

B2B Ecommerce Solutions

Leading B2B ecommerce platform & solutions for
Wholesalers, Distributors and Manufacturers



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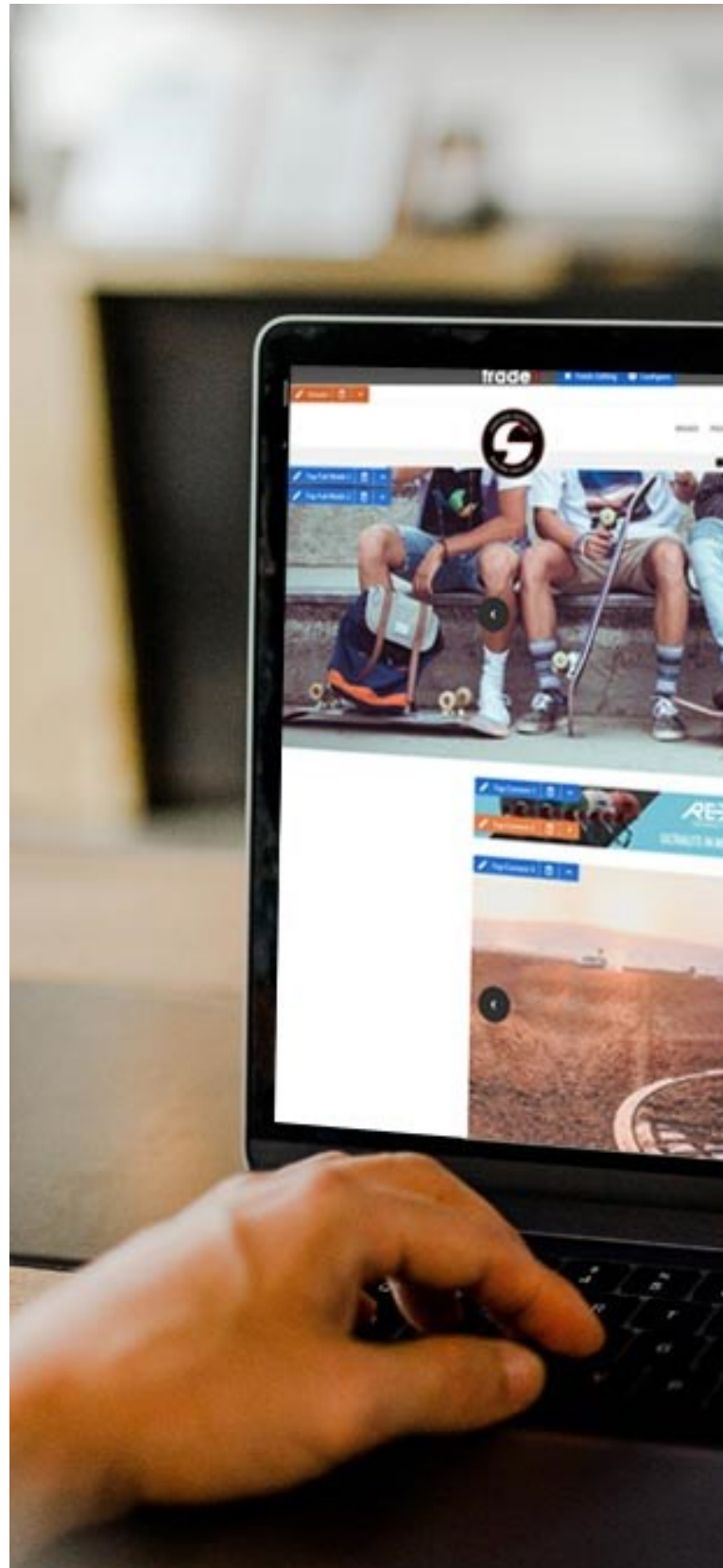


Leading B2B ecommerce platform & solutions for Wholesalers, Distributors and Manufacturers

Sell effectively online to your business customers with a B2B ecommerce solution from Red Technology. We work with leading organisations to implement flexible, robust and scalable B2B ecommerce solutions that complement their business processes and integrate with their systems infrastructure. We make it possible to sell more efficiently, minimise administration, avoid the duplication of tasks, and free up staff time by delivering seamless integrations with their backend systems, creating a harmonious ecommerce eco-system that proactively drives sales and provides a 24/7 self-service ordering portal offering huge benefits to both merchants and their customers.

The B2B ecommerce buyer's journey tends to be far more complex than retail ecommerce and customer expectations are just as high. The differences between the two are vast — with orders often beginning as quotes before requiring approval or negotiation prior to being placed. Items are often shipped in bulk, have minimum order quantities or values, quantity steps or breaks, multiple payment options, and much, much more.

Having an ecommerce partner that understands all these differences and a platform that can support them is key to delivering a successful solution. As a specialist ecommerce integrator with over 15 years experience of delivering award-winning B2B ecommerce solutions across a number of industry sectors, we're ideally placed to deliver your requirements.



