



tradeit
ecommerce platform



tradeit™ B2B Ecommerce Platform Feature List

An incredibly feature rich, flexible and scalable ecommerce platform, tradeit combines leading edge B2B ecommerce functionality, advanced content management and innovative marketing tools.

Red provides sophisticated B2B ecommerce solutions for mid to large sized wholesalers, distributors and manufacturers using our ecommerce platform, tradeit.

The tradeit ecommerce platform is a Microsoft .NET & SQL Server certified ecommerce software application. The platform's administration system boasts the following set of sophisticated management tools, specifically designed to help merchants to sell more, operate more efficiently and provide the best possible customer experience.

- **Multichannel - B2B**
Powers world-class multi-channel B2B ecommerce websites.
- **Stay ahead of the competition**
Constantly evolving platform with new releases and innovative features.
- **Complete solution**
Integrates with 3rd party commercial & bespoke in-house systems.

Ecommerce CMS

- Product Information Management (PIM)
- Web Content Management (WCM)
- Community & Social Tools



Marketing Platform

- Promotions Engine
- Advertising System
- Searchandising & Recommendations
- Email Marketing



Order Management System (OMS)

- Checkout
- Order Fulfilment
- My Account
- Call Centre & MOTO



Integration Hub

- Data Transfer Scheduler (DTS) & Web Services
- Importing & Exporting Data
- Reports



Complexity Simplified

- Manage multiple domains, currencies, languages, supplier catalogues, price lists, customer accounts, product and web content through a single, centralised platform.
- Deliver a personalised experience by creating custom landing pages, unique product catalogues, customer specific pricing, promotions and offers.
- Market leading “My Account” area functionality allows your customers to manage every aspect of their accounts and orders past and present.
- Assign users to different groups based on their order history.

Account Management (customer)...

- Reduce the strain on your business using the platform’s self-service features which allow customers to fully manage their own accounts.
- Create and view any returns.
- A business can create / manage a primary account with many sub-accounts setting permissions, credit limits and authorisation workflows.
- What individuals with sub accounts can see or do in the system is controllable by the primary business account holders.
- Customers can view previous orders including status of orders and line items.
- Place or authorise orders placed by your other accounts including managing their budget (i.e. total amount they can order within an X days period).
- View and investigate back orders.
- View account and invoice information including the ability for customers to pay for invoices by credit card and see credit limits.

...Account Management (customer)

- Manage, view and print recent statements and pay any outstanding balances.
- Request email me when back in stock.
- Quick reorder from previous orders.
- Request a service call.
- Create and save baskets.
- Use quick order pads to quickly create an order using only product codes. Primary account can create quick order lists to be used by other account holders.
- Manage multiple delivery addresses using the delivery address book.
- Option to toggle between RRP and Trade pricing on site.

Account Management (admin)

- Dynamically group users based on specific attributes, then deliver personalised messages to these user groups or even individuals.
- Manage cost centres, set and manage credit limits for accounts and manage all customer details.
- Set approved payment methods e.g. on account (credit limits), invoice or credit / debit card.
- Granular user account control via the administration console and/or through the Mail Order & Telephone Order (MOTO) screens.
- View and interrogate detailed order histories for individual customer accounts.
- View saved baskets / orders, abandoned baskets / orders and with a click leverage the information to target those customers with personalised offers to incentivise ordering.
- Personalise product codes for specific company accounts.

Personalised Pricing

- Handles highly complex pricing models, multiple/unlimited price lists with control over which customers see what prices including both gross/net pricing, trading price, previous price and RRP.
- Granular user account control.
- Control personalised product and or shipping pricing on an individual account basis.
- Logic layer configurable to client requirements to automate personalised pricing. This matrix could use information from previous orders, account credit limits, etc...
- Supports quantity-based pricing (i.e. 1-10 items for £9.99, 11 or more items for £8.99 etc...)

Promotions Engine...

- Highly configurable rules based promotions and offers management.
- Target specific customers/customer groups with personalised promotions, offers and content.
- Session specific offers; can be triggered by a customer filling out a feedback form, referring a friend, arriving on site via a PPC or an affiliate or by entering a specific URL.
- Discounts include: % off an order, % off a product(s).
- £, \$ or euro off an order, £, \$ or euro off a product(s).
- Buy x get y Free.
- Fixed price product(s).
- Free products.
- Free shipping.

