tradeit

B2B Platform Feature List

A detailed overview of the key functionality
of the **trade**it ecommerce platform

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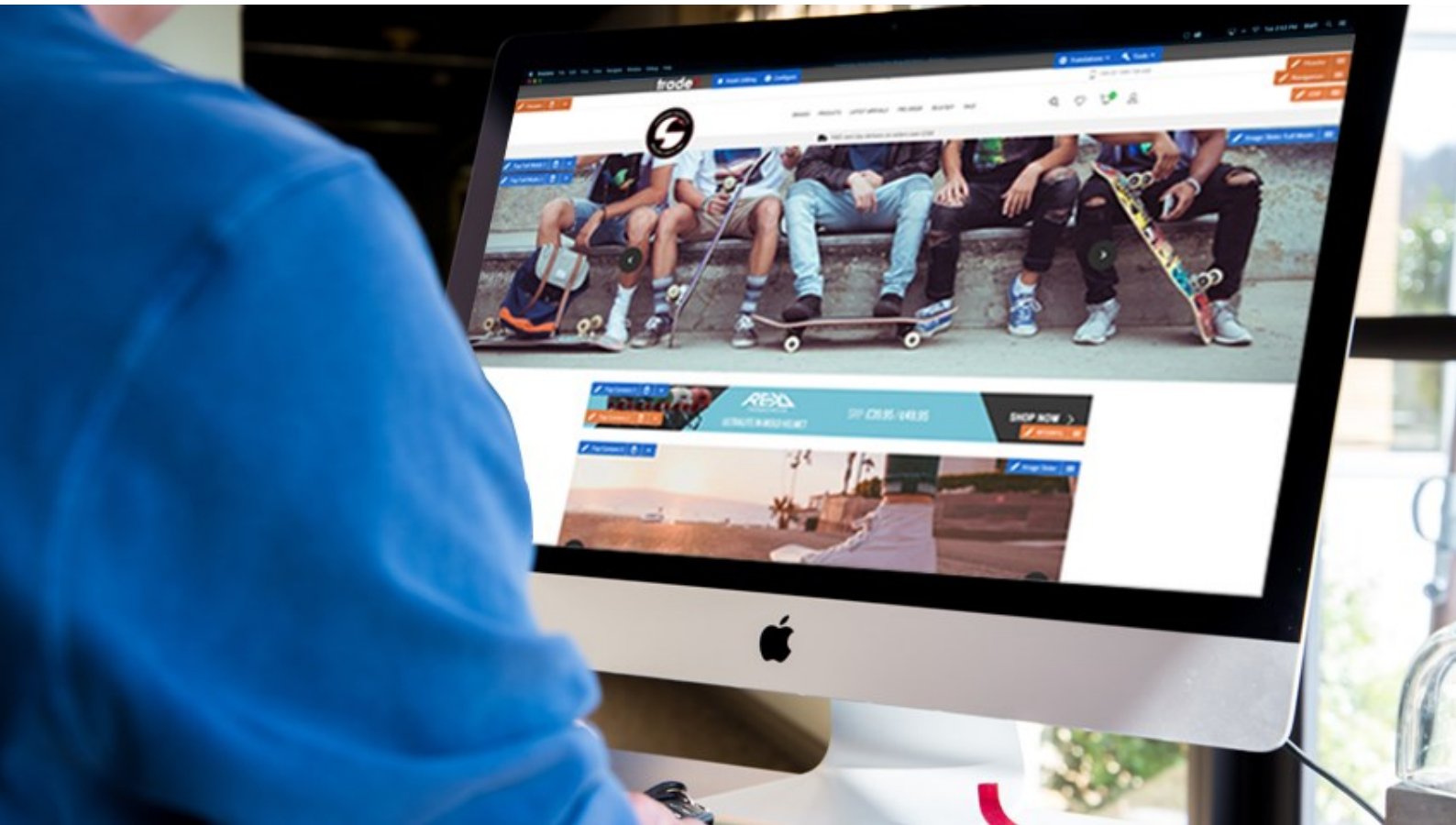**Version 7.0.1b**

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An incredibly feature rich, flexible and scalable Retail & B2B ecommerce platform, **tradeit** combines ecommerce tools, advanced content management & innovative marketing functionality.

The **tradeit** ecommerce platform is a Microsoft .NET & SQL Server certified ecommerce software application boasting sophisticated management tools, specifically designed to help merchants sell more, operate more efficiently and provide the best possible customer experience.

Whilst this feature list tries to outline much of the key functionality of **tradeit**, it is not exhaustive.

B2B-specific functionality
Sell directly to the trade with a host of B2B features.

Ecommerce Accelerators
Fastrack your B2B or Retail ecommerce.

Content Management
Create, update and control product & web content.

Marketing & Merchandising
Attract, convert, enage and re-engage more customers.

Commerce & Orders
Complete control of your online orders, fulfilment and customer service.

