

Ecommerce Accelerators

Fast track your Retail
or B2B ecommerce



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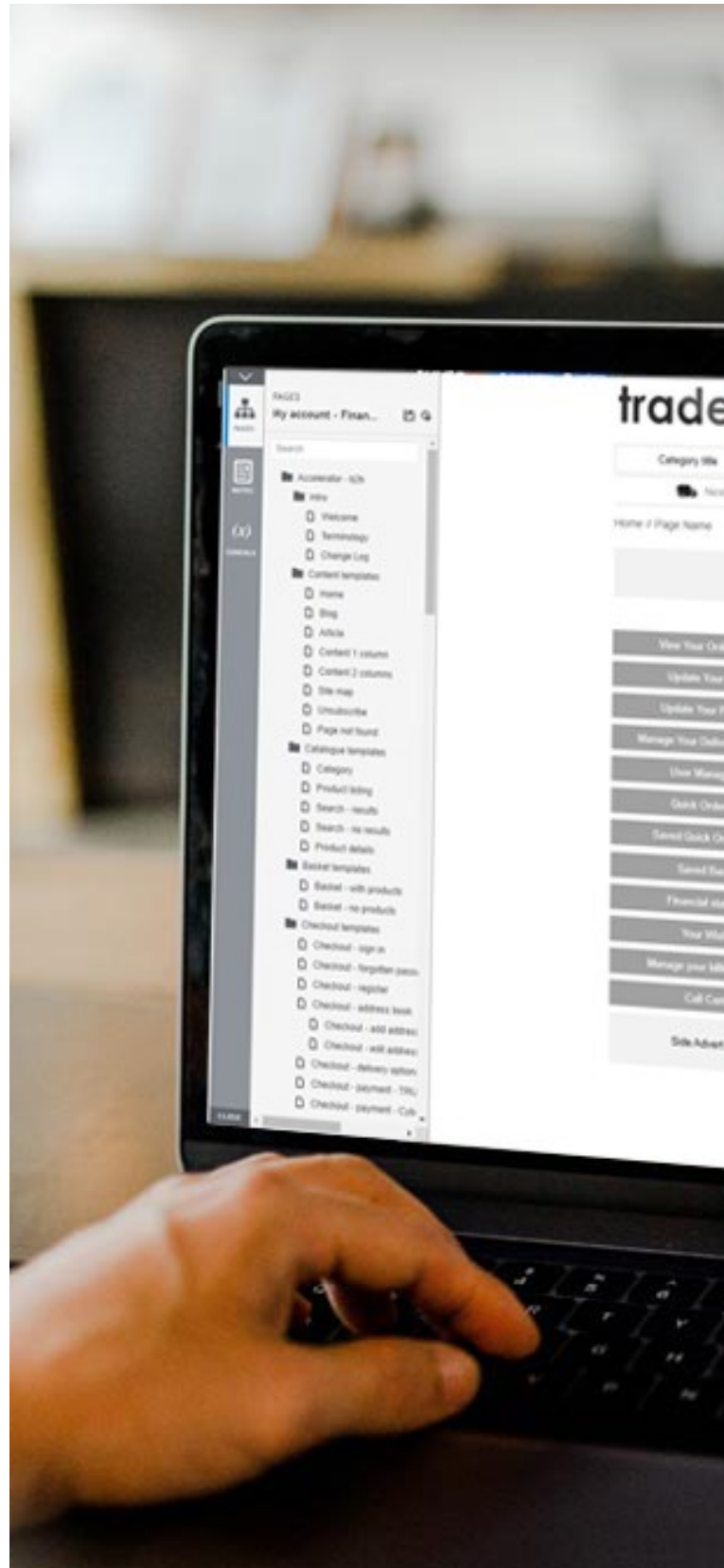


Drawing on the experience gained building and supporting hundreds of ecommerce websites over the last 15+ years, we have created the Retail & B2B Accelerators, our pre-configured ecommerce storefronts. Use the ecommerce Accelerators to launch proven Retail or B2B ecommerce sites, straight out of the box. Designed to grow with your business, the Accelerators come with all the tools you need to fast track your ecommerce.