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B2B Ecommerce Platform

Many ecommerce platforms fail to accommodate the specific detail and complexity of the B2B environment. We built our ecommerce platform, tradeit, specifically to be an ally to B2Bs and to make it possible for them to sell more efficiently by delivering B2C-like experiences and functionality alongside all the specific B2B tools they need. Companies often develop their ecommerce operation on a retail ecommerce platform but soon discover they lack the functionality required to replicate their offline channels and business processes when dealing directly with the trade. Capable of handling an unlimited number of product SKUs, product categories and price variations the tradeit ecommerce platform is ideally suited to high volume manufacturers, wholesalers and distributors.

My Account

Reduce the load on your business and empower your customers with tradeit's advanced set of B2B self-service tools, helping your customers manage their own account and orders online.



Online Management

Provide your customers with a dedicated 24/7/365 self-service portal containing all their information including billing and shipping addresses, order history, credit limits, payment terms and much more.



Invoicing

Give customers full details of invoices online, including shipping & billing addresses, order date, payment due date, PO number, details of every item ordered, balance of each individual item and the total order. Outstanding invoices can be added to the basket and paid for with a credit note or a credit/debit card.



Individual credit limits

Set individual credit limits for customer accounts and allow them to buy online through an ecommerce enabled website.



Master and sub accounts

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



Integrations

Real-time integrations with ERP, CRM, OMS, accounting and warehouse management software from leading vendors, or in-house systems.



Full Reporting

Reporting lets you check and control customer's account statuses and produce invoices.

Omni-channel

Omni-channel tools aren't just the preserve of retailers. Use tradeit to help merge your sales channels together and gain a single view of your customers with the same level of service regardless of touchpoint.



Call Centre/MOTO

Allow admin users to setup/view customer accounts, override pricing and process orders on their behalf. Define an account manager for each customer meaning only they will have access through the MOTO tools.



Collection Points

Expand your reach, improve your service and enhance your fulfilment capabilities using Click and Collect or Click and Reserve via collection points, trade counters or warehouses.



Multi-address delivery

Place a single order for delivery to multiple locations, ideal for central purchasing offices with remote sites.



Online Stock Checker

Let customers check live stock levels of any product at any warehouse or collection point, online.

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Ordering

Deliver class-leading ordering tools aimed at supporting your business to close more orders whilst providing customers with all of the options they need.



Quotation System

Online quote request and convert to order operating either independently or in conjunction with an ecommerce basket. Merchants can drive quotes from call centre, set specific pricing and then push to customers via my account and email that they can convert to an order.



Back Orders

Access full details of any back orders by searching through them based on customer, company, order or product. Enable various actions to be executed based on any changes to the status of that back order, including sending an email to the customer when it changes or there's an increment/decrement of the items they are waiting for.



Vendor Managed Inventory

Enables customers to maintain an agreed inventory of products at any of their locations and deliver simple replenishment when the stock holding falls below the agreed threshold. When the merchant undertakes a stock check any shortfall is then ordered online against that location and account, at an agreed timescale.



VAT Checker

Integration with services such as vatlayer.com enable you to validate the authenticity of VAT numbers during checkout.



Minimum order quantities

It's not always viable for businesses to sell some items in low volume. Set a minimum order quantity for any product as well as adding rules and workflows around alerting customers to this, and managing stock based on these restrictions.



Quantity breaks

Incentivise your trade customers to spend more by offering quantity based discounts per product. This enables you to lower the unit cost based on the amount they buy (e.g. 1-9 for £12 each, >10 for £10 each).



Re-ordering

Saved baskets, quick order pad and regularly ordered items meaning re-ordering is quick and easy.



Quantity steps

Each product can be sold in fixed quantities (e.g. 5, 10, 15) with workflows and rules to alert customers and manage



Price List Manager

Merchants can set the % value (□/-) against parent price lists for products, product groups and customers. The engine auto calculates the child pricing and assigns. Can also apply delivery costs, discounts, offer bands, gift options and advert basket price conditions across price lists or on a currency level.



Multiple Payment Options

Offer customers the choice of buying on credit or debit card, account, invoice, pre-paid credit, gift cards/vouchers, subscriptions or 'bill me later' services.



Remote Order Capture

Give your sales team remote access to the call centre tools (via tablet or laptop) so they can build quotes and create orders for customers on site.

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Integrations

As a specialist integrator we know that a seamless flow of data between your business systems is fundamental to realising the operational benefits and cost savings available when trading online. A fully integrated ecommerce eco-system with connections to internal systems such as an ERP, CRM, WMS & ESP can deliver significant differences to your bottom line.

tradeit's technology architecture allows for strong and effective integration with a wide variety of 3rd party and in-house software systems without compromising agility. Our integration hub has been designed to deliver standardised and simplified two-way integrations helping to avoid the pitfalls of running multiple disparate systems and managing large amounts of data.

Delivering both real-time and offline integration models, the platform's flexible architecture means that it is able to adapt to suit your existing processes and workflows. tradeit interfaces with other systems using common data delivery methods and has a number of pre-built integrations with an array of software and services, helping to reduce development time and costs.