Integration Hub
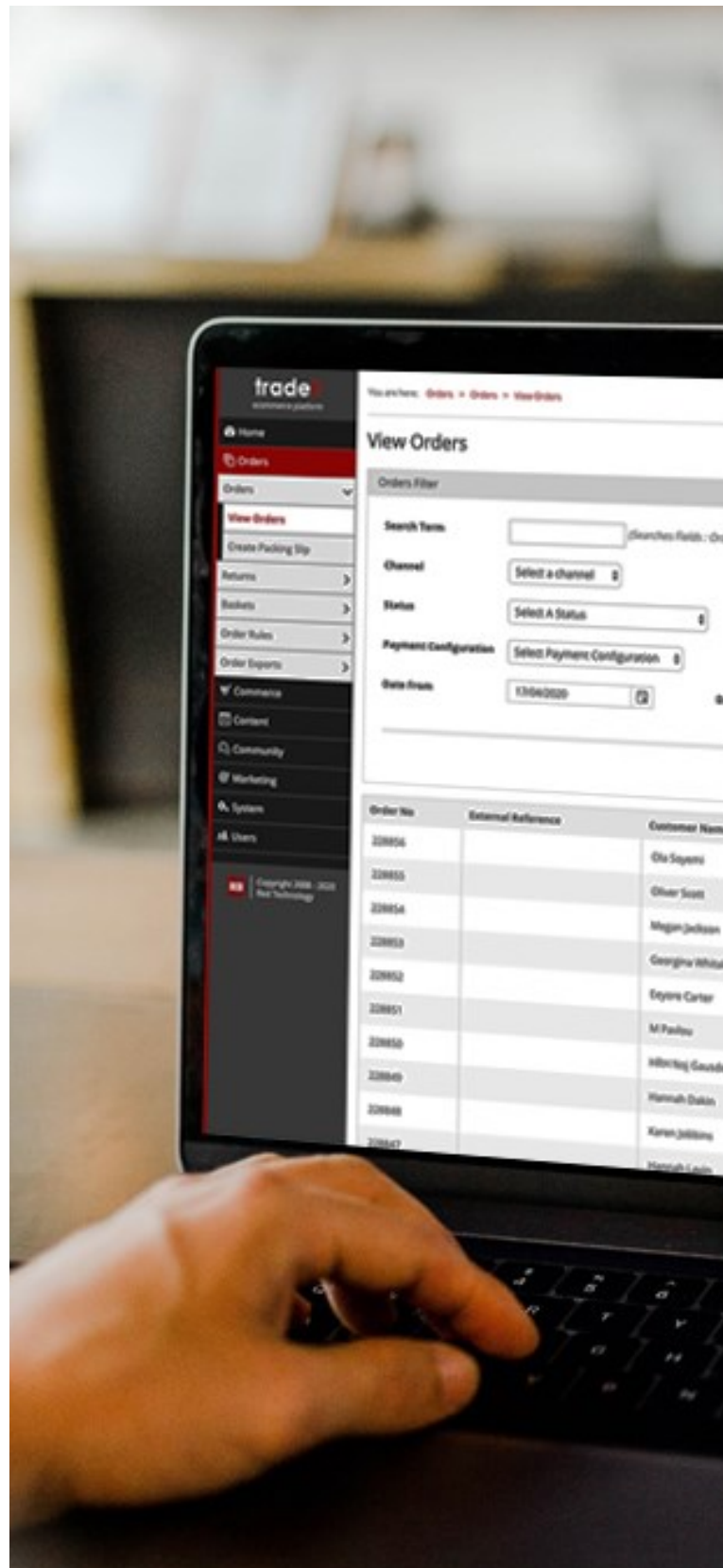Fully integrated Retail & B2B ecommerce solutions.

International
Start trading globally through localised sites.

Hosting & Security
Fully managed ecommerce hosting and support services.

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B2B Ecommerce

Selling directly to the trade with dedicated functionality.

Merchant Tools

→ Raise customer quotes online, adjust pricing (seeing exact margin as price is adjusted if required) and then email to customer, and display in their my account, setting expiry date for it to be converted to an order.

→ Offer gross and net pricing.

→ Set minimum order quantities and display messaging at basket if user adds less than MOQ. Can also create stock rules around actions when stock falls below minimum order quantity level.

→ Option to toggle between RRP and trade pricing on site.

→ Use quick order pads to quickly create an order using just product SKUs and quantities, including CSV/Excel uploads and product suggestions.

→ Set approved payment methods e.g. on account (credit limits), invoice or credit/debit card.

→ Configure payment options against individual customers, setting credit limits, which price list they see, set a minimum order value and whether or not they need a purchase order.

→ Delivery to multiple international addresses from a single order (ideal for central offices delivering to multiple remote sites).

→ Provision of Click & Collect/Reserve capabilities for collection points/trade counters.

→ Full control of any back orders, including automatic customer updates via email when status/stock level changes.

→ Handles highly complex pricing models, multiple/ unlimited price lists with control over which customers see which prices, (can be personalised down to an individual, department or company level), trading prices, previous price and RRP.

→ Price lists can be individually named, searched and filtered in the admin system making them easy to manage (i.e. Company A, Company B, etc...).

→ Offer quantity breaks so the more a customer spends the cheaper the unit cost per item. (e.g. 1-9 for £10, >10 for £7.50).

→ Pricing can be managed by both price list or currency meaning you can manage 1000s of price lists en masse.

→ Set quantity steps on products meaning items can only be purchased in fixed amounts such as 5, 10, 15 etc... Add workflows and rules to alert customers, round up or down if they add a different amount or stock is not available. Channel specific too.

→ Configure child price lists using a percentage value (+/-) from their parent to set prices but still have the ability to override them manually. Also set a minimum price.

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B2B Ecommerce

Selling directly to the trade with dedicated functionality.

User's My Account

- Users can access a dedicated 24/7/365 self-service portal containing all their information including billing and shipping addresses, order history, credit limits, invoices, payment terms and much more.

- Build and submit quote requests, and once returned by the merchant convert them to orders.

- View or edit saved baskets, quick order pad and regularly ordered items meaning re-ordering is quick and easy.

- Control ordering and spending capabilities of all regional sites from a central location, including approvals system and credit limits.

- Change/forgotten password.

- Full user management with visibility of their contact, address, reviews, customer preferences, reviews, invoices and more.

- View loyalty points/Spend & save targets.

- View and investigate previous orders and items on back order with comprehensive order detail information including statuses and tracking links.

- Manage cost centres, set and manage credit limits for accounts and manage all customer details.

- Submit service requests.

- Users can manage any subscriptions through their account including changing frequency, delivery address, billing day, payment method or pausing whilst on holiday.

- Raise any returns, refunds or replacement products through online forms.

- View individual credit limits and outstanding balances for any accounts.

- Create and manage a primary account with multiple sub-accounts — setting permissions for each, including purchasing capabilities, credit limits, delivery addresses and authorisation workflows.

- Quick order pad allows quick order creation using product codes and quantities required.

- Export previous orders in CSV format and print them.

- Activate a saved basket to add, remove items and process the order.

