



## Ecommerce CMS

Create, update and control product & web content



Product Information  
Management (PIM)



Web Content  
Management (WCM)



Community &  
Social Tools



## Ecommerce CMS

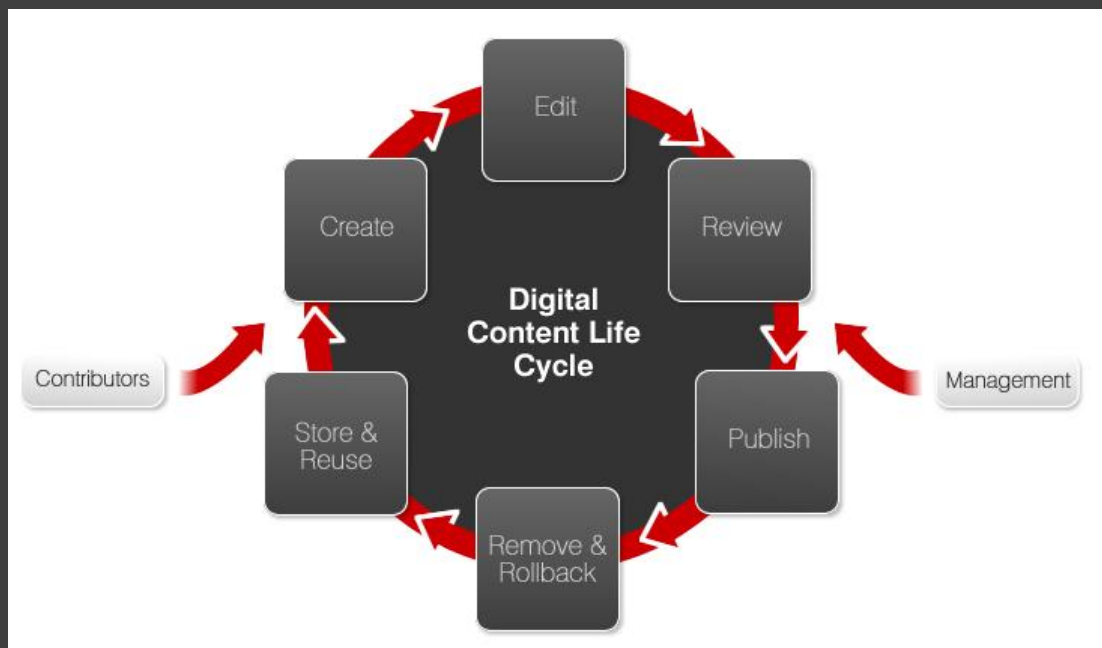
**Combining Product Information Management, Web Content Management and Community & Social Tools, tradeit offers expert content management capabilities for your ecommerce site(s), giving you the tools you need to effectively create and manage collaborative content strategies. Companies today want to build brand and products stories, directly engage with their customers, and sell their products online. tradeit's CMS provides all of the tools in a single system to enable you to do that, and much more.**

Leverage **tradeit's** unique ecommerce content management capabilities to provide your customers with everything they need to make their purchasing decisions, transforming your product pages into conversion-worthy selling machines. The **tradeit** CMS is designed to enable non-technical users to administer every element of their ecommerce site both quickly and easily, whilst delivering stunning results that help companies bring their products and brands to life.

### The benefits

- ☑ A central channel/domain neutral ecommerce CMS for managing all web and product content.
- ☑ Leverage and share your digital assets to enrich your ecommerce site(s).
- ☑ Build an engaged and loyal online community using the community and social tools.
- ☑ Roles/rules-based permission system to control who edits, reviews and publishes content across all channels, including different countries and brands.
- ☑ Simple and intuitive on-page editing enables non-technical staff to create stunning, content-rich pages optimised for all devices.

# Ecommerce CMS



**Content is still king and *tradeit* gives you complete control of the life cycle of your content from creation, editing and reviewing through to publishing, removal & rollback and storage & reuse.**

## Flexible & scalable ecommerce Content Management System

*tradeit*'s ecommerce CMS has been designed to enable effective website management for businesses of all sizes. Based on the latest Microsoft .NET & SQL Server technology, it is designed for ease of deployment and ease of use, enabling increased productivity for users at all levels.

