Ecommerce
Solutions

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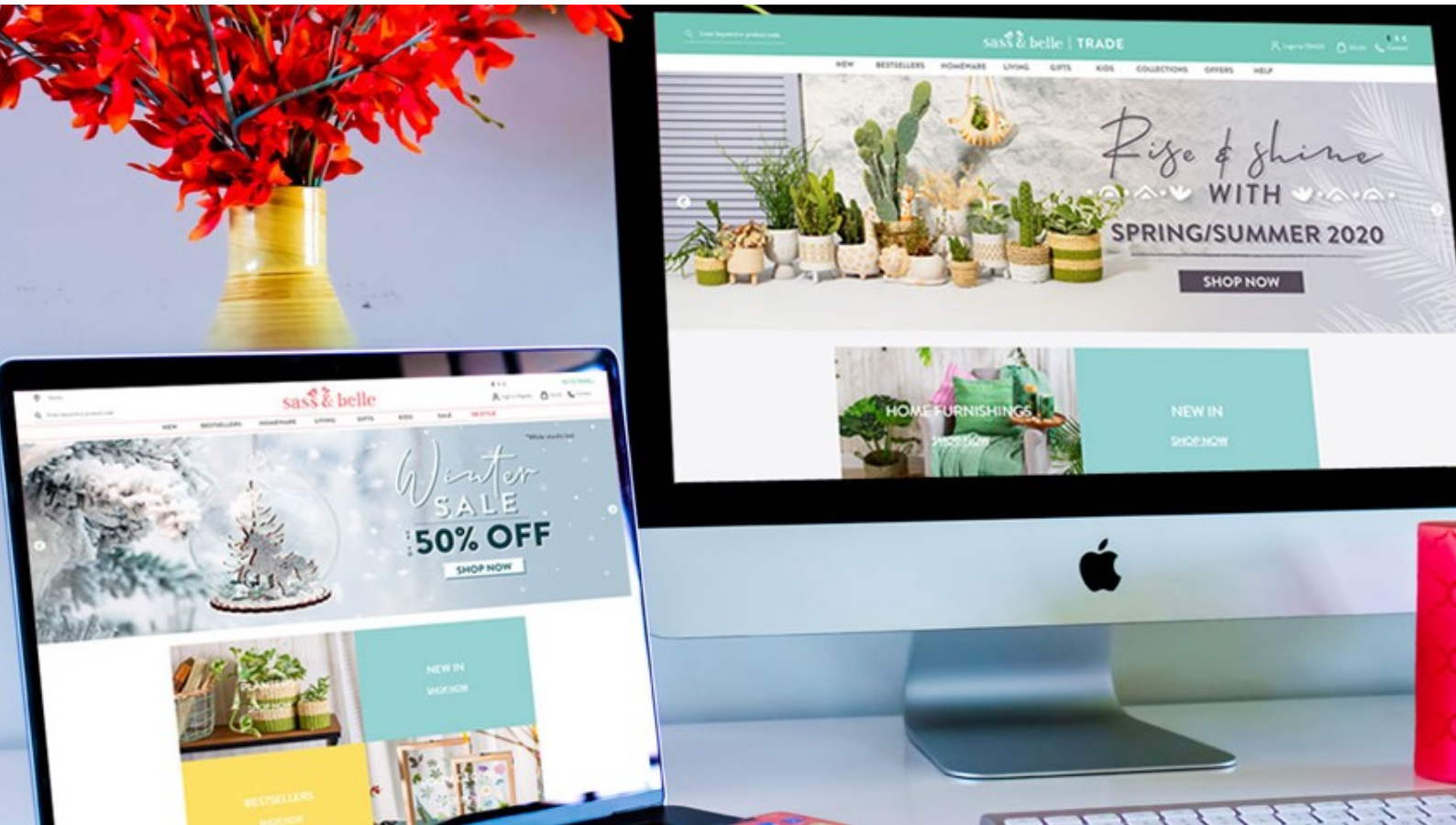manufacturers, distributors and wholesalers