The Accelerators are responsive websites geared towards the particular requirements of the Retail or B2B markets, with a layout which uses current best practice in content-led design and user experience (UX). They support the latest browsers & devices and have been developed using the latest front-end technologies. Having worked on a large number of B2B and Retail ecommerce builds, the Accelerators have been specified and developed with the most common, useful and relevant functions available out of the box.

The Accelerators include tailored, enhanced ecommerce features which allow us to deploy complete ecommerce solutions at a low cost. We are able to quickly launch fully branded, feature-rich online stores which have been tested, optimised and are proven to deliver an optimum experience to the user, without building them from scratch. The closer you stick to the standard Accelerators, the quicker and cheaper they are to deploy. They have also been designed with the future in mind and can be easily scaled and extended to match any business requirements, in line with the growth of your ecommerce channels.

Speak to us today about launching your new B2B or Retail ecommerce channels(s) using one of our Ecommerce Accelerators.



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Combining one of our Retail or B2B ecommerce Accelerators with our **tradeit** ecommerce platform gives you an enterprise-level ecommerce solution quickly and at a lower cost.



B2B & Retail ready

Designed and built for the separate requirements of both B2B and Retail ecommerce.



Quick & low cost of deployment

As the storefront and most integrations are pre-configured, sites are much quicker and more cost-effective to launch, with additional sites even more so.



Fully optimised and tested

Save vital time and money - the Accelerators are already optimised for SEO and tested across multiple breakpoints/ device types before you start.



Personalised

Using the Accelerators doesn't mean compromise, they can be customised in-line with your brand and requirements.



Fully functioning

The Accelerators are tied to the **tradeit** platform, meaning you can take advantage of the CMS, Marketing platform and Order Management System, so there is no loss of ecommerce functionality.



Easily customised, scaled and extended

Designed to grow with your business, meaning sites can be customised, extended and expanded after launch.

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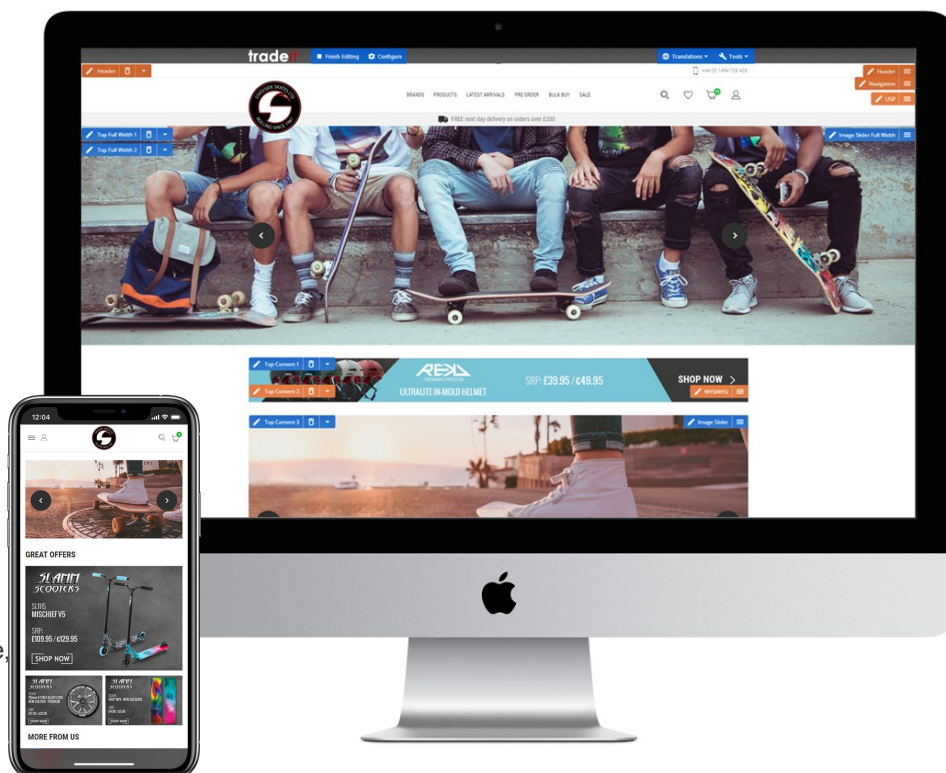
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Content Management System (CMS)

The flexibility of **tradeit**'s CMS means that new or existing content pages can be created or edited with ease, giving non-technical users the ability to create stunning pages. The Accelerators contain multiple different conditional components each with elements that can be used to populate pages including sliders, carousels, videos, forms, blog posts and many more.