- Add scheduled calendar reminders that prompt an email reminder beforehand.

- Double opt-in registration and subscription functions, and the ability for users to close their own account with full event logging, in line with the GDPR.

- Users can set up and manage multiple product lists.

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B2B & Retail Ecommerce Accelerators

Quick & easily deploy enterprise-class ecommerce sites at a lower cost.

- Choose from the Retail or B2B ecommerce Accelerators which feature the most common and useful functions available straight out of the box.

- Pre-built and tested using a responsive web design across 4 different breakpoints (Desktop, Tablet Landscape, Tablet Portrait and Mobile), making them optimised for all device types.

- Look and feel of site is completely customisable to match the requirements of your company or brand.

- Pre-configured storefront and some key integrations, making sites much quicker and more cost-effective to launch.

- Pre-integrated with Google Analytics and Loqate. Choice of different payment gateways (including PayPal) that can be integrated.

- Improved UX and navigation with flyouts for facets and mini-basket, on-site search, call centre tools, product contents, and filtering on article/blog page, particularly useful on mobile devices. NEW

- AJAX basket on product details and product listings pages, meaning pages don't reload when items are added to the basket. NEW

- Pop-up transformer means any zone, and it's content, can be converted into a configurable pop-up. NEW

- Product comparison tool (B2B only). NEW

- Quick reordering button on any previous order in order history (B2B Only). NEW

- Already integrated with a huge subset of the tradeit ecommerce platform, with most key elements of the CMS, PIM, Marketing Platform and Order Management System included meaning you can quickly deploy class-leading retail and/or B2B ecommerce sites in no time.

- Fully customisable, extendable and expandable after launch with further channels easily added and launched on the same installation of tradeit meaning your ecommerce solution can grow at the same rate as your business.

- Optimised for SEO with inclusive tools in the platform to help enhance your SERP rankings.

- Accelerators included template wireframes and annotated components from which to launch your B2B or retail ecommerce site from.

- All new in-site editing, editable mail templates, scoped zones, conditional components, and zone transformers.

- Performance enhancements to aid with Google Web Vitals score (new mobile menu, pre-loading CSS & fonts, setting image dimensions). NEW

- Zone style transformers allow background and text colour to be changed on every component within a zone. NEW

- Pre-built cookie consent component in order to comply with Cookies Law. NEW

- Stock notification with email and account flags. NEW

Product Information Management (PIM)

Manage product catalogue, categories, attributes & imagery.

- Manage all of your product catalogue and product data (pricing, images, stock, descriptions, downloads, product reviews & ratings etc…).

- Cater for large numbers of products and SKUs (including aliases).

- Create/manage unlimited categories and assign products through the PIM interfaces or en masse via the data import/export feature.

- Manage unlimited category and product attributes. Define custom attributes against specific products and categories.

- Product variations management e.g. colours, sizes etc... supported in uploads..

- Advanced management of product content and imagery. Automatic re-sizing and storage of product thumbnails using the image uploader.

- Support for multiple currencies.

- Assign templates to display specific categories and web content pages.

- Setup and manage relationships between products and categories.

- Multiple translations stored against each product for international sites including Cyrillic and symbol-based text.

- Share products across multiple websites with different pricing.

- Supports various business models by allowing merchants to setup different product types e.g. subscriptions, digital products, event booking etc…

- Create company-specific SKUs and include them on order details and confirmations.

- Cascade data from companies down to users so it's only stored once. Can be overridden if user's need separate information.

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Web Content Management (WCM)

Managing website content & assets.

- In-site editing, content management system allows merchants to create, edit and publish web content directly through the storefront.

- Create and manage content translated into multiple/any languages including Cyrillic and symbol-based text.

- Populate with responsive content which can display perfectly at different breakpoints or using completely different material.

- Content zones can be scoped to the application, a channel, a template or a page, including the ability to override content at the page level.

- Add Google Re-Captcha to forms.

- Take the components within a zone and transform them into a carousel or tabs with display conditions applied to each *individually*.

- Provide recommendations based on product metrics via new component.

- Minified content, ideal for mobile users.

- Images optimised through resizer with 30% reduction in file size. NEW

- Duplicate channels for fasting launches of international or multi-brand sites. NEW

- Navigate to find your media using the media manager, which allows you to find media quickly and easily using Tree View, Search Terms or by image size.

- Enrich your websites using images, flash, text, videos, product carousels, banners, sliders, navigation and downloads.

- Swap in-site editing components in and out of pages, move them up and down pages, as well as within, and between, zones.

- Create events and collect attendee information during the checkout process.

- All new in-site editing, editable mail templates, scoped zones, conditional components, and zone transformers.

- Choose from library of components enabling non-technical users to create and edit stunning content-rich pages with ease.

- Apply translation changes on each component, meaning you can have different content for each language within the same zone, all with different conditions applied.

- Support for WebP images. NEW

In-site Editing

The in-site editing interface has been updated with a new design featuring an updated UX and styling to improve usability and performance. Key highlights include.

- Major performance improvements.

- Improved link search and editing.

- Image preview is much larger and scales the image to fit the preview.

- Quick and easy browsing of images by directory.

- Asset fields now display previews where possible.

- Cleaner styling for all fields.

- Less clicks to define asset properties.

- Uppy has been introduced for uploading images.

Conditional Components NEW

Choose when, to whom, and why to display content.

- Configure content to display because of a specific action or schedule content to display and disappear automatically using the time and date selectors.

- Display content based on how a user has reached your site such as PPC, affiliates, social media, email campaigns etc…

- Share the same content between sites or display different content based on channel such as different brands or international sites.

- Display or remove content based on the value of items in a user's basket, what products are in it, which price list is being used, the delivery costs, or whether an offer is applied to that basket.

- Link content in with the promotions engine, presenting personalised discounts and offers.

- Extended with four new conditions, Query String Matched Expression, No Other Component Displayed, Query String Does Not Exist & Invalidate This Rule— Condition Is Never Met. NEW

- Group components together within a zone so rules need applying only once to cover all. NEW

- Display content on user searches.