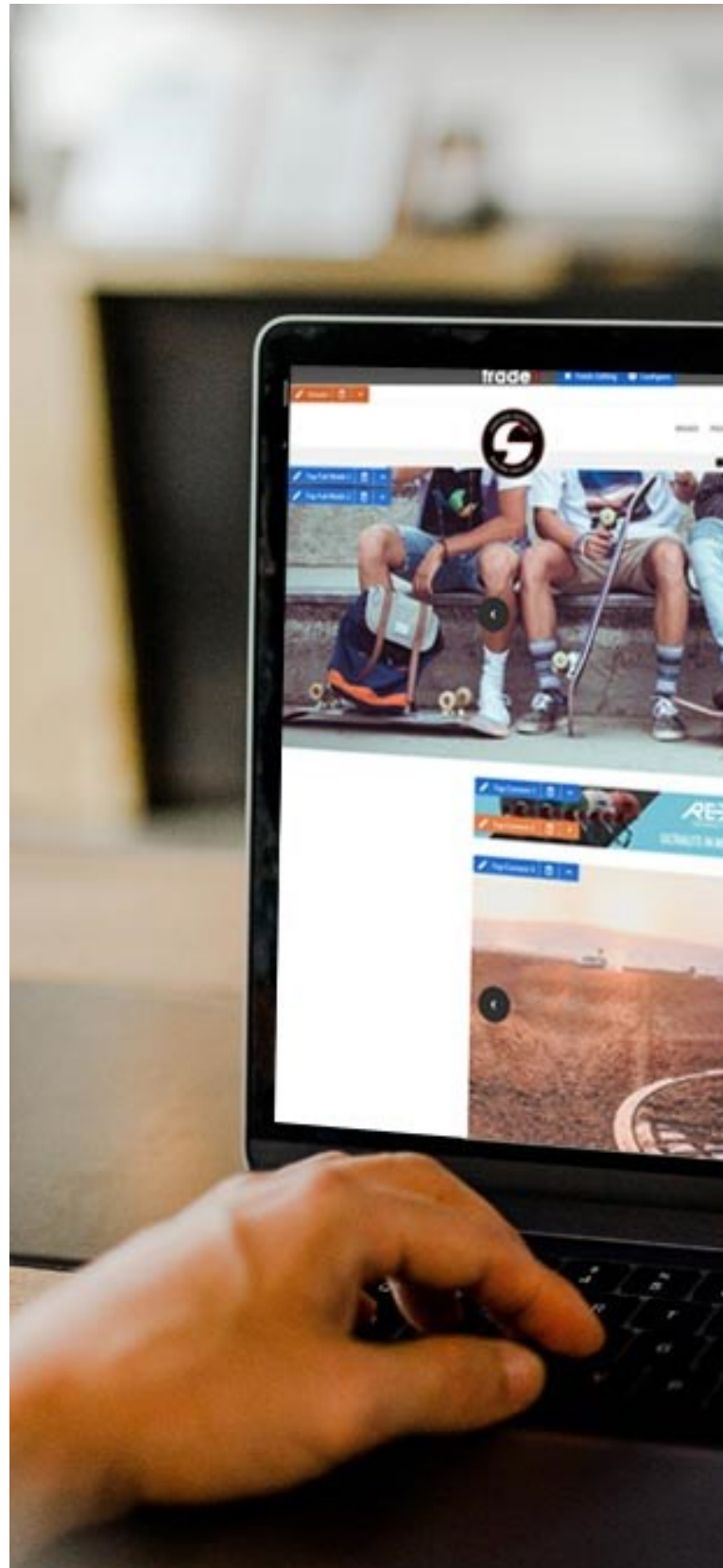**RED**
technology.com

Ecommerce Solutions

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

Red Technology is a leading provider of multi-channel ecommerce solutions. We help merchants gain significant competitive advantage through the deployment of sophisticated, flexible and scalable ecommerce technology and integrations.

We deliver class-leading ecommerce solutions utilising our ecommerce platform, tradeit and our complementary ecommerce services. Working in partnership with retailers, manufacturers, wholesalers and distributors, we plan, design, build and evolve stunning ecommerce solutions that seamlessly join up all online and offline channels.

Our ecommerce solutions enable merchants to expand their online channels in line with their business, so whether you are looking to grow internationally, add some marketplace channels, sell to the trade as well as end users, launch multiple branded storefronts, take offline orders through your ecommerce channels or incorporate functionality that ties your store estate to your online presence; or all of the above. We have the solution for you.

Ecommerce Solutions

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

Command & conquer every channel with our range of ecommerce solutions

Our ecommerce platform, tradeit, enables us to deploy sophisticated ecommerce solutions across a number of simultaneous channels including web, call centre, marketplaces and in-store. The flexibility and functionality of tradeit ensures you can cater for any, and all, requirements and scale as your business scales.

