

B2B Ecommerce

Wholesalers | Distributors | Manufacturers



Create compelling B2B ecommerce experiences that drive sales with the **tradeit** ecommerce platform.



Visit www.redtechnology.com/B2B-ecommerce

“Within just a month of launch we’ve already seen a 30% increase in sales against the same period last year. This has fully vindicated the decision to move to Red Technology. We’re now in the process of moving the rest of our brands across to the tradeit platform as soon as we can.”

Senior Developer, Westcoast

Combine all of the user-friendly and personalisation aspects of a sophisticated retail ecommerce site with the increased functionality of a B2B solution on the **tradeit** ecommerce platform. Capable of handling an unlimited number of complex products, product categories and price lists, the **tradeit** B2B ecommerce platform is ideally suited to high volume wholesalers, distributors and manufacturers. From a single instance of the platform, merchants can cater for multiple different business models, including franchises and marketplaces, and grow their business to business ecommerce sales

Allowing your business customers to purchase online helps to reduce operational costs whilst freeing up your staff to concentrate on generating new business. Capable of handling an unlimited number of products and product categories, the **tradeit** B2B ecommerce platform is ideally suited to high volume manufacturers, wholesalers and distributors.

Benefits

- Highly flexible and scalable, international platform capable of supporting huge volumes of products, price variations, traffic and orders.
- Offer unlimited price lists including GROSS and NET pricing, and assign users to any of them.
- Real-time integrations with ERP, CRM, OMS, Accounting and warehouse management software from leading vendors as well as bespoke, in-house systems.
- Personalised products, pricing, offers and discounts on a company-wide or individual basis, including quantity breaks.
- Control ordering and spending capabilities of all regional branches from head office.
- Set up purchasing limits, approvals and workflows for users and/or accounts.
- Online invoicing, back orders, pre-orders, quotes, multiple payment methods and a host of other B2B functionality.



tradeit
ecommerce platform

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B2B features

Orders

- View previous orders and place them again easily.
- Offer volume discounts and pricing including tiered spend & save options.
- Split single orders to multiple delivery addresses meaning a central purchasing office can place an order for delivery to multiple sites.
- Generate and manage customer quotes online.
- View all pre-orders, back orders and recent shipments.
- View saved baskets and pending orders.
- Support multiple warehouses and route online orders accordingly.
- Quick order pad with CSV upload enables rapid order generation.
- Enable collection from trade counters and collection points with Click & Collect/Reserve.
- Enforce minimum order quantities and quantity steps on products where necessary.
- Include batch numbers and product expiry dates.

Accounts

- Manage all members and their access rights, credit limits and payment options.
- Assign master and sub accounts to control regional/site offices from a central location and set up workflows for both.
- Manage all billing and shipping addresses, passwords and account details.
- Restrict accounts to specific pricing, products, product groups & offers.
- Integrate with leading ERP, CRM & accountancy software to give you flexibility over invoicing and credit terms.
- Enable access to multiple international/brand sites from the same account with the same login details, or treat each channel as a completely separate entity.
- Manage accounts through MOTO/Call centre giving a single view of all customer activity. Define account manager and access rights for each.

Payments

- Offer multiple payment methods for different accounts including invoice, credit/debit card, on account, buy now pay later services, and loyalty points.
- Manage, upload, pay and print invoices online.
- View recent statements.
- Manage cost centres, view credits and balances outstanding.
- Offer different payment methods for each individual channel.
- Support multiple currencies and taxation systems including US (NEXUS).
- Allow users to request quotes and secure prices for a period of time in order to raise purchase orders.
- Allow buyers to track prices and be alerted when they change.
- Set the % value (+/-) against parent price lists for products, product groups and customers. Price List Manager auto calculates the child pricing and assigns.



About Red

Red Technology is a leading ecommerce solutions provider. We implement innovative multichannel ecommerce solutions for mid to large sized retailers, distributors and manufacturers leveraging our ecommerce platform, **trade i**. The **trade i** ecommerce platform provides Red's customers with tremendous competitive advantage due to its combination of powerful promotions engine, flexible content management system, comprehensive order management system and multichannel integration capabilities.

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