- ➔ Full in-page editing
- ➔ Roles-based user control
- ➔ Pre-defined, tested and optimised page templates (content, catalogue, checkout, my account, offline and emails).
- ➔ Selection of flexible, responsive in-site editing components (including pop-up) to create stunning content pages.
- ➔ Full control over headings, links, text and media (including video).
- ➔ Page flyouts for search, call centre, product content, and filtering on blog & articles to aid mobile experience.
- ➔ Pre-built cookie consent component.



Under the hood

- ➔ Optimised front-end code written using latest techniques for creating responsive websites.
- ➔ Responsive design using HTML5, CSS3, JQuery & Javascript.
- ➔ Widget-based, constructed CSS resource files using SASS.
- ➔ Dependency handler controlling CSS and Javascript code minification and minimising the number of http requests.
- ➔ Designed to meet Google Web Vitals' standards.
- ➔ Latest solution for delivering responsive, optimised images.
- ➔ AJAX basket on product details and product listings pages.

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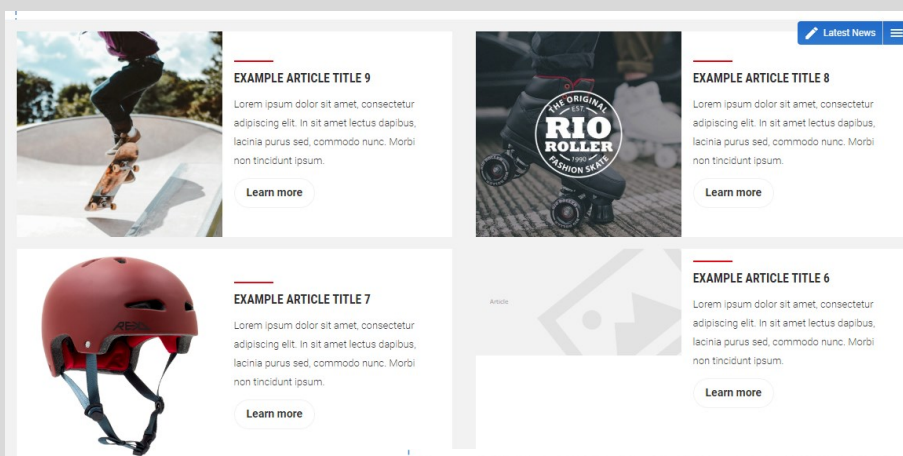
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Ecommerce Templates & Conditional Components