- Display content based on who the customer is, their location, whether they belong to a group, or whether they are logged in/out.

- Display content across user sessions, even when customers are not logged in. Configure how long to remember users for (in days).

- Configure content to display when an offer *nearly* applies to the customer's basket. This checks whether the offer in question qualifies using a product that is already in the basket and/or the basket total is within x% of the minimum basket value required for the offer.

- Create responsive content meaning different things can display at different breakpoints.

- Display content based on the delivery or invoice country of the user.

- Display or restrict content based which content, product or category page the user is viewing. NEW

For a full list of all display conditions available visit www.redtechnology.com

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Community & Social Tools

Blogs, product reviews, ratings, Q&A, On-site Social commerce and more.

- Rapid deployment of integrated blogs and forums within your website(s).

- Specific blog template ensures pages are structured perfectly as they are unlikely to change saving administrators time when creating or editing.

- Share blog articles across multiple pages using pre-defined component with filtering by tag, meaning only relevant articles can be cross referenced from other pages (i.e. product pages, content pages).

- Search passes can sweep all content for results meaning blog content can be included.

- Link content in with the promotions engine, presenting personalised discounts and offers.

- Moderate all posts before they're live.

- Create private forums or blogs only giving certain user groups access.

- Integrate social plugins from Facebook (Like Button, Send Button, Activity Feed, Facepile, Comments & Recommendations).

- Integrate Insights & Open Graph to report on social interactions.

- Unique article templates meaning blog pages are easy to create and edit.

- Blog component can be displayed across other pages, meaning blog articles can be linked to from other content or product pages. Which blog articles are displayed on each link can also be configured by filtering on relevant tags.

- Allow your customers to review products and rate them. Use these ratings (high-low, low-high) as a sort option on category pages and/or as a navigation facet.

- Report against ratings to discover which products need to be improved/replaced.

- Invite users to post questions and reply to other questions from customers through the Q&A feature. All questions and answers can be moderated before going live.

- Send to a friend allows customers to recommend products to friends.

- Schema.org & Twitter card rich snippets.

- Set up and manage social feeds.

- Self-contained and highly advanced community features acting as an on-site social network allowing users to create their own profiles (Biography, images, social media links, avatar etc..), follow/unfollow other users, like other uploaded content, comment on it as well as uploading their own content such as images, photos, videos etc… and share information about what they have uploaded (i.e. what they are wearing from a retailer's website, what they used to create their image, where they were etc…).

- Site-wide or individual activity feeds can also be create to bring everything together and alert other users when somebody they follow, uploads new content, watches something, visits something, buys something etc...

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Promotions Engine

Offers, discounts & coupons with full reporting.

→ Multiple offer types including
- % off an order
- % off a product(s)
- % off delivery
- £, $ or Euro off an order
- £, $ or Euro off a product(s)
- £, $ or Euro off delivery
- Fixed priced product
- Fixed priced delivery
- Free products
- Free shipping
- Bundles (e.g. Buy 1 get 1 free, 3 for £10)
- Coupons
- Buy X get Y free
- Free product/gift/sample
- Fixed reward point credit
- Tiered spend and save discounts
- Unique single– or multi-use coupon codes

→ Storefront examples include
- Buy 1 get a FREE gift or sample
- 10% off an order when you spend >£50, 20% off when your spend >£80 etc...
- £10 off product X
- 10% off product X
- Buy 1 get 1 free
- Free gift wrapping
- Buy 3 selected products and get 10% off
- Use code DISC10 for 10% off selected products
- Buy product X and get 10% off product Y
- Buy 1 get 1 half price
- Free shipping when you spend >£50
- Buy 3 selected products for £20
- Buy 2 get cheapest free
- Buy X get cheapest half price
- Buy 1-9 for £10 each, 10 or more for £9 each

→ Discounts can be spilt across line items to avoid items with a negative value (some ERP systems can't cope with negative values).

→ Limit amount of times offer can be used either site-wide, or per customer).

→ Highly configurable and flexible rules-based promotions.

→ Target specific customers with unique promotions or restrict certain customer from receiving them.

→ Session-specific offers; can be triggered by a customer filling out a form, referring a friend, arriving from PPC or affiliate, or from a URL such as an email campaign.

→ The order in which promotions are applied can be manipulated by merchants using the admin system.

→ Reports on offer: Products ordered, orders by order status, orders by payment method, orders by customer & revenue by categories.

→ The offers/coupons report can also be filtered by: Date range, channel/domain, currency, order status, group by (offers/coupons) where they were etc…).

→ Insert single– or multi-use coupon codes into any email template, or export for use with 3rd party emails or printed marketing campaigns.

→ Schedule promotions to run for certain periods by selecting start and end dates.

→ Create product bundles so that when products are added to the basket together, the discount is applied. Bundles can now contain variations so different flavours, sizes, colours can be included in a bundle.

→ On 'Free Product' discounts, define number of free products on a per product basis, and also allow customers to choose which free product(s) they want.

→ Offers can now be disabled by the user or administrator if they don't want to them to be taken advantage of.

→ Calculate discount from parent price list to ensure user is getting best price but not on top of any existing reduced price.

→ Copy existing offers then just tweak details to speed up and simplify creating new offers.

→ Include or exclude subscription customers from any promotion. NEW

→ First time order offers for guest checkout using email. NEW

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Recommendations

Merchandise up-sells & cross-sells.

→ Red can configure algorithms which automate merchandising recommendations. These algorithms can leverage various data sets to ensure that the products displayed are highly relevant to the customer. Data sets include customer's search criteria, customer location, an individual customer's order history, other customer's order histories, product ratings, stock availability and more.

→ Take control over product relationships & ordering of cross-sell/up-sell of products.

→ Setup and configure product recommendations across multiple page templates. As templates are designed and built from scratch these can be easily customised.

→ Use weighted recommendations to 'boost' products with an additional weighting to push them higher in the recommendations than they would otherwise appear.