ERP Integrations

ERP (Enterprise Resource Planning) software or the equivalent is often now at the heart of most modern businesses. These systems deliver a number of backend functions and processes such as accounts, manufacturing, HR, payroll, purchasing, sales and much more. In order to realise the full benefits that ecommerce can bring, most businesses will choose to integrate their ecommerce platform and ERP system to facilitate the two-way flow of information including customer details, orders, products, stock, pricing, taxation rates, tax exemptions, packing slips, stores, dynamic category relationships, companies, returns, loyalty points/members across both retail and B2B channels. As such tradeit has been integrated with numerous ERP systems including:



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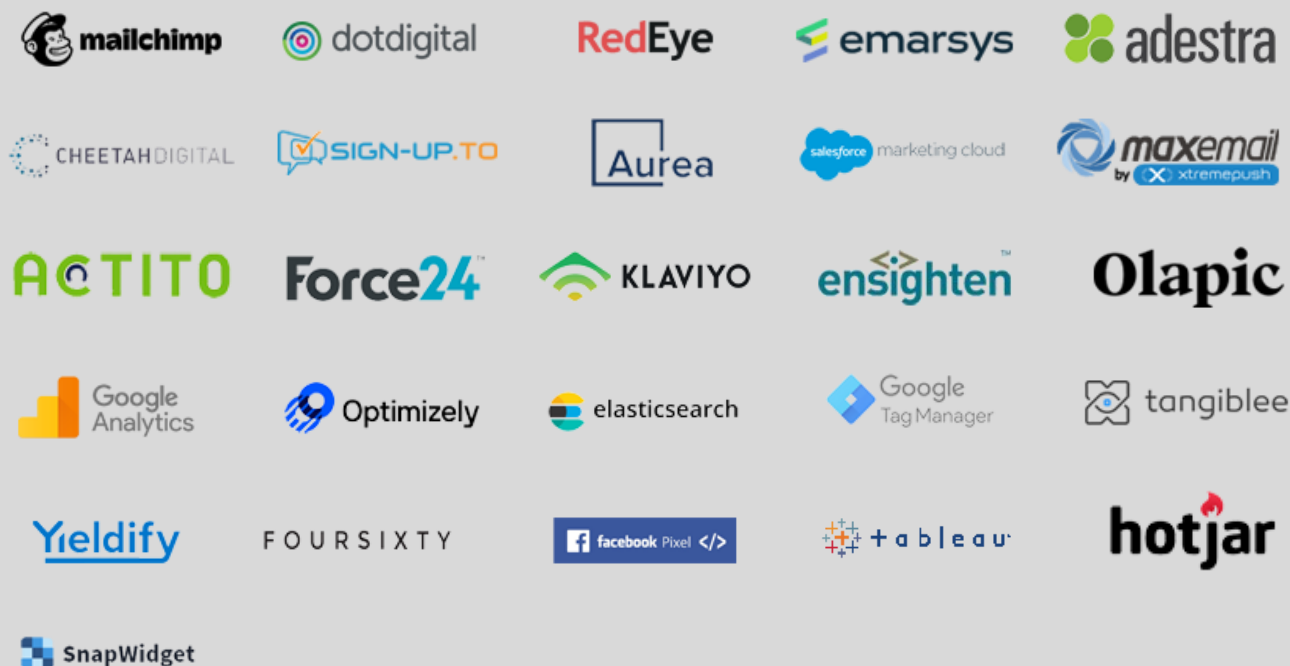
PSP/Payment Integrations

Reliable integration with Payment Service Providers is crucial to ensure that your customers' transactions are processed promptly and smoothly. An unreliable PSP connection can mean lost sales opportunities, missed revenue and directly impact on cash flow. tradeit has been directly integrated with most major PSP's which in turn offer over 300 Alternative Payment Methods such as Apple Pay, Google Pay, Sofort, Paysafe, iDEAL and many more.



ESP/Marketing/Analytics/Search/Social Integrations

tradeit contains a dedicated email tool that can be used for all bulk, workflow and triggered emails, but it has also been integrated with several third party Email Service Providers, Social Commerce plug-ins and Testing & Analytics engines.



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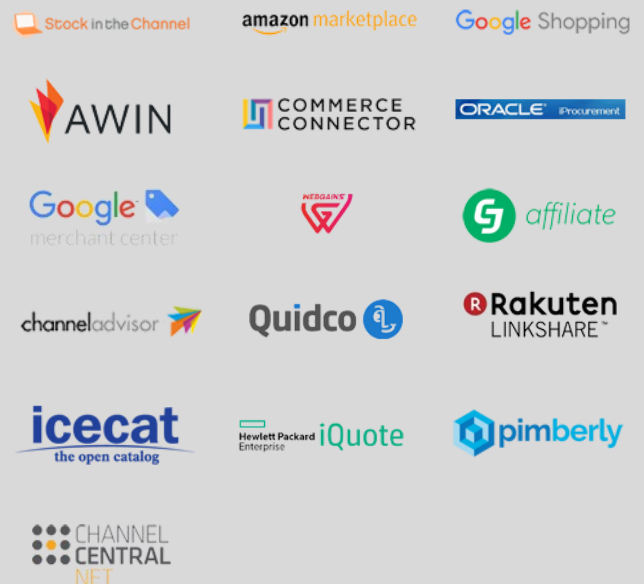
Further Integrations

Expand the capabilities of your ecommerce site with links to numerous other third-party tools to help expand your business further.