So, whether you decide to expand internationally or sell directly to your business customers as well as your retail customers, the platform will cater for your requirements without any of the inefficiency, time or expense of running multiple separate systems or undertaking a whole new replatforming project.

Retail Ecommerc	Omni-channel Retail	B2B Ecommerce	D2C Ecommerce	International Ecommerce	Multi-channel Commerce	Content & Commerce

We help businesses looking to...

→ Re-platform & modernise their ecommerce presence, gaining the edge on their competitors.

→ Quickly launch new brands online through a single platform.

→ Expand internationally online with localised sites for every country or region.

→ Sell directly to their end users through a D2C ecommerce channel.

→ Centralise and manage multiple branded storefronts.

→ Setup and integrate a B2B ecommerce site.

→ Help merge their online channels and any physical stores with omni-channel functionality and integrations.

→ Incorporate call centre operations to manage mail, telephone or in-store orders alongside their ecommerce channels.

→ Start selling through marketplace channels like Amazon.

Ecommerce Solutions

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

Retail Ecommerce

Elevate your website from a simple order taking system to an intelligent, conversion-hungry machine capable of delivering seamless, personalised online experiences to all of your customers, across all digital channels including web, mobile and social.

Elevate your ecommerce site from a simple order-taking system to an intelligent, conversion-hungry machine capable of delivering seamless, personalised online experiences to all of your customers, across all digital channels, including web, mobile and social.

Whether you're a pureplay etailer or an international, online retailer with customers across the globe, our retail ecommerce solutions will drive growth across all of your channels. Designed to grow and scale in line with your business, we help merchants deliver class-leading retail ecommerce experiences, all driven by our award-winning ecommerce platform, tradeit, and complemented by our full range of ecommerce agency services from initial project consultation, design and build to continued development, hosting and support. With full control of CMS, PIM, Marketing, Merchandising and Order Management tradeit empowers retailers to take ownership of their ecommerce further increasing their ROI.

- → Create unique and personalised online experiences for each of your customers.

- → Gain full, in-house control of your site without the need for technical know-how or developer resources.

- → Use tradeit's rich toolset to attract, engage, convert and re-engage your users.

- → Increase conversions, loyalty and customer satisfaction through offers, promotions and merchandising tailored to them.

- → Deliver the same experience across all devices with a responsive design optimised for multiple breakpoints.
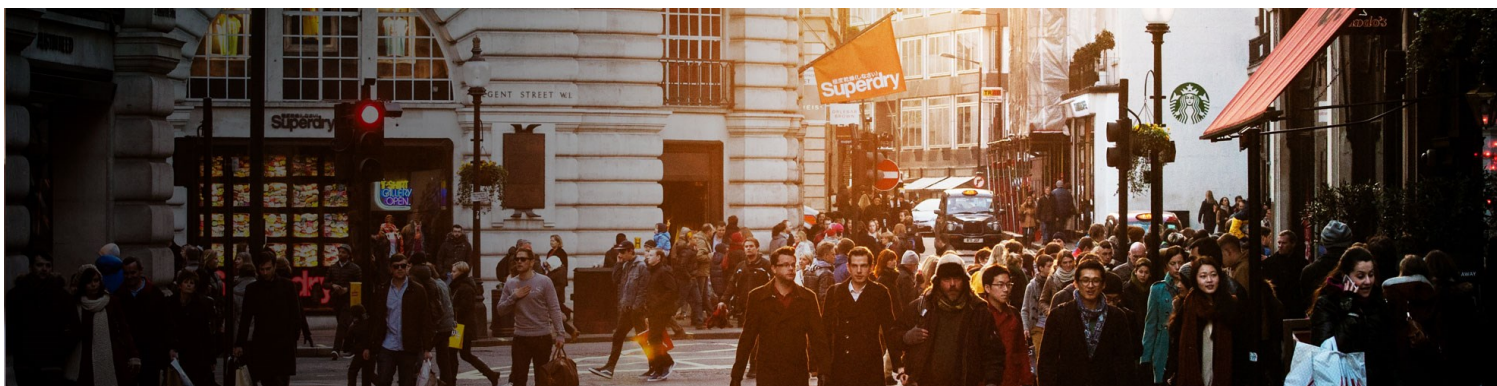
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Omni-channel Retail

Deliver the same experience, products and service across all your online and offline channels, and gain a single view of your customers.