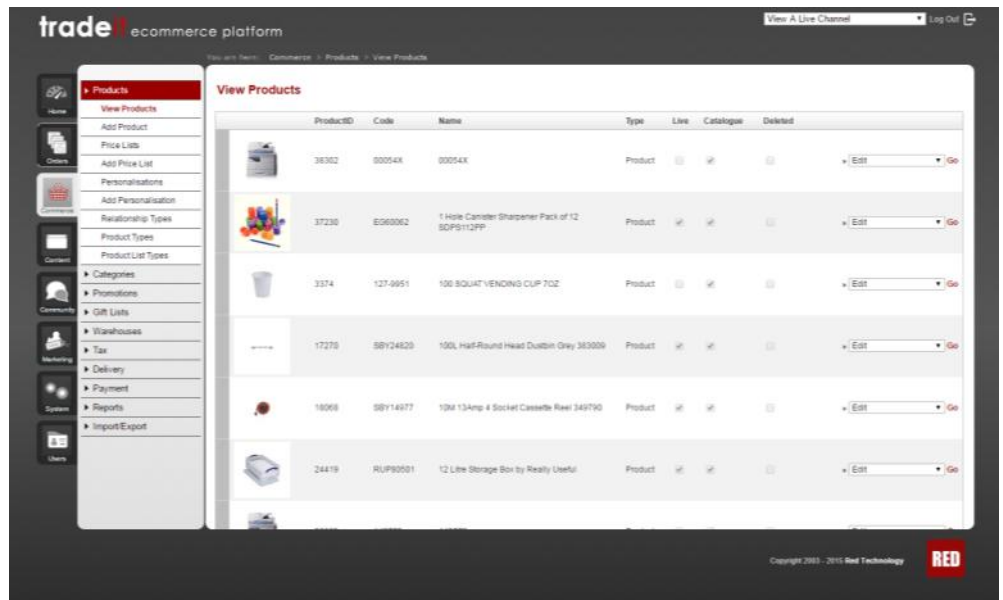
The functionality that is pre-built within *tradeit*'s ecommerce CMS shortens deployment times whilst its flexible architecture provides a development framework that can scale and encapsulate diverse requirements.

### ✓ Roles-based admin system

*tradeit*'s roles-based security and workflows give administrators control over who has the right to make changes, who has the right to approve changes and who has the right to publish content live. It's ideal for large or international ecommerce teams where certain parties are responsible for certain sections or channels of the website(s).

*"The *tradeit* ecommerce platform provides us with a robust, user-friendly and scalable content management solution that caters for our exciting omni-channel and international growth plans."*

Digital Marketing Manager, Hotel Chocolat



## Product Information Management (PIM)

Ensuring your product information is accurate and up-to-date is key to delivering a good ecommerce experience for your customers and helping your products get found by search engines. tradeit's PIM enables you to centrally manage your product catalogue, adding detailed information, multiple images, views and zooms, multi-lingual content, pricing, stock levels, related content and much more.

This product information can be entirely managed within tradeit's administration system, fed to tradeit via two-way integration with an external ERP system or imported/exported en masse so changes can be made in bulk and then imported back into tradeit.

By aggregating all of your product data you can create a central repository of accurate, enriched content for use in online **and** offline channels that can grow in-line with your business and be re-used, re-deployed and distributed across multiple channels (including international) helping to reduce administrative costs and helping to deliver consistent information across the board.

### Features

- ✓ Central administration for multiple, international ecommerce sites with both shared or unique content.
- ✓ Flexible facets management.
- ✓ Leverage rich media & downloadable content.
- ✓ Scalable and flexible with unlimited SKUs & unlimited categories.
- ✓ Highly flexible attribute system for products, product groups, categories, content, orders etc...
- ✓ Multiple price lists including both gross and net pricing in multiples currencies.
- ✓ Drag-and-drop interface for easy merchandising of product category pages.

*"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, Maxinutrition



# Web Content Management (WCM)

**The platform's Web Content Management (WCM) system makes the task of managing web content across your ecommerce sites quicker and easier for non-technical staff. It's the ideal way to ensure your ecommerce websites stay up-to-date and in-tune with your customers.**

Non-product content is a fantastic way of attracting and engaging customers when they are not ready to buy. Create specific landing pages for engaging product displays featuring rich media content and information, giving you considerable advantage over your competitors who are merely displaying a standard list of products.

## Features

- ✓ Add, edit and remove content directly through the storefront using the in-site editing feature.
- ✓ Create custom landing pages to support product launches & promotions.
- ✓ Embed and display rich media such as videos, Flash, jQuery objects (360° product spins, image sliders, zooms etc...).
- ✓ Optimised SEO performance including: keyword-rich URLs, redirects, marketing/vanity URL creation, canonical tagging, semantic HTML with full control over title, meta tags, h1-h4 etc...
- ✓ Content is optimised to display on multiple device types.