International & Omnichannel Services



Marketplaces, Feeds & Affiliates



Ratings & Reviews



Helpdesk & Online Chat

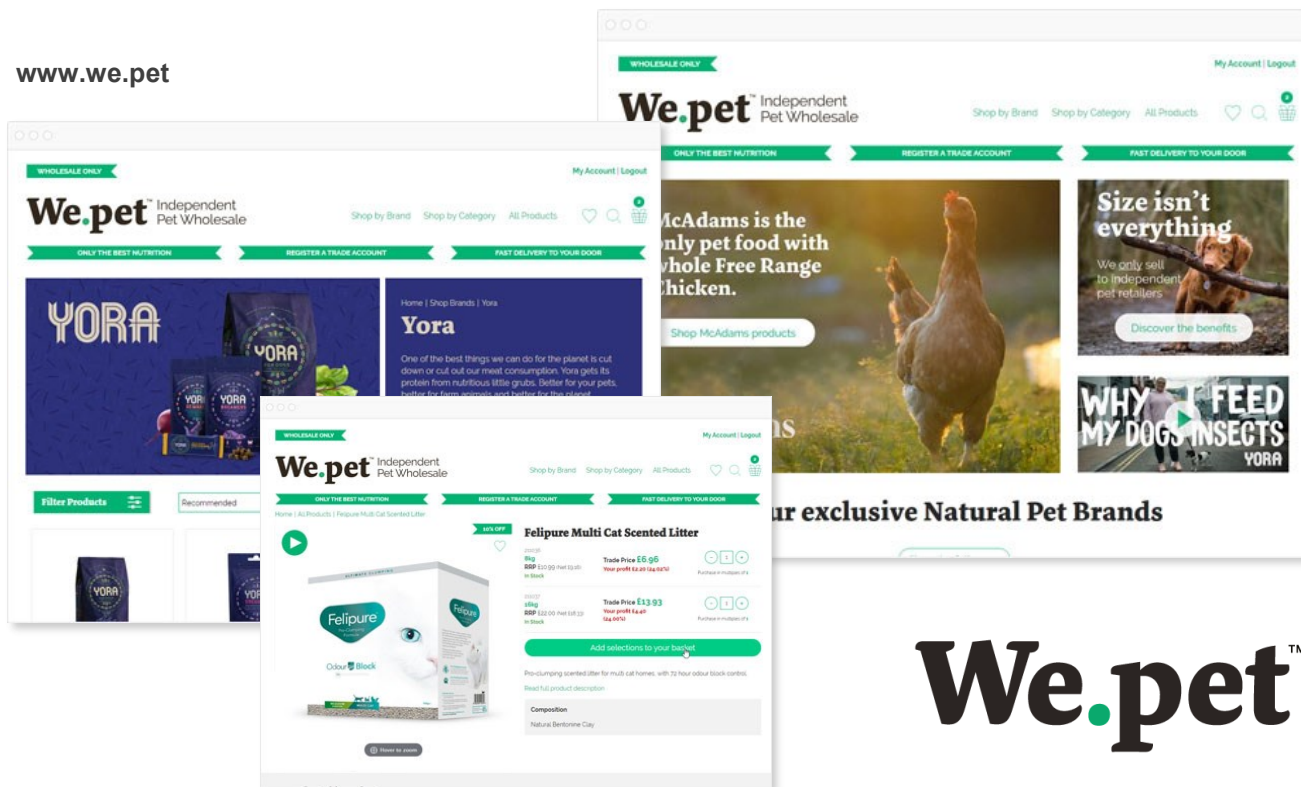


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