...Promotions Engine

- Get cheapest free.
- Bundles; Buy 2 Get 1 Free, 3 for £10.
- Buy x product(s) from a specific manufacturer and get y free.
- Free gift/sample.
- Include and or exclude specific customers from a promotion.
- Tiered discount structures (spend more and save more).
- Minimum basket values including/excluding tax (net/gross).
- Minimum basket item values.
- Product inclusions and exclusions.
- Category inclusions and exclusions.
- Product group inclusions and exclusions.
- Rules to prevent customers combining discounts and offers.
- Coupons/vouchers.
- Only allow the promotion to be used if it is the customers' first order.
- Configure how many times the customer can use a promotion.
- Leverage promotions in email marketing communications.
- Set start and end dates and times for promotions, allowing you to plan promotions in advance and have them auto trigger.
- Remove promotion once it has been used x number of times.

Email Marketing

- Built-in email marketing capabilities including bulk, transactional and triggered event-based campaigns.
- Integrate site offers and promotions into your email communications.
- Design and develop your own email templates quickly and easily using the WYSIWYG editors.
- Track the number of links clicked, by who and which ones they clicked on.

Product Catalogue Management

- CSV and XML import and export of products, product data.
- Enhanced image management, auto resizing and generation of thumbnails.
- Manage master products, variations, related products and multiple price lists.
- Unlimited product data fields.
- Unlimited products and unlimited product SKUs.
- Integration with 3rd party warehousing system feeding live stock levels.
- Define different product types such as gift vouchers, subscriptions, memberships, digital products and events.
- Assign products for use in multiple domains.
- Set particular products up to display in a specific template.

Product Types

- Capable of handling physical, digital and even bespoke products.
- Gift vouchers.
- Events.
- Subscriptions.

Web & Product Content Management

- Manage rich web and product content.
- In-site editing allows content managers to create and edit webpage content directly through the storefront.
- Gallery components make it easy to customise pages, swapping in and out design elements such as image carousels, flash videos/players and forms.
- Administrators can review and publish pending edited and new pages.
- Configure pages to display to specific customers by customer group.
- Each category and product can be displayed using a different template giving merchants total flexibility and tight control over the look and feel of the site.
- Content separated from templates.
- Related and recommended products.
- Assign multiple product attributes.
- Create multiple image sizes from a single master file.
- Add and update products using the product management interface.

Multi-Site Management...

- Manage multiple B2C & B2B ecommerce stores, corporate sites, micro-sites, extranets, forums and blogs from one central platform.
- Individual web stores can have different or same designs (or mixture of).
- Different or same functionality and layout (or mixture of).
- Different or shared content e.g. images, content, promotions, pricing, products.

...Multi-Site Management

- Be in one or more languages including Cyrillic and symbol-based text.
- Different or shared payment gateway(s).
- Different or same tax and shipping algorithms.
- Configure custom workflows for each web store to route orders to specific fulfilment systems based on the specific web store, product type/attribute(s), stock location (multiple warehouses), stock levels, delivery location, basket price.
- Granular administrator access can be set system wide, specific sites and sections within.

International Ecommerce

- Multiple currencies and multiple tax rates and systems including U.S. (NEXUS).
- Multiple currencies through the one web store or multiple storefronts each using a specific currency or currencies.
- Multiple currencies for shipping rates.
- Full support for translated web copy in all languages and including double-byte characters, Unicode and Cyrillic languages e.g. Chinese or Russian.
- Display translated product data, templates, media, page titles, navigation, metadata and URL structures for local search engine optimisation and a rich user experience.
- Auto-detect customer location using GEO IP and display the correct storefront for that country or region.
- Multi-lingual platform supporting multiple language content such as web copy, product data, images, video, flash and navigation.

