CASE STUDY ProSolve

SOLUTION   B2B Ecommerce

Founded in 1982, **ProSolve** are a family-owned company based in South Yorkshire in the UK, and Christchurch and Auckland in New Zealand. As a global supplier, they offer a comprehensive range of fast-moving, high-quality goods to the construction, civil engineering, healthcare, educational, retail, and industrial sectors.

Previously having used and managed various disjointed ecommerce plugins, ProSolve wanted to find **a fully managed ecommerce solution.** Their objective was to streamline functionality, integrations and features into one platform with one place to manage it all.

Since its launch in 2022, **Red Technology's tradeit**™ ecommerce platform has supported a total revenue increase of over 250% - equivalent to a 51.8% Compound Annual Growth Rate over three years. The platform delivers a fully integrated, easy-to-manage solution, providing a seamless and comprehensive browsing and purchasing experience for their clients.

Project Highlights

Custom Quoting Functionality

Users can request quotes for both individual products and entire baskets. This functionality extends to both logged in users and guests.

Catalogue Downloads

Users can download product catalogues straight from the site. These are set up to serve as a valuable customer-led data collection tool for ProSolve.

International Expansion

Since launch, the tradeit platform has scaled to support a dedicated New Zealand channel with streamlined management in the same platform.

Integrations

Full integration with Trust Payments, SAGE 200, Trust Pilot Reviews, and Loqate. Enhancing the ease of use for customers.

Self Service My Account

Ability to manage company accounts and company users, as well as quick ordering, order status tracking, invoicing and more.

Marketing Tools

The platform features a rich suite of marketing tools to aid customer conversion, AOV and retention.

> " *This project illustrates how tradeit's customisation and scalability can help unlock a business' full potential. Since replacing their old sites with tradeit, closely tailored to meet Prosolve's customers specific needs, their online sales have skyrocketed .*
>
> **Justin Hemming, Senior Consultant at Red Technology**
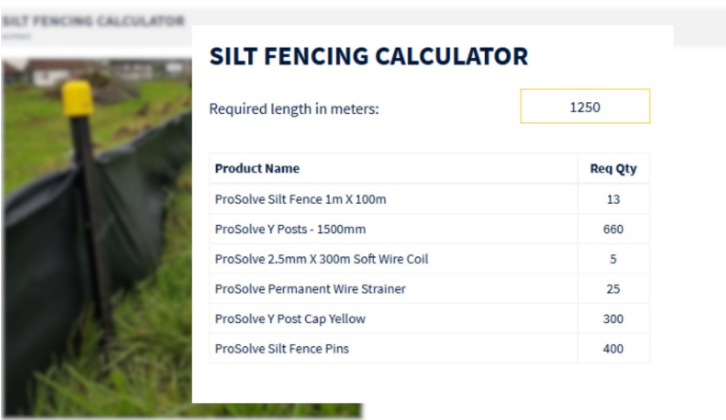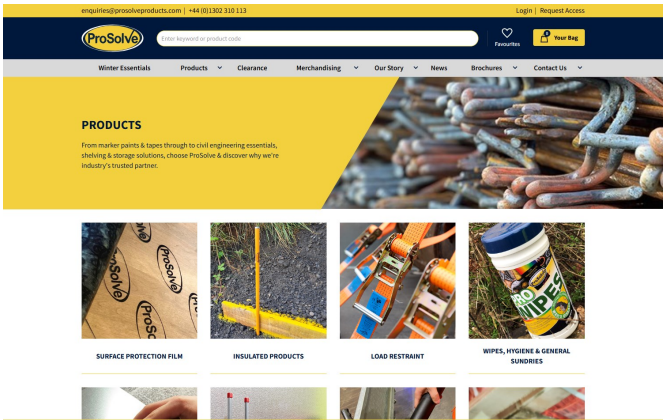
Project Overview

With multiple disjointed ecommerce plugins creating instability, fragmented processes, and high maintenance, **ProSolve** needed a fully managed and future-proof ecommerce solution. **Red Technology** delivered a unified, integrated platform built on **tradeit™** that brings all essential functionality, integrations, and customer flows into one managed system.

This was not simply a replacement for their previous plugin-based setup, it is a fully integrated B2B commerce solution designed to support quoting, catalogue access, international expansion, and seamless customer journeys. ProSolve needed the platform to include robust quote functionality for both individual products and complete baskets, ensuring non-account customers can still engage and convert. As well as allowing the ability to capture new customer details, supporting lead generation directly through the site.

Since launch, the platform has already scaled to support a dedicated New Zealand channel, reinforced by MaxMind GEOIP detection to automatically guide users to the correct regional site. Deep integration sits at the heart of the build.

The new platform provides ProSolve with a reliable, scalable foundation that goes far beyond what singular third party plugins could offer. By consolidating systems, simplifying operations, and introducing a managed, integration-led solution, Red Technology has delivered a commerce solution that enhances UX, improves operational stability, and positions ProSolve for continued digital expansion and financial growth.

Project Integrations