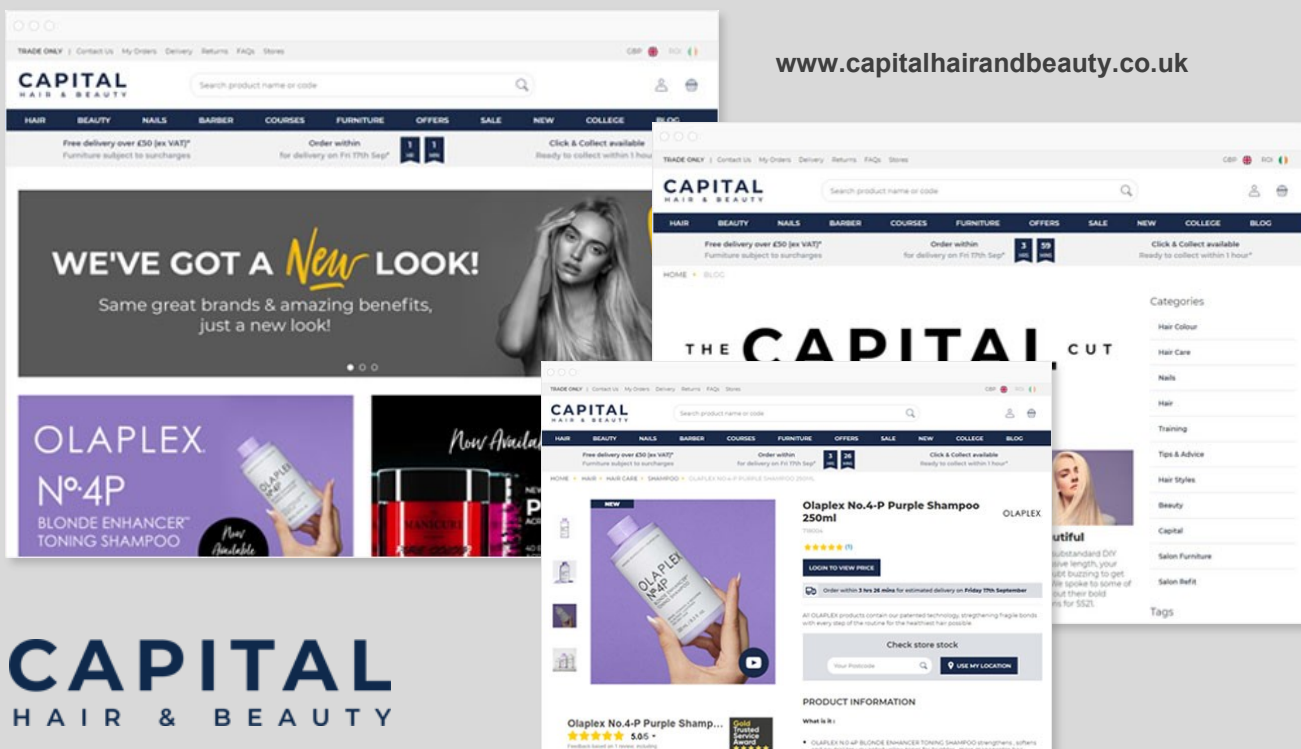


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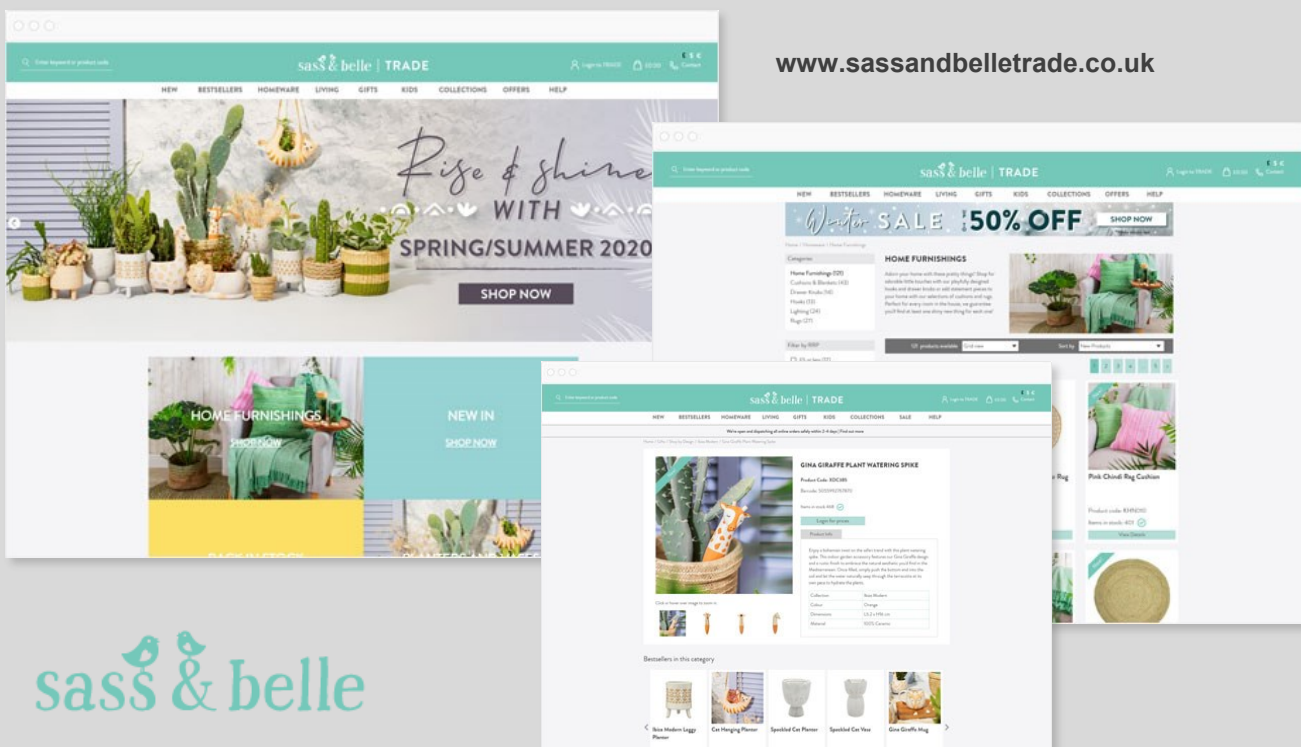
Class-leading ecommerce solutions for retailers, manufacturers, distributors and wholesalers