→ Intelligent 'more like this' metric returns similar products based on how alike they are to the one supplied in order to populate the recommended products component.

→ Provide recommendations based on product metrics via new component. Each metric stores the products with a rank against each other product. Metrics include:

- Top Rated Products — ranked by average rating.
- Top Reviewed Products — ranked by how many times they have been reviewed.
- Top Selling Products — ranked by how many times they have been sold.
- Top Selling Products By Value — ranked by how much they have been sold for
- Top Viewed Products — ranked by how many times they have been viewed.
- Best Product Deals — ranked by the difference between the was price and current price.
- Top Added to Basket Products — ranked by how many times they have been added to the basket.
- Products Bought Together — ranked by how many times they were previously bought with the current product
- Customers' Past Purchases — ranked by the number of times bought by a registered customer.
- Inspired By Wish List — ranked by how many times they have been bought with products in the customer's wish list.

SEO & Link Management

Re-directs, 404s.

→ Extremely search engine friendly platform supporting canonical tags and vanity URLs.

→ Manage all of your 301 redirects making transitions between websites and structural changes smoother by maintaining your links within Google & other search engines.

→ Redirects can be imported and exported in bulk for easy updating en masse.

→ Full control over all on-page elements such as page titles, meta tags, h1-h6 etc…

→ Automatically outputted canonical URLs for products that are displayed in multiple categories and to product variations

→ Proper output of image tags and similar.

→ Manage and configure the output of Google sitemaps including translation management.

→ Ability to control formatting of URLs with consistency such as / at the end or not.

→ Facet-friendly URLs with syntax that is friendly to humans and completely visible to administrators within the in-site editing menu.

→ Enhanced redirects work across both secure and not secure protocols.

→ Automatically updated link fields to avoid any dead links when URLs change.

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Merchandising

On-site search, sorting, facets & navigation.

→ Flexible category structure allows merchants to create an unlimited number of top level and sub categories with relationships between each other and products within.

→ Flexible faceted navigation with dedicated management interface for merchandisers to configure rules for how these are used in the storefront.

→ Customers can layer on and off facets to dynamically update the results set.

→ Predictive search with type-ahead function.

→ Sorting (price, name, new products, star rating—or other merchant definable fields). Or use pre-defined metrics to populate based on real time data (i.e. Best sellers, highest rated, most viewed etc…).

→ Sophisticated on-site search feature which can be configured to conduct multiple sweeps across all content (not just products) ensuring highly accurate results are returned and fast.

→ Allow for spelling errors and typos with configurable fuzziness on search passes.

→ Pin items to the top of search results or product listings pages by definable criteria like NEW, IN STOCK, BRAND, IN SEASON, ON OFFER or any other custom attribute you wish. You can even combine and prioritise the order of them.

→ Cater for different variations/tenses/plurals of words and language inflections in user searches.

→ Two dimensional sorting allows NEW items to appear followed by items according to their rank (calculated automatically using tradeit's built-in metrics).

→ Simple upload function for importing synonyms. `NEW`

→ Pagination (customer can also choose the number of products to display at any one time), infinite scrolling or lazy loading (merchant can define what % of page is scrolled through before loading more).

→ Maintainable dictionary for handling misspellings, synonyms, alternative and related items

→ Matching of products to be included in the record set is configurable; you can choose which fields should be used to match products against the search term and how they should be matched against the search term e.g. partial (anywhere within keyword) or full match.

→ Pre-select facets on category pages to enhance users' search (i.e. filter only 'in-stock' items).

→ Use built-in drag-and-drop tool to manage product sort order on category pages for simple merchandising control.

→ Products are automatically ranked against six key metrics meaning your most popular items are pushed to the top of the product listing or search results pages.

→ Boost products by weighting the importance of each of the six metrics.

→ Conduct multiple search passes in one go and weight the importance of each to promote exact matches or matches on fields you deem more important than others.

→ Display search suggestions based on indexed products rather than previous users' searches, meaning results are delivered immediately and with more logic - our search tool doesn't rely on a history of previous searches to build its intelligence.

→ Display matching categories alongside any product or content matches directly in the search results.

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Email Marketing
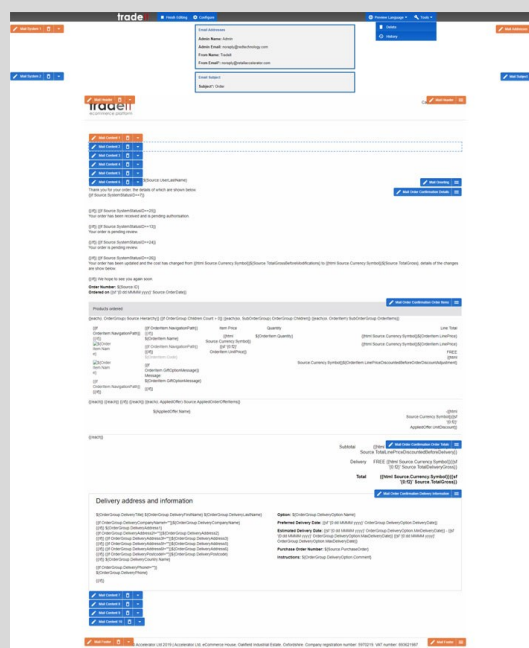Campaigns, recipients & reporting.

→ Built-in email marketing capabilities for all bulk, workflow and triggered, event-based campaigns.

→ Editable HTML email templates for workflow emails (e.g. order confirmation, account registration, forgotten password) using same familiar interface and workflows as in-site editing (see below).

→ Create triggered email campaigns meaning emails can be sent based on user action (or inaction) or events. Ideal for abandoned baskets, subscription reminders etc...

→ Trigger emails for expiring loyalty points. Merchant can define who to email, total points, total points expiring, number of days, total points value, value of expiring points and currency.

→ Trigger email based on condition 'is customer's first order'. NEW

→ Setup marketing campaigns and report on opens & click-throughs per campaign.

