

CASE STUDY NAPIT

SOLUTION B2B Ecommerce



Founded in 1992, **NAPIT** is a government-approved and UKAS-accredited membership scheme operator serving the building services and fabric sector. With over 20,000 registered installers across the UK, they primarily support the electrical, heating, plumbing, ventilation, microgeneration, and building fabric trades across domestic, commercial, and industrial markets.



Faced with three disconnected websites that created inefficiencies and a fragmented user experience, NAPIT needed a unified solution. The goal was clear: merge NAPIT Corporate, NAPIT Direct, and NAPIT Training into one intelligent ecommerce platform.

Built on **Red Technology's tradeit™** ecommerce platform, the new site delivers a seamless experience that goes far beyond a typical online shop. It functions as a **central hub for membership, compliance, training, and information**, giving members everything they need in one place.

Project Highlights



Self-service training

Self service functionality for booking complex training courses with real-time visibility of availability and user based filtering to reduce administration.



Mixed Basket Checkouts

Users can combine training courses, membership purchases, and physical products in a single checkout, each governed by different payment rules.



Membership Plans

A platform that allows the purchase of comprehensive trade memberships run by automated processes like Direct Debit scheduling.



Integration

Full integration with Sage Intacct, Internal ERP, Trust Payments, VitalSource, Bottomline PTX and others.



User-based product listing

Storefront page listing products, availability, and sizing. With custom listings allowing only members to order.



3 in 1 Functionality

Consolidating three legacy platforms, reducing maintenance costs and admin time. Everything in one place.



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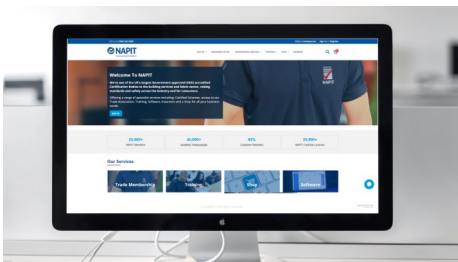
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Project Overview



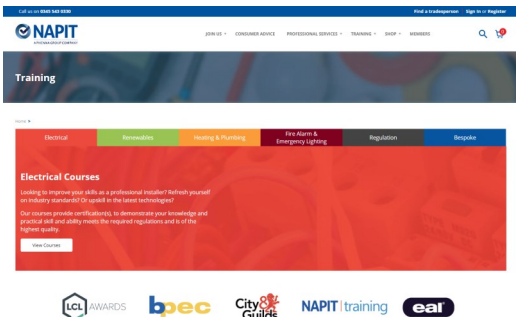
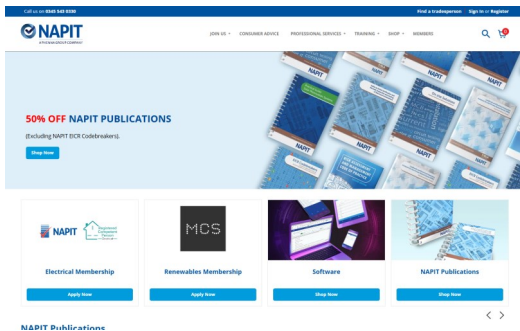
Red Technology delivered a fully integrated ecommerce, membership, and training solution built on **tradeit™**, platform, tailored to the needs of a regulated certifying body.

This isn't just another ecommerce site, it's a purpose-built ecosystem for compliance, training, and membership. From capacity-based course scheduling (for individuals or on behalf of others) to offline Direct Debit integration, every element is designed for precision and ease of use.

Members can manage their entire journey - from joining to training to ordering - in one place, with intuitive navigation, real-time tracking, and smart prompts (like course prerequisites or publication upsells).

The solution is modular and future-ready, supporting new services, product types, and evolving compliance needs. Built on Red's proven tradeit platform, it gives NAPIT a stable foundation for long-term growth.

Most certification bodies struggle to unify ecommerce, membership, and training. This project proves it's possible and effective. By consolidating systems, automating key processes, and introducing features like dynamic training availability and mixed basket checkout, NAPIT has streamlined operations, improved user experience, and positioned itself for scalable digital growth.



“ This project shows how ecommerce can be tailored to meet the complex needs of certifying bodies. By unifying membership, training, and compliance into one platform, we’ve delivered a scalable solution that simplifies operations and improves user experience .

James Candy, Business Director at Red Technology

Project Integrations



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