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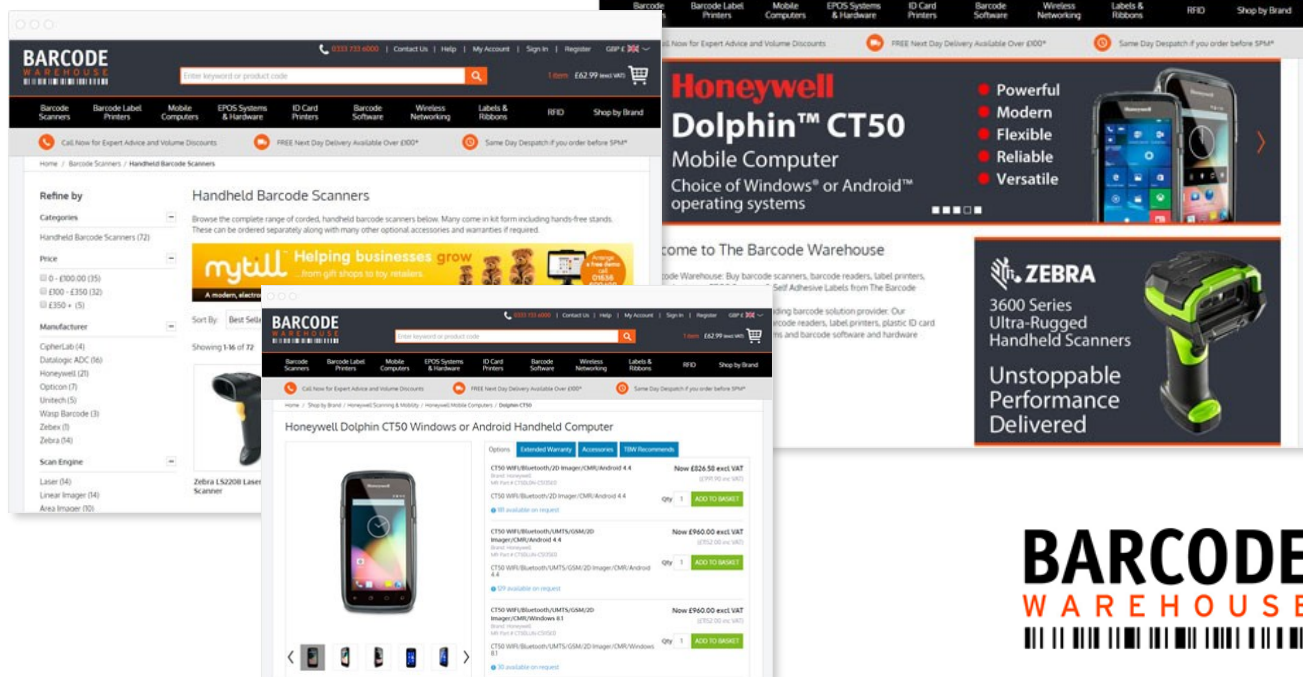


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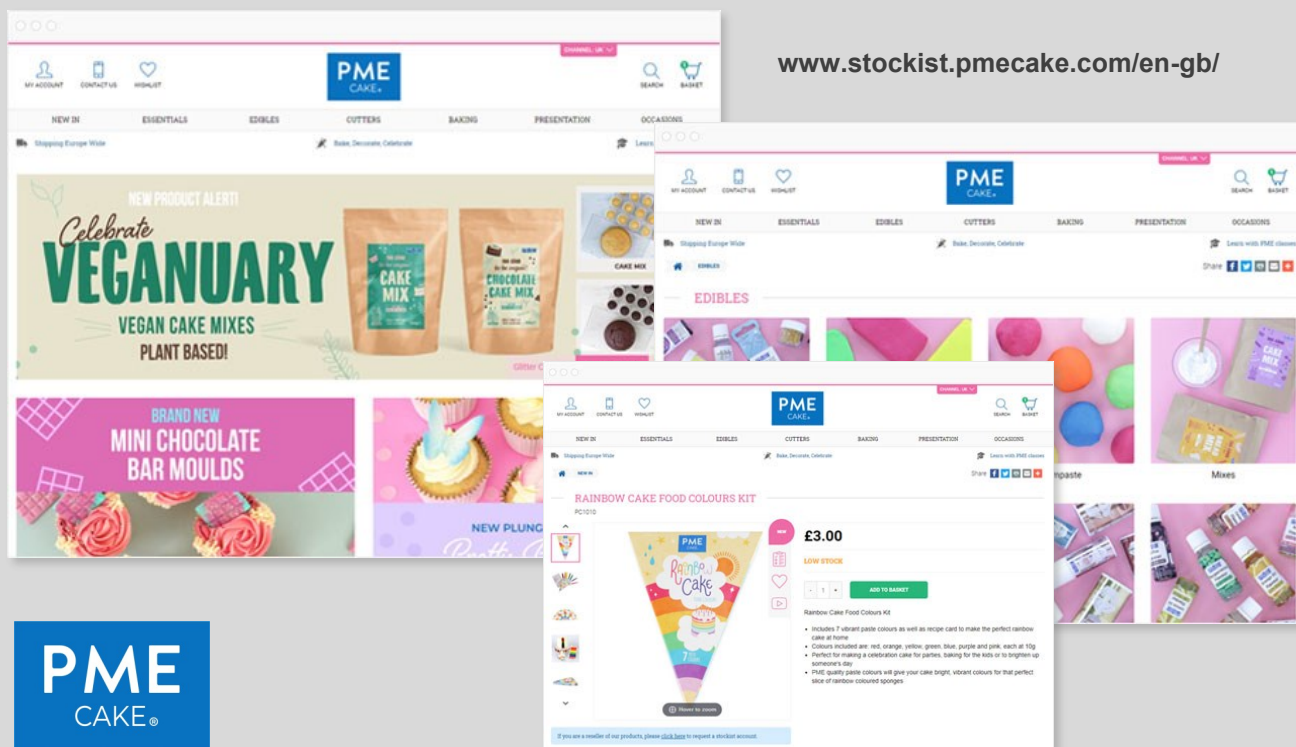


