B2B Ecommerce

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

RED technology.com

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

B2B Ecommerce Platform Features

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.

User's My Account

Online Management

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

Back orders

Access full details of any back orders by searching through them in account. See outstanding items and get alerted to any increment/decrement of the items and any status changes via email.

Master and sub accounts

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

Invoicing

Access 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 or debit card.

Individual credit limits

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

Quotation system

Build and submit quote requests, and once returned by the merchant convert them to orders.

Subscriptions

Manage any subscriptions through account including changing frequency, delivery address, billing day, payment method or pausing whilst on holiday.

Returns

Raise any returns, refunds or replacement products through online forms.

Re-Ordering

View or edit saved baskets, quick order pad and regularly ordered items meaning re-ordering is quick and easy.

Full Reporting

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

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Merchant Tools

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.

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).

Quantity steps

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

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.

Multi-address delivery

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

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.

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.

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 or debit card.

Individual credit limits

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

VAT Checker

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

Collection Points

Click & Collect/Click & Reserve via collection points, trade counters or warehouses.

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.

Re-ordering

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

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.

Customisable Products

Allow customers to specify materials to be cut to order, offer non-standard options, or bespoke configurators (and calculate pricing accordingly) online.

Online Stock Checker

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

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.

Reporting

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

B2B Ecommerce

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.

→ Offer unlimited price lists including GROSS and NET pricing, and assign users to any of them.

→ Control ordering and spending capabilities of all regional branches from head office.

→ Set up purchasing limits, approvals and workflows for users and/or accounts.

→ Highly flexible and scalable, international platform capable of supporting huge volumes of products, price variations, traffic and orders.

→ 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.

→ Online invoicing, back orders, pre-orders, quotes, multiple payment methods and a host of other B2B functionality.

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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.

Managing Director, Moorside Office

B2B Customers

WESTCOAST · silmid · papergraphics INCORPORATING CWE SOLUTIONS · TROPICANA WHOLESALE.com · CAPITAL HAIR & BEAUTY · Electrix Stainless Steel Solutions