For many retailers, particularly those with a high-street presence, the last few years have seen a conscious move towards omni-channel retail which aims to merge all of their sales channels, both online and offline, and gain a single view of all customer activity.

This provides customers with the same user experience, products and service, regardless of the sales channel or touchpoint through which they engage, rather than the distinctly disparate channels of a multichannel approach. It's even been seen in reverse with pureplay online retailers now opening physical stores to take advantage of the combination of bricks and clicks. The tradeit ecommerce platform provides the foundation and technology for fully integrated commerce solutions, managing multiple sales channels and enabling seamless integrations with physical stores enabling omni-channel retailers deliver a consistent customer experience across all channels and touchpoints.

→ Gain a single view of all customer activity from all of your different sales channels.

→ Deliver a consistent and superior customer experience through all channels.

→ Opens up new revenue streams through additional features like Click & Collect.

→ Gain significant competitive advantage if implemented and managed properly.

→ Increased revenue through ease of anytime ordering and up-selling opportunities.

→ Increased productivity through the seamless connection of all systems.

→ Enhanced customer experience through features like online stock checks, endless aisle, buy online - return to store and more.

Ecommerce Solutions

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B2B Ecommerce

Allow your business customers to order online and help reduce operational costs, freeing up staff to concentrate on generating new business.

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

D2C Ecommerce

Sell directly to your end users and form better relationships with your customers by taking control of your direct to consumer ecommerce channel.

D2C (Direct-to-Consumer) Ecommerce is enabling manufacturers to quickly reach their end users whilst eliminating much of the cost associated with traditional routes to market. We help manufacturers deliver effective ecommerce solutions that enable them to own and develop their customer relationships.

Whether you are a traditional manufacturer with non-digital routes to market or a digitally native business whose sole offering is direct to consumer, the tradeit ecommerce platform is ideally suited to helping you build high value, long term relationships with your customers online. Today's customers now demand better relationships and experiences with companies, right down to purchasing directly from the manufacturer, so take control of your direct to consumer sales channel with tradeit.

- → Increase conversions, loyalty and customer satisfaction through offers, promotions and merchandising tailored uniquely for each customer.

- → Create stunning content that helps to convey your brand's provenance, research & development and craftsmanship.

- → Use the built-in call centre to gain a single view of customers, process offline orders alongside online orders and provide customer service support.

- → Build brand affinity and automatically reward your best customer, incentivising them to keep coming back time after time, and turn them into advocates.

- → Drive customer engagement and peer validation with user generated content, also helping to enhance SEO.

- → Provide replenishment, access, or curation of products, or ongoing services, on a regular basis helping customer retention, aiding forecasting, increasing revenue and improving customer engagement.

- → Engage with users through a host of community features from blogs, forums and online chat, to tradeit's very own on-site social commerce capabilities.

- → Integrate tradeit with your ERP, MRP, Accounts or other back office systems to drive efficiency, further cost savings and automations.

- → Run your D2C ecommerce alongside other digital channels like B2B and international, all administered from a single system.

Ecommerce Solutions

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International Ecommerce

Expand your horizons and increase your customer base by delivering fully internationalised sites, tailored to your local markets. Our international ecommerce solutions offer a great way of taking your business into new territories.

Expanding your online presence into new regions and countries has never been easier, and is a great way to test new markets and grow your business without some of the traditional barriers to entry. There's no need to take out long leases on retail spaces or open large distribution centres, as any initial entry into new territories can be through a dedicated ecommerce channel first.

In order to expand your ecommerce operation successfully you should look for a platform that allows you to launch multiple sites, each tailored to the specific country or region. Allow users to browse in their native language(s), pay in their local currency and have payment and shipping options they are familiar with. If you are shipping items overseas, rather than from a localised warehouse, it pays to ensure that you re quoting customers the full landed price so there are no nasty surprises when receiving the goods. With tradeit it's never been easier to sell overseas and reach brand new markets.

→ Control multiple countries, regions and territories from a single instance of tradeit.

→ Make customer transactions easier by trading in local currencies with local payment types.

→ Handle multiple taxation systems including the USA (NEXUS).

→ Offer sites with specific TLDs or sub-domains enhancing local SEO performance.

