Buy	• Faster purchase of a single product or full basket • Persistent-user support where configured • Basket validation and velocity controls • Product and basket Quick Buy available through implementation • Administration visibility of Quick Buy orders
Express checkout	• Support for PayPal, Apple Pay and Google Pay where configured • Dynamic shipping and pricing through supported payment components • Capture of delivery details through supported wallet experiences
Post-purchase upsell	• Order-confirmation upsell component • Configurable product, pricing, delivery and quantity • Optional countdown and eligibility controls
Payments and security	• Card, account, invoice, direct debit, prepaid credit, gift card and alternative payment methods • Integration with supported payment service providers

	• Fraud screening, order rules, payer authentication and velocity checks • Saved card and tokenisation support where provided
Ordering tools	• Quick order by product code, spreadsheet upload and product suggestions • Product validation for items requiring configuration • Repeat ordering, saved forms and previous-order activation

Mobile Commerce

Extend tradeit buying journeys into a branded native mobile application.

Capability	What it supports
Application support	• Native mobile application support for iOS and Android • Branded experience connected to the tradeit commerce layer • Native routes combined with embedded ecommerce journeys • Deep linking and dynamic routing • Multi-channel support with channel selection for applications serving multiple storefront channels
Authentication	• Biometric authentication and passkeys • Persistent authentication with controlled expiry • Guest browsing and transition to registered journeys • In-app registration and user authentication
Buying experience	• Product browsing, search and account journeys • Basket and checkout through connected ecommerce capability • Saved for Later and favourites • Native navigation components integrated with connected storefront journeys
Engagement	• Push notifications for order-status updates, controlled through tradeit Order Workflow • Store locator with maps, opening times, facilities and preferred-store selection • Welcome and splash experiences • Offline-state handling and diagnostics • App-specific Home, Shop and Offers content managed through tradeit for app-exclusive content and promotions
Governance	• Cookie-consent handling in embedded views • Configurable routes allow native functionality or web-based fallbacks

Analytics & diagnostics

- Application delivery is implemented as part of the wider ecommerce solution
- Google Analytics tracking across native application journeys and embedded ecommerce experiences
- Identification of ecommerce activity originating from the mobile application
- Firebase Crashlytics integration for application crash diagnostics

Fulfilment & Operations

Manage orders, delivery, warehouses, returns and operational workflows after checkout.

Capability	What it supports
Order management	• Detailed orders and line items with statuses, transactions and customer information • Configurable order workflows and status updates • Order modification, cancellation, refunds and credit notes • Order, invoice and packing-slip production • Order export batches, re-export and recovery controls • Advanced order filtering by customer type, order type, subscription creation and other operational criteria • Bulk selection for printing, status updates and creation of export batches
Warehouses and stock	• Multiple warehouses and channel assignments • Stock availability, future availability and warehouse selection • Lot and purchase-order-line stock with availability, expiry and location • Back orders and stock-related customer communications
Delivery	• Multiple delivery options by channel, region, warehouse and price list • Pricing by basket value, item quantity or weight • Box-based delivery and surcharge calculations • Product, company and user restrictions • Optional and line-level surcharges
Returns and service	• Returns, replacements and refunds • Packing-slip refund amounts and cancellation controls • Order history, tracking and customer communications
Operations reporting	• Order and basket exports with additional fields and attributes • Order filtering by company, payment details and login type • Product usage and live-product reporting

Offline orders	• API-supported submission of offline orders where implemented • Scheduled validation, processing, payment and order creation • Customer, channel, currency and delivery rules • Validation-only mode for integration testing
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Customer Self-Service

Give customers faster access to ordering, account and purchasing information.

Capability	What it supports
My Account	• Order history, invoices, financial statements and tracking • Profile, address, password and security management • Most recent orders and repeat-order access • Saved baskets, forms and Saved for Later products
B2B self-service	• Customer-specific pricing, products, payment methods and terms • Quick order, repeat order, quotations and account purchasing • Company and user management where permitted • Order, invoice and account information from connected systems
Ordering Portal tools	• Ordering-list management • Company and user budget visibility • Pending approvals and approval history • Purchasing on behalf of employees • Pack selection and product allowances
Reporting	• Account summaries • Allowance and item-allowance reports • Item-budget and product-usage reports • Company budget reporting • Excel and delimited exports where available
Assisted selling	• Call-centre and delegated-user journeys • Create baskets and place orders on behalf of customers • Customer-specific pricing and restricted-product overrides • Quotation, payment and service support

Integration Hub

Connect ecommerce with the systems, services and procurement processes behind the wider operation.