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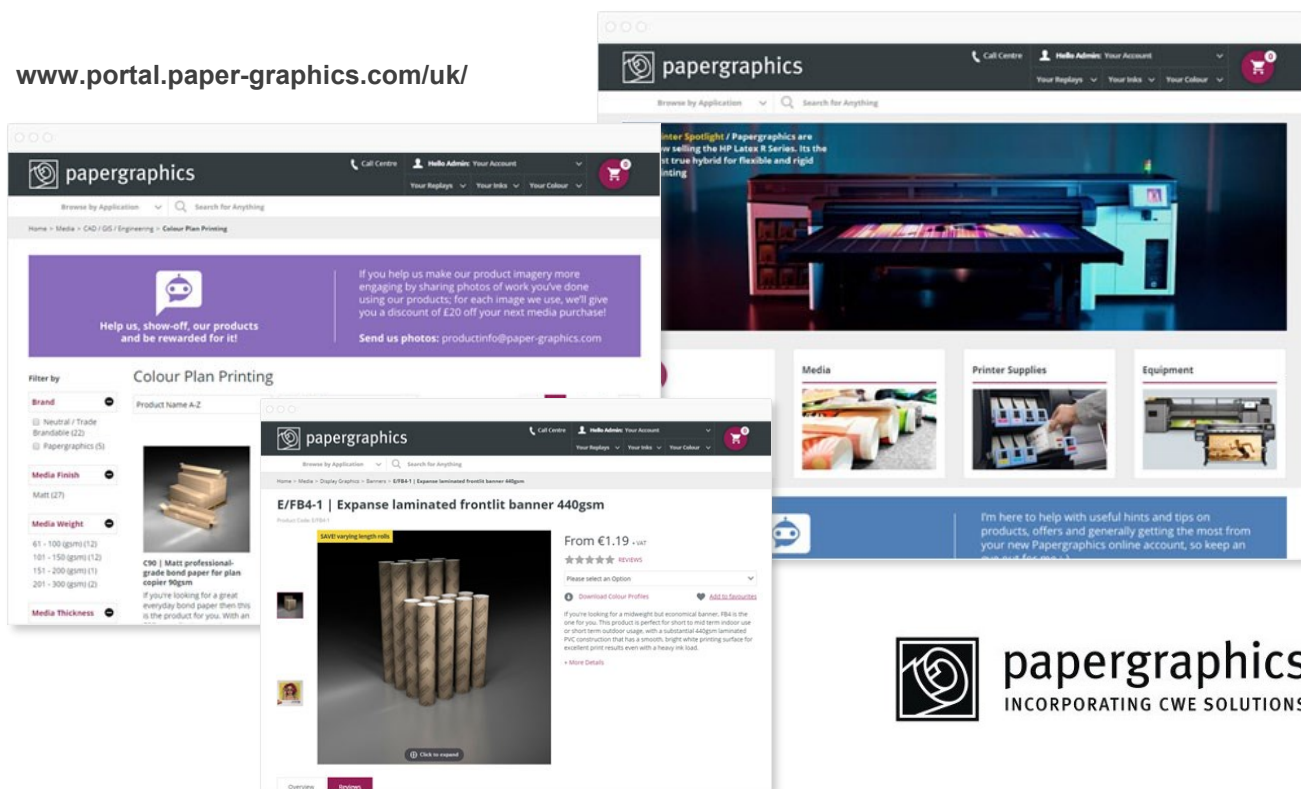
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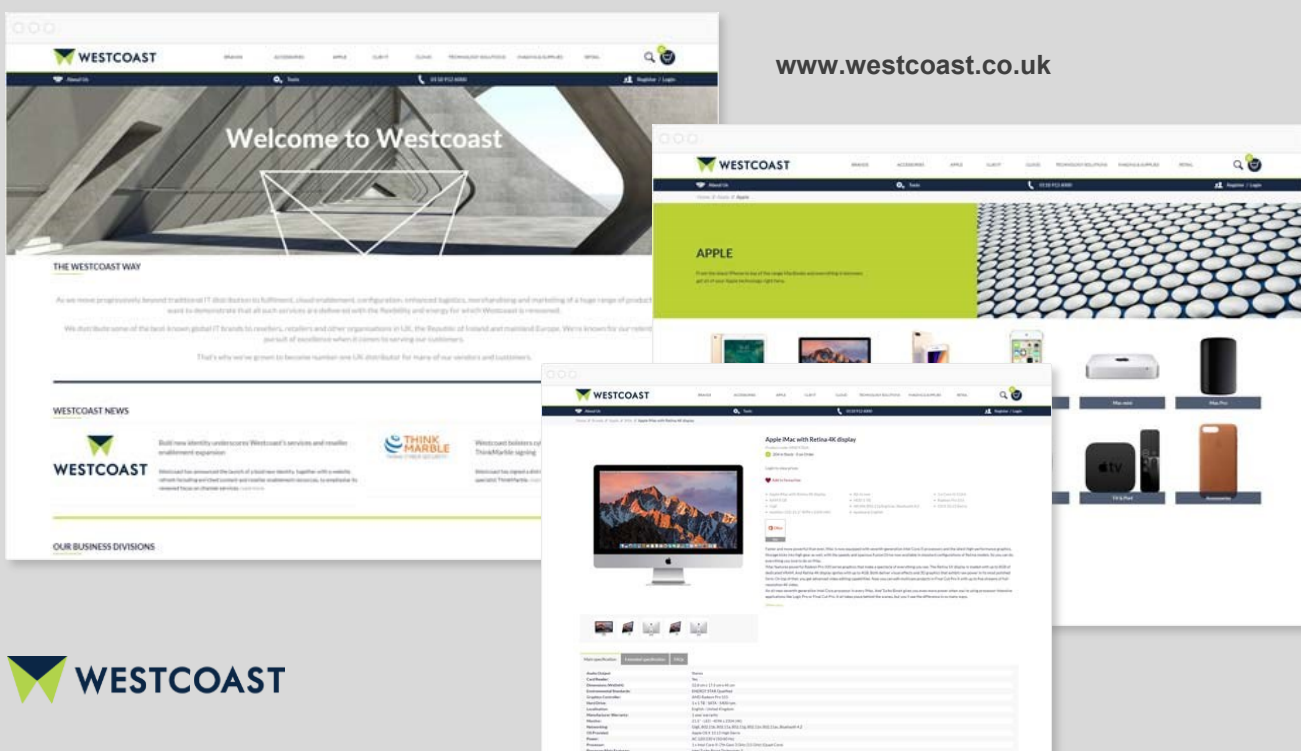