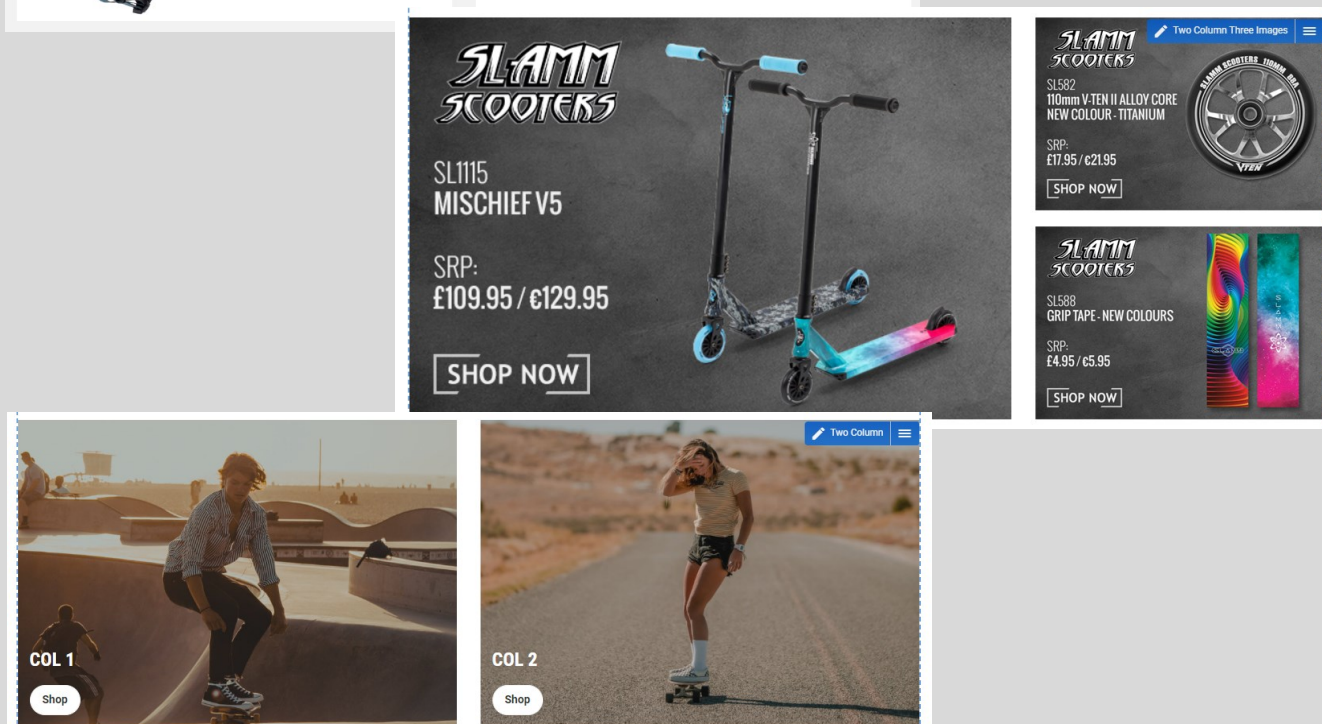
All content pages within the Accelerators have been built around templates which control the structure and layout, making sure content is correctly displayed and formatted. The templates have been designed to deliver the best user experience but still allow personalised content to be displayed across the site using conditional components. The templates cover all content and catalogue pages, all checkout pages, my account pages, offline pages and email templates. However, these pages can be customised using your designs, fonts, colour schemes etc... in order to meet your brand guidelines and ensure your site is unique.

Conditional Components



Example components

Produce media-rich, personalised content with the Accelerator's pre-built personalisable components which can be displayed on numerous conditions or combinations of conditions



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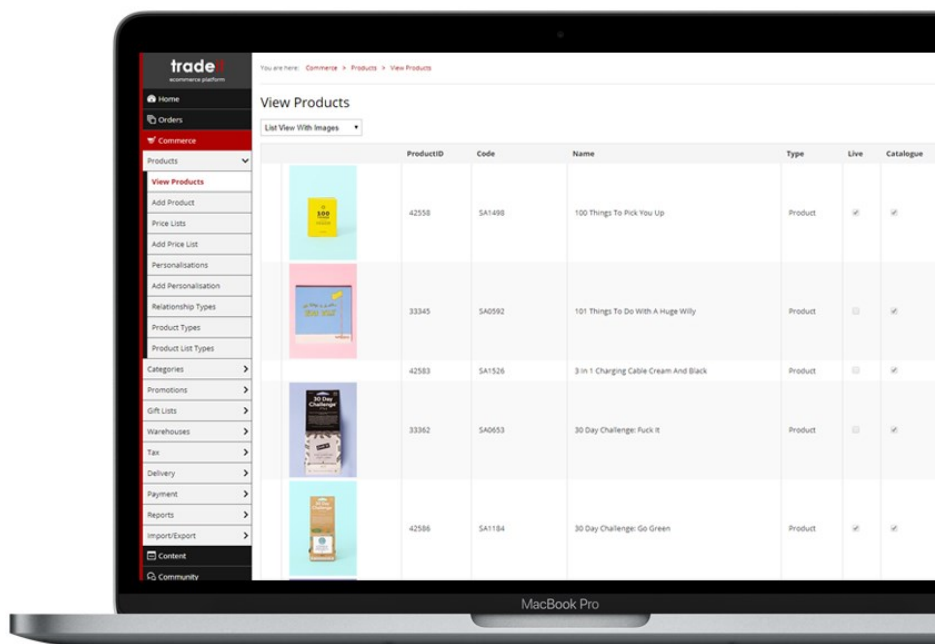
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Product Information Management (PIM)

tradeit's Product Information Management tool provides online and multi-channel retailers, distributors or wholesalers with a centralised system for managing your product catalogue. tradeit's PIM gives you the tools you need to ensure that your product data is up-to-date, accurate and consistent across all your online channels.