Telephone Order & Mail Order (MOTO)

- Custom storefront templates for call centre operators to process telephone orders and handle enquiries quickly and easily through the website. With the appropriate permissions staff can:
 - Create an account.
 - Place an order on a customer's behalf.
 - View customer orders and their status.
 - Manage customer information.
 - Manage customer returns.
 - View saved baskets.
 - View all saved baskets (for multi accounts per customer).
 - View back orders.
 - View statements (e.g. invoices).
 - Manage members (multi account).
 - Service request form.
- Staff can create baskets and pre-populate them for a customer to review and checkout at their leisure.
- Multi-level roles based permissions system giving fully control over call centre & mail order staff.

Search, Facets & Navigation...

- Fast site-wide searches returning accurate results from all content (not just products).
- Multi-faceted search allows customers to sort, apply and remove filters on the results.
- Sorting (price, name, new products, star rating, pre-defined metrics - or other fields specific to the project).
- Pagination (customer can also choose the number of products to display at any one time) or Lazy Loading (administrator can define percentage of the page is scrolled through before loading more).
- Promotions, pricing, products.

...Search, Facets & Navigation

- Filtering (customer can filter the list of products by applying filter options).
- Vendor maintained dictionary for handling misspellings, synonyms, alternative and related terms.
- Matching of products to be included in the record set is configurable; you can choose which fields should be used to match products against the search term and how they should be matched against the search term e.g. partial match or full match.
- Configurable search sweeps means that on the first sweep you could attempt to match the search term using a full match against the product code, then if no results are found, do a sweep against product name, product long description, product hidden search keywords description using a full match and then if still no results do a final search of a partial match in product code, name, description, hidden keywords.
- Vendors can create and control hero products to trigger with specific search terms. These can be positioned above or to the side of the products set.
- Promotional areas for ads and banners. These can be set to display against specific search terms and can be configured to display offers, products or even content pages.
- Data rich search results (descriptions, product attributes, add to basket etc).
- Customise “no results found” page with suggested products and promotional teasers to minimise exit rates.

...Search, Facets & Navigation

- Search results grouped by context.
- Site-wide coverage capable of aggregating results from products, blogs, forums and content pages including rich media.
- Search facets show the number of products returned.
- Allow customers to buy directly from the search results.
- Configurable redirects, exact matches can take the customers straight to a specific product page.
- Scalable architecture flexes to cope with peak query volume.

Customer Experience

- 100% customisable look and feel of websites with no constraints with templates built from the ground up.
- Multi-faceted and layered navigation for advanced filtering and sorting based on user defined criteria for search results and for product categories.
- Multiple product images with high resolution product image zooming capability.
- Stock availability.
- Rich product information.
- Product comparisons.
- Product reviews and Ratings.
- Send to a friend.
- Social sharing and bookmarking.
- Add to Wish List,
- Relevant promotions and related product cross-sells and up-sells on product pages and in the basket.
- Consistent, clear and predictable navigational structures.

...Customer Experience

- Handling of URL redirects and broken link reporting.
- Community forums and blogs.
- Use rich media such as video, flash and images to engage visitors.
- Newsletter subscriptions.
- Events, news feeds and polls.
- User upload and share functionality.
- Question and Answer builder.
- Self-contained community allowing users to create their own profile (biography, image, links, avatar etc...), follow/unfollow each other, like and comment on submissions.
- Community-wide and individual activity feeds.

Personalisation & Merchandising

- The perfect mix of automation balanced with overrides for manual merchandising control.
- Recently viewed, related and recommended products.
- Specific merchandisable areas for onsite advertising.
- Unlimited category creation, both visible in navigation and hidden to create merchandising opportunities.
- Full WYSIWYG product content editors for merchandising control.
- Merchandisable shopping cart with relevant product cross sells and promotions.
- Create customer groups on the fly for targeted marketing purposes using customer Wish List data.
- Personalise landing pages and content for visitors arriving onsite via a specific PPC campaign, email or affiliate.
- Mix public and VIP/members-only content.

SEO

- User defined & search friendly URLs, structures and breadcrumbs.
- Control over title, description and keyword meta data for categories, products and content pages.
- User control over on-page SEO including on page tags.
- Auto updated XML Google site map.
- Canonical tags.

Order Management...