→ Integration with CRM can allow full cycle campaign management.

→ Segment your subscriber database into smaller marketing groups to target specific people with specific content.

→ Emails are served via Red's dedicated mass email marketing architecture, designed to process over a million emails every day.

→ Recipient list management including bounce backs and (un)subscriptions.

→ Media manager allows you to add rich media content to your emails easily.

→ Plain text or HTML email intelligent delivery mechanism.

Editable Email Templates

The in-site editing interface has been extended to include the capability for merchants to edit all workflow, system-based emails within **tradeit**, without requiring a developer.

→ All system-based, workflow emails can now be edited (e.g. account registration, order acknowledgment, order shipped etc…).

→ Each email template uses layouts like web pages with editable zones in.

→ Additional content can be added for information or marketing purposes.

→ User-friendly so no developer input required.

→ Built-in HTML email inliner and minifier to ensure compatibility.

→ Define administrator address, From address and a BCC address.

→ Set globally but override per channel, template or language as necessary.

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Loyalty Scheme

Simple, built-in points-based or spend-and-save options.

- No convoluted sign-up, membership or T&Cs.

- Merchant-definable value of points for collection and their redemption value.

- Define whether points are earned against orders/part orders paid for with existing points.

- User can redeem saved points on any subsequent purchases.

- Manually apply or remove points from customer accounts enabling you to offer credits for service issues, or debit points if items are returned.

- Run promotions using loyalty points such as double points, points on their birthday etc…

- Points automatically applied to user's account every time they spend.

- Points value is displayed against each product and the basket (total points of that item or items).

- Set spend & save targets for customers over a defined time period to incentivise them to spend more. Rewards can be defined and include discount, offers, loyalty points etc...

- Orders still output with actual value to help with accounting.

- Points balance is shown in user's 'My Account' and on payment page, during login.

- Use points as payment, or part payment on orders. User can determine how many of their saved points to use on any subsequent order.

- Configurable expiry dates on points meaning merchants can determine how long points are stored against a user's account for, before they have to be redeemed.

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Subscriptions NEW

Customer retention and recurring revenues.

→ Fully PCI-DSS compliant meaning payments are taken safely and securely at the requested frequency.

→ Customer can choose a billing day to suit them (Mon-Sun) which they can change at any time in their account.

→ Customers can select a card payment for subscriptions from existing cards on their account or via a new card. They can change payment card at any point from within their account. Customers are emailed before taking payment for each subscription, outlining what's included each time, and are also notified of expiring & expired cards.

→ If payment fails, the customer will be notified and they then have 24 hours to amend it, in order to receive their goods as scheduled. They will also be notified if their preferred payment method will expire in the next 2 months. Merchants can report on failed payments of subscriptions in tradeit's administration system.

→ Cater for replenishment, curation or access subscription types, both physical and non-physical, inherently within the platform. No clunky plug-ins, bolt-ons or apps. No additional costs.

→ Customer can log in to their account and manage their subscriptions, including cancelling any they no longer require or moving the delivery date whilst they are on holiday.

→ Customers can configure a delivery address for their subscriptions and all products will be sent there. Delivery addresses can be updated at any time in their account.

→ Allow customer to choose from different frequencies; weekly, every 2 weeks, every 3 weeks, every month, every 2 month, every 3 month etc... The list can be customised to remove frequencies that are not valid to particularly products or expanded to include other frequencies required.

→ The relevant delivery option will automatically be assigned to any subscriptions to ensure that it arrives as requested by the customer (i.e. on the specified day of the week/date).

→ Ability to add/exclude subscriptions from other promotional offers.

→ Access to specific subscription-based reports for upcoming orders or invalid payments.

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Checkout

Checkout, basket, payment options, fraud screening, address lookup & SSL.

→ Member and non-member checkout options enable customers with and without an account to checkout smoothly.

→ Customers can save & restore baskets to return and check out later. Triggered emails can be setup around this to automatically remind customers about their saved baskets.

→ Expandable mini-basket allows customers to hover over and expand to show the contents of their basket whilst browsing.

→ Update/refine options for quantities and products required within the basket.

→ Provide customers with multiple delivery options for example UK/Channel Islands Standard, UK Express etc… The naming, pricing, channel/domain assignment, shipping bands, tax jurisdictions & product exceptions can be managed through the platform's administration system.

→ All pages are encrypted using SSL's to protect all sensitive customer data.

→ Selectable basket aggregation meaning same SKUs can multiply when added to basket or remain as separate items in exceptional circumstances.

→ Highly configurable gift wrapping options allow merchants to provide customers with greater levels of control and functionality, allowing them to choose from a selection of different wrapping options and styles, and define custom messaging for individual items.

→ Customers can split a single order to multiple destinations, with different fulfilment options (including Click & collect if relevant), gift messages, wrapping and scheduled arrival dates on an item, group or basket level.

→ Merchant-definable order rules to provide additional level of fraud protection and control over order processing.

→ Offer flexible payment methods including credit/debit card, direct debit, pre-paid credit, on account, invoice and subscription based.

→ Integrated with Loqate for fast and accurate address lookups.

→ Integrates with major Payment Service Providers (PSP's) including TRUST Payments, CyberSource, Adyen & Worldpay. Other PSPs and Alternative Payment Methods like PayPal, iDEAL and Apple Pay also supported.

→ Integrates with CyberSource fraud management & payment security solutions.

Split Orders

Multi-address delivery, fulfilment and gifting from a single order

→ Split a single order to multiple delivery addresses worldwide (including Click & Collect/Reserve from stores).

→ Split basket by item or groups of items within a single order.

→ Offer different fulfilment and gift options on each item or group of items within a single order.

→ Split payment of order between multiple gift cards and credit/debit cards.

→ Schedule different items or groups of items to arrive at destinations on specific and different dates.

→ Include separate gift messages with each item or group of items within a single order.

→ Offer anonymous sending on each item or group of items (ideal for Valentine's Day or surprise gifts).