Capability	What it supports
Business systems	• ERP, CRM, PIM, finance, warehouse, fulfilment and logistics integration • Batch exchange through XML, CSV and tab-delimited formats • Real-time connectivity through web services and APIs • Customer-specific connections to commercial and bespoke systems
Commerce data	• Product, pricing, stock, customer, company, order and fulfilment exchange • Order status, tracking, currency, payment and purchase-order data • Import and export frameworks with validation, filtering and partial-update support • Test modes and resilient handling of source-data errors
Punchout & eProcurement	• Authenticated Punchout shopping sessions launched directly from customer procurement systems • Automatic buyer-to-account mapping for customer-specific pricing, catalogues and account rules • Automatic basket return into customer procurement workflows • Electronic purchase-order receipt, validation and processing • Immediate and deferred order acknowledgement • Support for purchase-order amendments and cancellations • Transaction logging and audit visibility across Punchout sessions and purchase orders • Pre-built connectivity for BirchStreet, Coupa, SAP Ariba, Workday and Jaggaer • Standard cXML and OCI procurement connectivity • Connection with customer procurement and ERP environments through Punchout Connect
Channels and services	• Payment providers, tax services, address lookup and analytics • Email service providers, product feeds and affiliate connections • EPoS and store integration for connected retail journeys • Headless and integration APIs for suitable customer implementations
Secure integration	• Central credential storage for API keys, certificates, tokens and usernames/passwords • Credential expiry tracking, backup, restore and audit history

- Application-setting and integration audit events

B2B Commerce

Make complex customer relationships and ways of buying easier to manage online.

Capability	What it supports
Advanced B2B ecommerce	• Customer-specific products, catalogues, pricing, content and journeys • Company accounts, sub-accounts, permissions and account hierarchies • Credit limits, account payment, purchase orders, gross and net pricing • Quotations, negotiated pricing and assisted selling • Quick ordering, saved baskets, repeat purchasing and self-service
Ordering Portal roles	• Super User, Manager and Employee roles • Granular permissions with user-level overrides • Assigned approvers and focused approval responsibility • Parent and child company structures for branches or depots
Ordering controls	• Ordering lists and approved-product controls • List-level and line-level budgets • Per-user allowances and company budgets • Approval thresholds and budget-overrun handling • Packs for roles, locations, events or new starters
Approval workflows	• Submit orders for approval • Approver attribution, reminders and expiry • Approve, reject or modify pending orders where permitted • Replace unavailable products where permitted • Audit history and order export information
Organisational purchasing	• Order on behalf of employees • Company and branch-level management • Cascading permissions, products, addresses and commercial data • Account, allowance, budget and usage reporting • Purchasing Switcher for ordering as yourself, a company, branch or another authorised user • Context-aware product restrictions and purchasing controls when switching between companies, branches and users
Procurement extension	• Punchout Connect for buyers using external procurement systems

Alternative B2B Trading Models	• Integration with customer-specific approval and purchasing processes • Vendor Managed Inventory and replenishment arrangements where agreed stock is held at customer locations, supported through implementation and integration appropriate to the customer model • Dropshipping arrangements connecting product and availability information with incoming orders and supplier fulfilment. • Subscription and scheduled purchasing where customers need products repeatedly
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International Commerce

Operate sites, brands and channels across markets from a shared commerce foundation.

Capability	What it supports
Multi-site and multi-brand	• Multiple websites, brands, customer types and commercial models • Shared or distinct content, products, pricing and integrations • Channel-level administration and permissions • Fast channel duplication and localisation
Language and localisation	• Multiple languages, translations and double-byte character support • Localised content, metadata, URLs and product information • Alternate hreflang values and configurable XML sitemaps • Localised dates, prices and culture settings
Currencies and pricing	• Multiple currencies and price lists • Derived price lists and currency-related calculations • Local gross, net, tax and commercial rules
Tax and compliance	• Multiple tax regions and rates • VAT exemption and issuing-country data • Country, postcode and company-attribute tax rules
Delivery and fulfilment	• Multiple warehouses, delivery regions and local fulfilment rules • Country-specific delivery methods, surcharges and payment options • Local market restrictions and product availability • Integration with duty and landed-cost services where required

Security & Access

Protect customer and administrative access through configurable authentication, permissions and security controls.

Capability	What it supports
Identity and access	• Multi-factor authentication for administrators and members • Email, SMS and authenticator-app verification • Social authentication using supported identity providers • Single Sign-On (SSO) capability • Granular permissions across channel, company, segment and user levels
Account security	• Password policies and unsafe-password blacklist • Email verification options • Persistent-user tokens with revocation controls • Lockout policies and controlled, audited single-factor access
Credentials and audit	• Secure credential management for keys, certificates, tokens and passwords • Credential expiry notifications • Audit history for credentials, configuration, payment and tax settings • Asynchronous audit-event notifications
Administration and session security	• Session timeout warnings • Protected test accounts • Restricted-environment data controls • Platform diagnostics • Administrative access controls • Content Security Policy controls for administration-system browser connections • Improved application-settings navigation with quick links and clearer identification of customer-specific configuration

Capability, Configuration and Implementation

tradeit provides a broad platform foundation. The exact capability available in a customer solution depends on the licensed modules, Accelerator configuration, payment and third-party services, integrations, implementation scope and platform version applied to that environment.

Capability	What it supports
Platform capability	• Core functionality available within the tradeit product or supported platform modules.

Configurable capability	• Functionality enabled and shaped through settings, permissions, rules, workflows and content configuration.
Implementation capability	• Functionality introduced through project implementation using standard extension points, components, APIs or integrations.
Connected capability	• Functionality dependent on external providers, procurement platforms, payment services or business systems.
Customer-specific capability	• Functionality adapted or extended around an agreed customer requirement where this fits the wider platform direction.

Compete Differently. Grow Confidently. Never Stand Still.