- ➔ Product icons—special offer, new, best seller.
- ➔ Multiple product images & zoom functionality using Magic Zoom™.
- ➔ Was price/sale price.
- ➔ Product variations such as size, colour, flavour etc...
- ➔ Moderated product reviews/ratings.
- ➔ Category images, descriptions and headings.
- ➔ Faceted navigation, search and sort options.



Basket

- ➔ Marketing opt-in on registration.
- ➔ Persistent shopping basket based on cookie.
- ➔ Promo codes and coupons.
- ➔ Free items automatically added to the basket.
- ➔ Multi-buy and order discounts.
- ➔ Multiple delivery options.
- ➔ Payment gateways, PayPal and on account.
- ➔ MOTO/Call Centre functionality.

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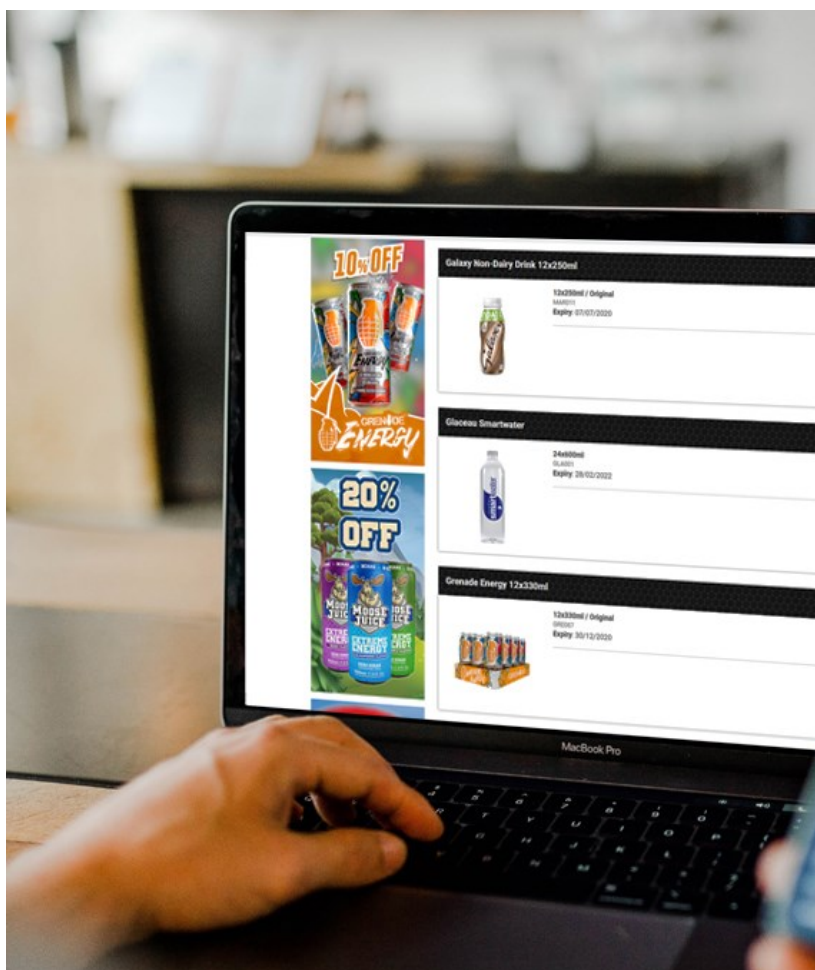
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Marketing & Merchandising

The **tradeit** ecommerce platform encompasses an impressive suite of marketing tools which can be deployed to personalise the user's experience. This will ultimately increase user engagement, re-engagement and conversion and drive great results. Tools include; the promotions engine, the advertising system, on-site search, recommendations engine & email marketing + event triggered emails.

- Email marketing/Triggered emails.
- Targeted content per user or user group.
- Promotions engine.
- Product and order discounts.
- Coupons.
- Product recommendations/related products.
- Wish list and email wish list.
- Save basket for later.
- Infinite scrolling (lazy loading).