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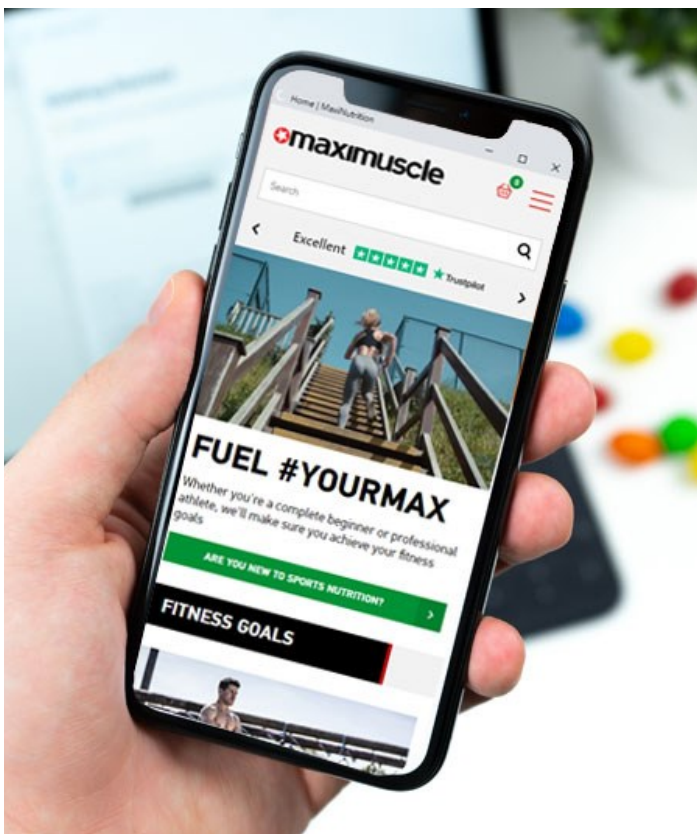


www.westcoast.co.uk



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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