*"My team and I love the fact that we can do so much with the sites ourselves, instead of relying on a developer to make even the most simple changes."*

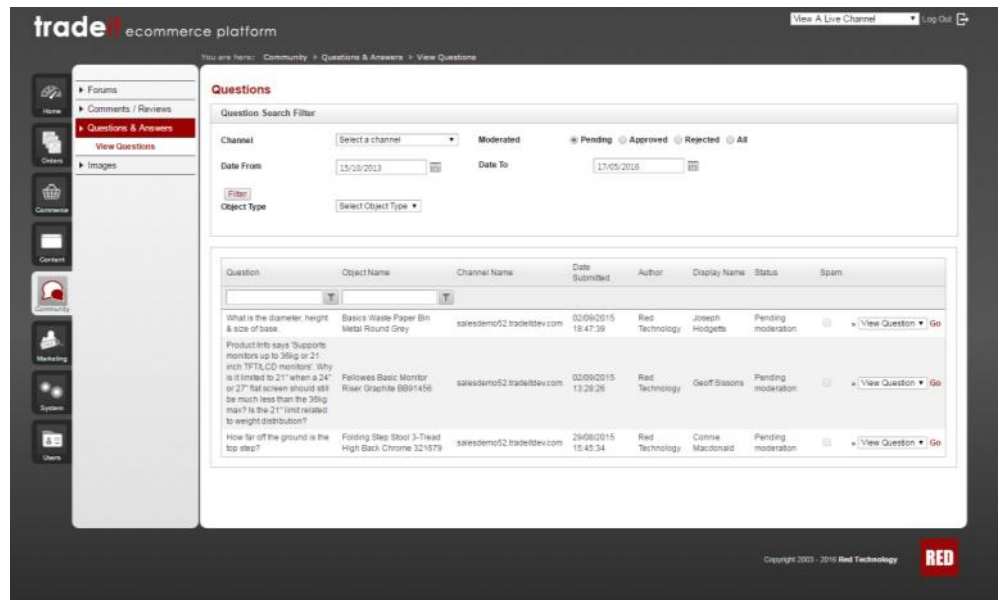
Head of Ecommerce, Sass & Belle



## In-site Editing

**tradeit** features sophisticated in-site editing, directly on the storefront, meaning you can see exactly what your users see before you publish any changes, or create any new pages.

The simple interface allows users to create stunning pages and online experiences, all optimised for multiple device types with the minimum time and effort.



## Community & Social Tools

Extending your online strategy and leveraging the power of community and social tools is a great way to more effectively communicate and engage with your customers, increase conversion rates, engender customer loyalty and create brand advocates.

*"The unique social aspect of our sites allows us to get closer to our customers, but also allows them to get closer to their peers at the same time."*

Head of Ecommerce, Winsor & Newton

Independent peer recommendations carry far more weight than a merchant's own marketing so the **tradeit** platform features a number of pre-built tools designed to aid in the easy creation of online communities and promotion of user interaction including built-in blogs and forums, product questions & answers, a reviews & ratings engine, and tell-a-friend functionality.

## Features

- ✓ Built-in blogs and forums + Product Q & As.
- ✓ Ratings, reviews, comments and feedback, or integration with independent ratings and reviews engines like Feefo or Trustpilot.
- ✓ Social sharing options and tracking provide insights for brand/product advocacy.
- ✓ Standalone, built-in social network featuring enhanced, user-generated content with image uploads, likes, comments, follow/unfollow options.
- ✓ Generate community-wide and individual activity feeds.
- ✓ Control schema.org, open graph and Twitter rich snippets.

## On-site Social Commerce

**tradeit** gives you the ability to take your online social presence to the next level. Manage and create your own online community, and integrated ecommerce, with **tradeit** acting as your very own social media network and online store. You can create an online community full of user-generated content and keep all of that information and data on your own ecommerce site.

# Why Red Technology?



## Class-leading ecommerce platform

Highly flexible and scalable **B2B & Retail ecommerce platform** with strong multichannel capabilities, rich functionality and a clear roadmap for future innovation.



## The company we keep

We work with some of the **UK's leading retailers, manufacturers, distributors and wholesalers** on both their B2B and Retail channels.



## Expert systems integration

Seamlessly joining together your critical business systems for **improved efficiency and ease of management**.



## Award-winning ecommerce sites

Over 15 years experience of delivering **best-in-class ecommerce sites** for our customers that are recognised, and rewarded, across the industry.



## Solutions built for personalisation & sales

Don't just take orders, actively **sell to your users 24/7/365** with our powerful marketing & promotions tools.



## Proven return on investment

Delivering the tools you need for **substantial online growth** and a **significant return on investment**.



## Complete ecommerce agency services

Complete range of ecommerce agency services from **Consulting, Design & Implementation** through to continued **Development, Hosting & Support**.



## Our expert ecommerce knowledge

We share our **insight into the ecommerce industry** gained over the last 15 years and **hundreds of successful website deliveries**.



## International expansion

Fully localised options for tax, language, currency etc... enabling you to **expand internationally into new markets**.



## Responsive web design

We deliver **ecommerce sites optimised for all device types** including TV, desktop, tablet, phablet and mobile, across multiple breakpoints.

**Call us**

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**Visit us online**

[www.redtechnology.com](http://www.redtechnology.com)