Customer Management

- Targeted discounts.
- Targeted content.
- Soft login based on cookies.
- Editable user groups.
- Companies and company users.
- Password rules & lockout policy.

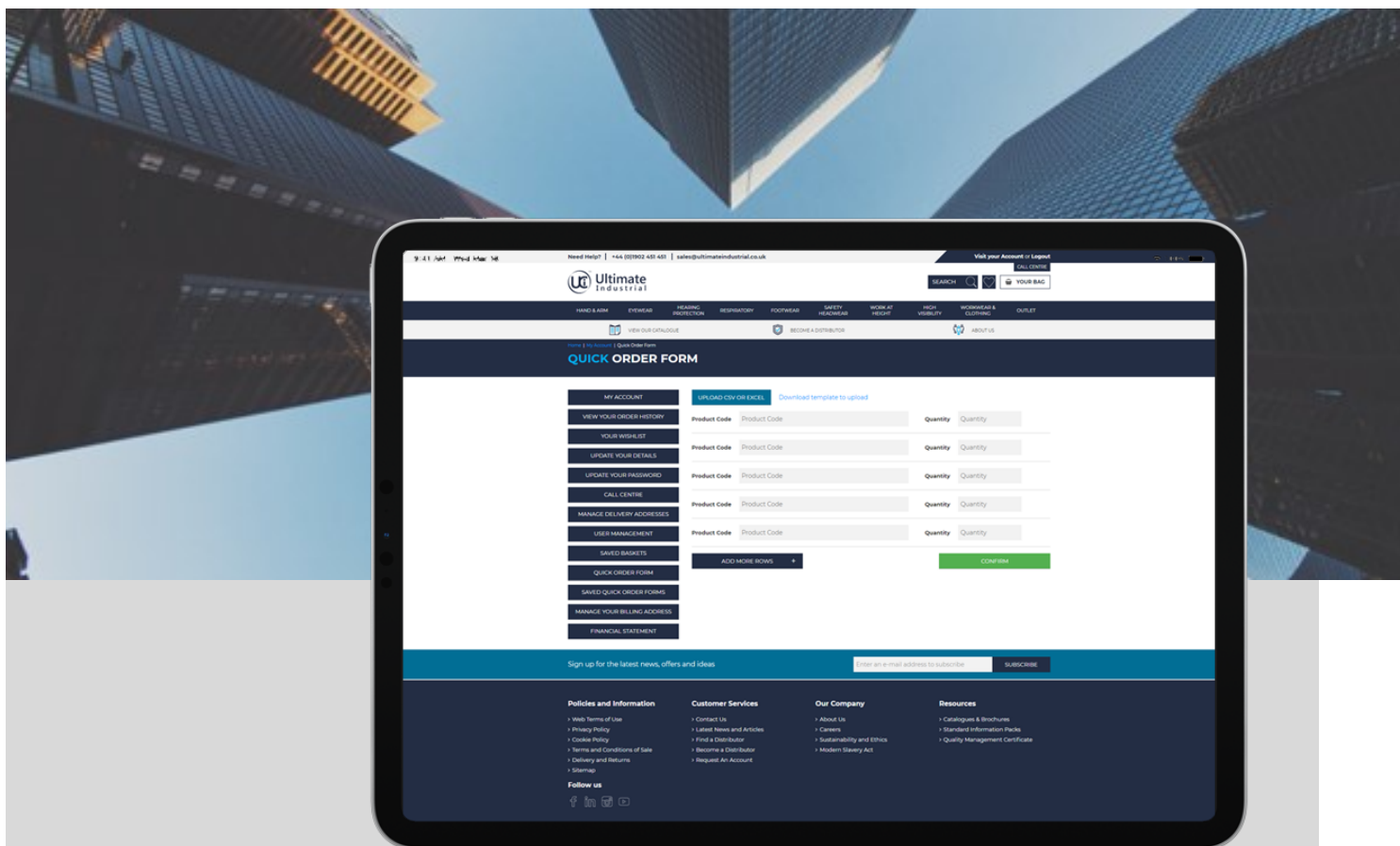
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B2B tools

tradeit is designed from the ground up to support B2B ecommerce and our B2B Accelerator is an extension of that with functionality specifically aimed at that market.