B2B Platform Feature List

A detailed overview of the key functionality
of the **tradeit** ecommerce platform

Fulfilment

Manage warehouses, tax, delivery, orders, returns, invoices, packing slips and more.

- Define tax and delivery options for each warehouse.

- Configure order picking cut-off times for each delivery option, at each warehouse.

- Setup and configure different warehouses and options for different channels/domains including primary and secondary locations.

- Setup and configure different tax areas and rates for each channel/domain.

- Add product delivery surcharges for individual items or delivery types (ideal for bulky, awkward or expensive items that require additional cost to deliver).

- Calculate delivery based on basket items, basket price, or basket weight.

- Set details of delivery contract for each delivery option, whether a delivery is/isn't guaranteed, what days a delivery option is available on, and the delivery period.

- Restrict fulfilment type available for certain products and display reason why (weight restrictions, product restrictions etc…).

- Set pricing rules for each delivery option, configuring multiple price bands for delivery options for different price lists.

- Handle product exceptions (oversized items/restricted) for delivery options.

- Filter to show orders by status, from and to dates and free text search across fields including Order Number, Billing First Name, Billing Last Name, Billing Postcode and Transaction ID.

- Display authorisation receipts on confirmation emails, without revealing customer-sensitive data like card numbers etc…

- Orders can be modified after they are placed including changing the delivery cost or fully/partially cancelling an item.

- Allow child price lists to be selected when configuring delivery costs in the admin system. **NEW**

- Setup and configure multiple delivery options for each channel/domain within the platform.

- Order status can be automatically or manually updated for the order as a whole, and for individual order line items.

- Manage all customer's contact, billing and shipping details and store data against each individual customer.

- View detailed order information down to individual line items.

- Comprehensive information for individual product line items including product type, code, name, quantity, unit price, line price, line discount and line discounted price.

- Audit payment details and statuses such as, paid or unpaid, payment method, receipt number, receipt value, transaction reference and authorisation code.

- Subject to integration, merchants can make offline orders available through their online store for customers in their 'My Account'.

- Multi-channel orders separated by originating channel/domain to segment orders.

- Receive/process returns and raise credit notes against orders.

- Through the OMS, administrators can print orders, invoices and packing slips (including stock location in warehouse — bin number) and the ability to add comments.

- Configurable/customisable order workflows to suit your business.

- International merchants can generate sequential order numbers for each country (prefixed with a country code if required), as well as an overall order number for all sites.

- Show next availability and quantity available on that date, for out of stock items.

- Append notes to order status updates.

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B2B Platform Feature List

A detailed overview of the key functionality
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Call Centre/MOTO/Endless Aisle

Managing Mail/Telephone/In-store Orders & Customer Service Issues

- Use call centre interface for processing online, telephone orders, mail orders, in-store orders and for handling customer queries.

- Create baskets as a customer would and place secure orders on their behalf.

- Use on tablet devices in physical stores/locations to place online orders on behalf of customers for items that are not in stock.

- Override customer pricing at the basket, cancel line items or alter shipping costs.

- Build quotes on a customer's behalf, adjust pricing (seeing exact margin as price is adjusted if required) and then email to customer, and display in their my account, setting expiry date for it to be converted to an order.

- Update customer details including names, address, wish lists etc… delivery and billing addresses can be viewed, updated and new addresses added.

- Customer passwords and any sensitive information are protected from administrators to avoid any security issues.

- Process returns, refunds and replacements through integration with a WMS or ERP.

- Integrate with secure services to handle sensitive payment information over the phone.

- Administrator override for restricted products, meaning call centre staff can add them to a basket and order on a user's behalf.

- Administrators can remove promotions from certain users and/or add any items as a free product to their basket.

- View all of a customer's orders and check the status of any existing/outstanding orders.

- Assign account managers to customers and enable only them to administer their customers' accounts.

- Configure payment options available to call centre users meaning you can prevent the use of some. NEW

B2B Platform Feature List

A detailed overview of the key functionality
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Integration Hub

Enable seamless connection of all your business systems.

→ Previously integrated with a number of ERP, fulfilment, CRM, PSP and accounting systems from vendors including Microsoft, Sage, SAP, Sanderson, WinMan, OrderWise, HansaWorld, Intact, Pegasus, Access and Salesforce amongst others.

→ Authenticate storefront passwords/formats unknown to **trade**it, meaning they can be imported from ERP/CRM and authenticated via a specially created algorithm.

→ Completely flexible system accepting XML, CSV and TAB data delivery formats for batch transfers as well as a full set of Web Services for real-time integrations.

→ Full support for all commercial packages as well as in-house bespoke systems.

→ Manage and control feeds to marketplaces, affiliates and 3rd party comparison sites including Kelkoo, Affiliate Window etc.... **trade**it can feed data through to a number of third parties using XML or via web services API.

→ Each marketplace can be governed by specific rules for pricing, shipping, tax and payment methods as well as configuring what stock to allocate to each channel.

→ Share product descriptions, product names, product images, order addresses, feeds etc... between ecommerce and marketplace channels.

→ Integration with physical store systems like EPoS to provide Click & Collect/Reserve, Rapid Fulfilment from store stock, Store Stock Checks, and other omni-channel functionality

→ Automatically update Google sitemaps, aiding search engine optimisation.

→ Complete mass imports/exports of order, product and customer data using CSV files.

→ Push/pull order data out of & into the platform including order statuses, order email, billing & shipping address details, order date stamp, shipping date, currency exchange rate, shipping costs, any comments appended to the order, pricelist used, payment method, shipping tracking number, purchase order number, originating domain/channel and any custom order attributes.

→ Export product data by group or category meaning you only export want you need, saving time and making process more efficient.

→ Feed in and out customer data such as customer groups, website credentials, assigned credit limits, personal details, shipping address details, subscriptions to mailing lists, favourites and any custom attributes.

→ Integrates with major Payment Service Providers (PSP's) including TRUST Payments, CyberSource, & Worldpay. Other PSPs and Alternative Payment Methods like PayPal, iDEAL and Apple Pay also supported.