- Powerful search to find orders quickly and easily based on multiple criteria.
- Detailed order information down to individual line items.
- Manage statuses and append notes to orders down to line item level.
- Track orders across multiple domains and channels.
- User defined order workflows for handling product exceptions, different payment and shipping methods.
- Print orders, invoices and packing slips.
- Process returns and raise credit notes.
- Report on abandoned baskets / orders.
- Audit payment details and statuses such as, paid or unpaid, payment method, receipt number, receipt value, transaction reference and authorisation code.
- Definable order rules to flag suspicious activity and help provide an extra layer of protection against fraud.

Next generation ecommerce

Shipping & Delivery

- Weights and measures delivery calculations or delivery bandings with upper and lower thresholds.
- Shipping costs can be calculated a number of ways.
- Integration with courier pricing matrixes and shipment tracking concise.
- 2-way integration with 3rd party fulfilment system.
- Exceptions for specific products which can have separate costs and different workflows for fulfilment.
- Add delivery surcharges for individual items or delivery types. (Ideal for bulky, awkward or expensive items that require additional cost to deliver.
- Set up delivery region regions within countries that have their own delivery options.

Checkout & Payment

- Customisable, streamlined and guided checkout processes facilitating member and non-member checkouts.
- Fully integrated with leading payment service providers such as Secure Trading, Datacash, CyberSource, WorldPay and PayPal.
- Dynamic shopping baskets displaying relevant product and promotions.
- Verify card holder addresses and shipping destinations through Postcode Anywhere integration.
- Sophisticated 'My Account' area with management of personal details, delivery addresses, saved baskets, wish lists, active and past orders.
- Split single orders to multiple delivery locations throughout the world meaning central offices can purchase items for delivery to all of their remote sites.

Integrations

- Offer Click & Collect/Reserve from trade counters, collection points, warehouses or depots.
- Easily integrates with 3rd party applications such as ERP and CRM systems (from leading vendors such as Microsoft, Sage, SAP, Salesforce and Sanderson) via Red's DTS and Web Services application Layer.
- Integrations with multiple sales channels.
- Integrated with multiple payment gateways such as Secure Trading, CyberSource, WorldPay, Datacash, PayPal and Sage Pay.
- Red's Data Transfer Scheduler and Web Services application manages and automates data feeds in and out of tradeit and your other systems.
- Integrated with online chat software including WhosOn, Live Chat and Live Person.
- Manage multi-domain data transfers.
- Import and export of products and product data.
- Importing packing slips and updating return statuses to help ensure a smooth post checkout order process.
- Exporting Google Sitemaps to ensure they contain a complete and up-to-date list of pages, aiding search engine optimisation.
- Complete mass imports / exports of data using CSV files.
- Automatically update product stock levels.
- Importing Product and Product Category Translations, and their Attributes.
- Export subscribers for marketing purposes.
- Error Handling with error notifications and automated alerts for tasks.
- Sophisticated loyalty schemes through GiveX integration.

Next generation ecommerce

Reporting

- Reporting on products ordered, segmented by order status within a date range and for a specific domains (QTY and Revenue by product line).
- View all orders by order status within a date range and for a specific domain (Number of Orders and Revenue by Status).
- View orders by offer/coupon (discount code, promotion etc...).
- View all orders by payment method within a date range and for a specific domain (Customer Name, Number of Orders and Revenue).
- View revenue by categories within a date range and for a specific domain.
- Report on customer Wish Lists by product or customer.
- Report of onsite search phrases.
- Revenue reporting for email marketing campaigns.
- Referral tracking.
- Bespoke reports can be built and integrated into the system. All reports can be tailored exactly to your business requirements.

Hosting & Security

- PCI DSS compliant platform and hosting services.
- Red cater for shared to multiple dedicated hosting environments using our own facilities in Oxford and London.
- The system will be comprehensively monitored and engineering support alerted 24/7 if there are any issues.
- Latest high spec and high performance HP server equipment.

...Hosting & Security

- Shared hosting through to dedicated environments including multiple server and co-location configurations.
- Managed Firewall, Intrusion Prevention System and LAN infrastructure.
- Helpdesk by phone, email and web accessible logging system.
- Comprehensive Backup Cycle.
- Full Service Level agreement for dedicated server hosting.

We believe that we have one of the most sophisticated B2B ecommerce platforms on the market...

Call us on 01865 880 800 or email info@redtechnology.com and we'll show you what it can do for your business.

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