- ➡ Order pads/Quick order forms.
- ➡ Saved baskets.
- ➡ Invoicing (viewing and online payment).
- ➡ Returns.
- ➡ Product Comparison tool.
- ➡ Back order items.
- ➡ Company user management.
- ➡ Multiple price lists.
- ➡ Quick re-ordering from previous orders

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Enhanced SEO

tradeit is incredibly search engine friendly and gives you full control over all of the on page elements including meta data, page title tags and URLs. In addition to the on page controls merchants can also maintain links, using broken link reporting to help avoid having broken user journeys. The WCM also provides management interfaces for handling 301 redirects, helping ensure that you maintain your positions within search engines for a smooth transition when moving your site and when making changes.

- Editable URLs/Permalinks for products, categories and content pages.
- Automated, customisable meta tags for products & categories.
- Redirects controlled via **tradeit**'s admin.
- Canonical product URLs, default product categories.
- Editable meta tags for content pages.
- Schema.org, Twitter card rich snippets.
- Automated Google site map generator.
- Editable meta titles for product and category pages.

RED Boutique

www.redtechnology.com

Choose from a fantastic range of fashion, health and beauty products. From the hottest designers to the up and coming new stars

Skirts

All Skirts | Pencil Skirts | Mini Skirts | Maxi Skirts | Midi Sk...

Shoes

All Shoes | Women's Shoes | Men's Shoes | Formal Shoes...

Trousers

All Trousers | Jeans | Chinos | Leather Trousers | Tailored T...

Dresses

All Dresses | Evening Dresses | Summer Dresses | Gowns...

Jackets

All Jackets | Leather Jackets | Denim Jackets | Waterproof Jackets...

SALE

All Sale | Sale Skirts | Sale Dresses | Sales Trousers | Sale Shoes | Sale ...

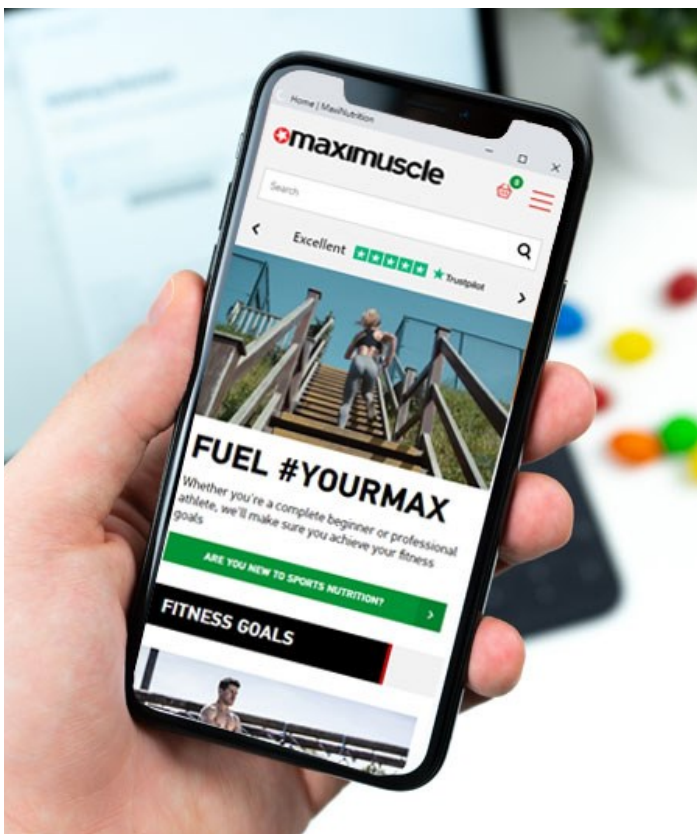


Integration Capabilities

- Integration hub, profiles and admin scheduler interface.
- Payment gateways.
- Data transfers between systems.
- Customisable workflows tailored around your business requirements.
- Full monitoring of all systems and integrations.

Why Red Technology?

We deliver world-class ecommerce solutions by combining the power of our award-winning ecommerce platform **tradeit** 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 **tradeit** 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.

Call us

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www.redtechnology.com