→ Set up integrations with a number of leading Email Service Providers including Adestra, dotdigital, MailChimp (including Mandrill), eMarsys, RedEye, Actito and many more.

→ Integration with Google Enhanced Ecommerce Analytics.

→ Integrations with an array of software and services such as Loqate and Google Analytics, helping to reduce development time and costs.

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B2B Platform Feature List

A detailed overview of the key functionality
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International Ecommerce

Grow your ecommerce business globally and engage customers worldwide.

→ Local language sites with complete translation variants management through the back office. Also integrated with tools like Weglot for instant on-site translations.

→ Supports all text types including Cyrillic and symbol-based plus double-byte characters.

→ Multi-site support means new channels can be launched quickly and cost effectively with unique or mirrored designs, content and integrations.

→ Localised pricing and multi-currency support from a single or multiple sites.

→ Integration with duty calculator can provide customer with complete landed cost including all duties, taxes and shipping fees with full payment taken at the basket.

→ Support for multiple payment types means localised options can be country and/or market specific relevant to their requirements (i.e. Buy now pay later options for Scandinavia, Germany and the Netherlands).

→ Full support for translated web copy for product data, templates, media, page titles, metadata and URL structures for local SEO and rich user experience.

→ Local controls and management meaning country specific admins/offices can maintain local sites without access to other sites if required. Access to any and all sites can be controlled by master user with permissions granted for review/approval/editing applied to any user.

→ Configurable picking, packing and shipping options, rates and delivery days for any destination. Can specify picking days, times and account for bank holidays etc....

→ Handle multiple and complex taxation systems across the globe including the US (Nexus).

→ Multi-warehouse support means orders can be assigned to different countries or channels with orders pushed to the correct one.

→ Complete flexibility over international domain and sub-domain structures in line with your business requirements or preference (e.g. .fr or .com/fr).

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B2B Platform Feature List

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Hosting & Security

Cloud-based, fully managed hosting services for ecommerce.

→ PCI DSS compliant platform and hosting services.

→ High specification data centre facilities based in both Oxford and London.

→ System and hosting environments both constantly monitored 24/7/365 by our trained engineers and designed for business continuity.

→ Multiple data centres offers multiple server configuration as well as allowing for split system configuration (i.e. disaster recovery system that can be doubled as a staging/user acceptance testing system in one data centre and live system in the other).

→ Latest specification of dedicated computing resources on tier 1 hardware.

→ Regularly tested for stress and load.

→ Cloud-based hosting offers single tenant security.

→ Fully managed security including firewall rules, DDoS mitigation, Anti-virus, OS patching, File integrity monitoring, Syslog reporting, Virtual Private Networks, Vulnerability scanning, intrusion prevention system and LAN infrastructure.

→ Helpdesk by phone, email and web accessible logging system.

→ Comprehensive backup cycle including both system and database backups, as well as disaster recovery provisions.

→ Full service level agreement.

→ Combines all necessary services such as log management, event management, and change control processes.

→ Capability to quickly add additional web servers and configure hardware load balancing devices to spread load, or add further database servers.

Get in touch

To speak to somebody about our class-leading ecommerce platform tradeit, or to arrange a demonstration of its capabilities, then please contact us by phone, email or online and we will be happy to help.

Why Red Technology?

We deliver world-class ecommerce solutions by combining the power of our award-winning ecommerce platform **trade**it and our range of complementary ecommerce services. We forge long-term partnerships through consultation, design, development and support of your ecommerce eco-system, meaning you can focus on growth through products, marketing, merchandising and customer service.
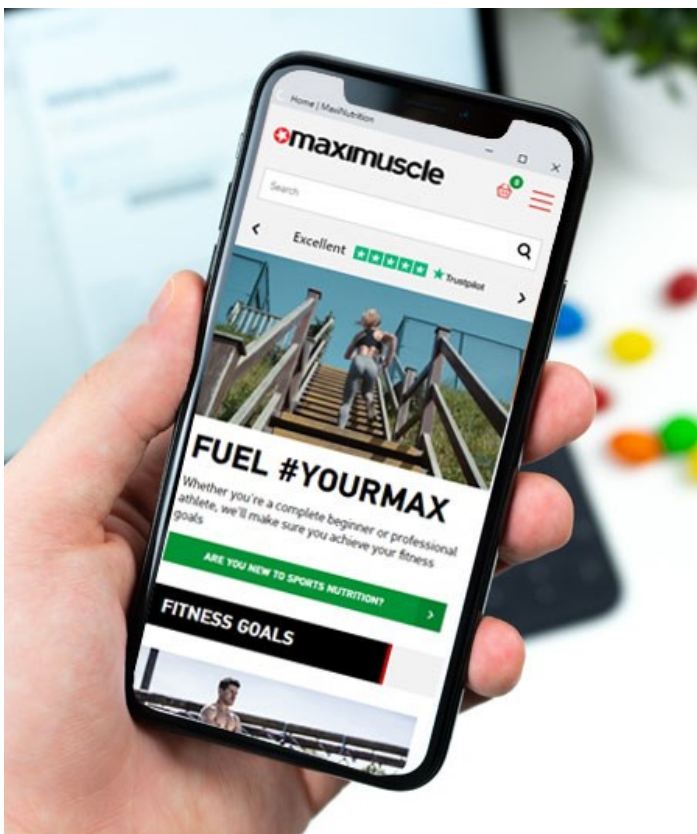
Award-Winning Solutions

We have over 15 years' experience of delivering best-in-class ecommerce solutions for our customers that are recognised and rewarded across the industry.

Class-Leading Platform

The **trade**it ecommerce platform offers ultimate scalability and flexibility, coupled with strong multichannel capabilities, rich functionality and a clear roadmap for platform innovation.

Expert Integrators

Seamlessly joining together your critical business systems for improved efficiency and ease of management. We're ecommerce integration experts.

Comprehensive Support

We pride ourselves on providing 24/7/365 responsive support services for both your ecommerce site and your hosting environment.