→ Offer sites in local languages including Cyrillic and symbol-based text.

→ Assign different warehouse to different channels and fulfil orders locally.

→ Offer multiple and different payment options for each country.

Ecommerce Solutions

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

Multi-channel Commerce

Centralise and manage multiple branded storefronts from a single instance of the tradeit platform saving you time, money and resources, and giving you a greater ROI.

Take control of your entire portfolio of websites by managing them from a single instance of the tradeit ecommerce platform, including all of your international sites and different brands. By introducing multiple sites running from the same platform and hosting infrastructure, you can make substantial savings, particularly after the deployment of the initial site.

If you're an online or omni-channel retailer who is looking to grow online revenues efficiently, differentiate your brands, or enter new markets, then multi-site technology should be at the very heart of your ecommerce strategy. Multi-site ecommerce strategies are proven to grow online revenues, market share & penetration whilst building competitive advantage. Achieving impressive ROI for pureplay online vendors, omni-channel retailers, manufacturers, wholesalers and suppliers, multi-site technology enables website owners to effectively increase their sales whilst lowering the overall ownership cost of their ecommerce solution.

→ Manage a mixture of multiple retail and B2B sites from the same installation of the platform.

→ Control separate brand sites with either the same look and feel or completely independent design and functionality to each other.

→ Multiple brands, countries, languages, currencies, taxation rules and warehouses all supported.

→ Quicker, cheaper and easier to deploy additional sites.

→ Share content, images, promotions, pricing, shipping, integrations and more between any and all sites.

→ Limit administrator access to specific site or site areas, meaning sites can be administered locally or all from a central location.

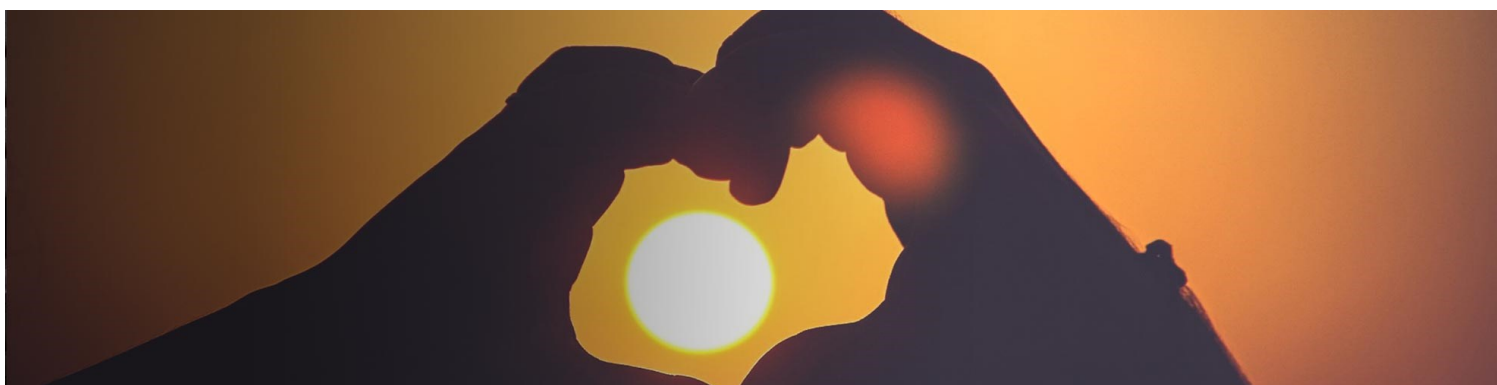→ Consistent branding throughout all territories.

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Content & Commerce

Bring your brand and products to life online, get closer to your end users, and enhance your SERP rankings with our social and content-led commerce tools.

Companies today want to build brand and product stories online to enhance and sit alongside their ecommerce presence. The tradeit ecommerce platform enables them to showcase their provenance, R&D and craftsmanship, through the contextualisation of content and the interactive digital experience.

By offering users more than just a basic shopping site, they are hoping to build longer-term relationships by providing additional value and increasing customer loyalty & advocacy. Lots of retailers and manufacturers already recognise the value of social tools in trying to entice and engage users on their sites, but tradeit gives you the ability to take your social presence to the next level with its built-in, on-site social commerce functionality. It enables you to host your very own social network within your ecommerce site, building a community of like-minded users.
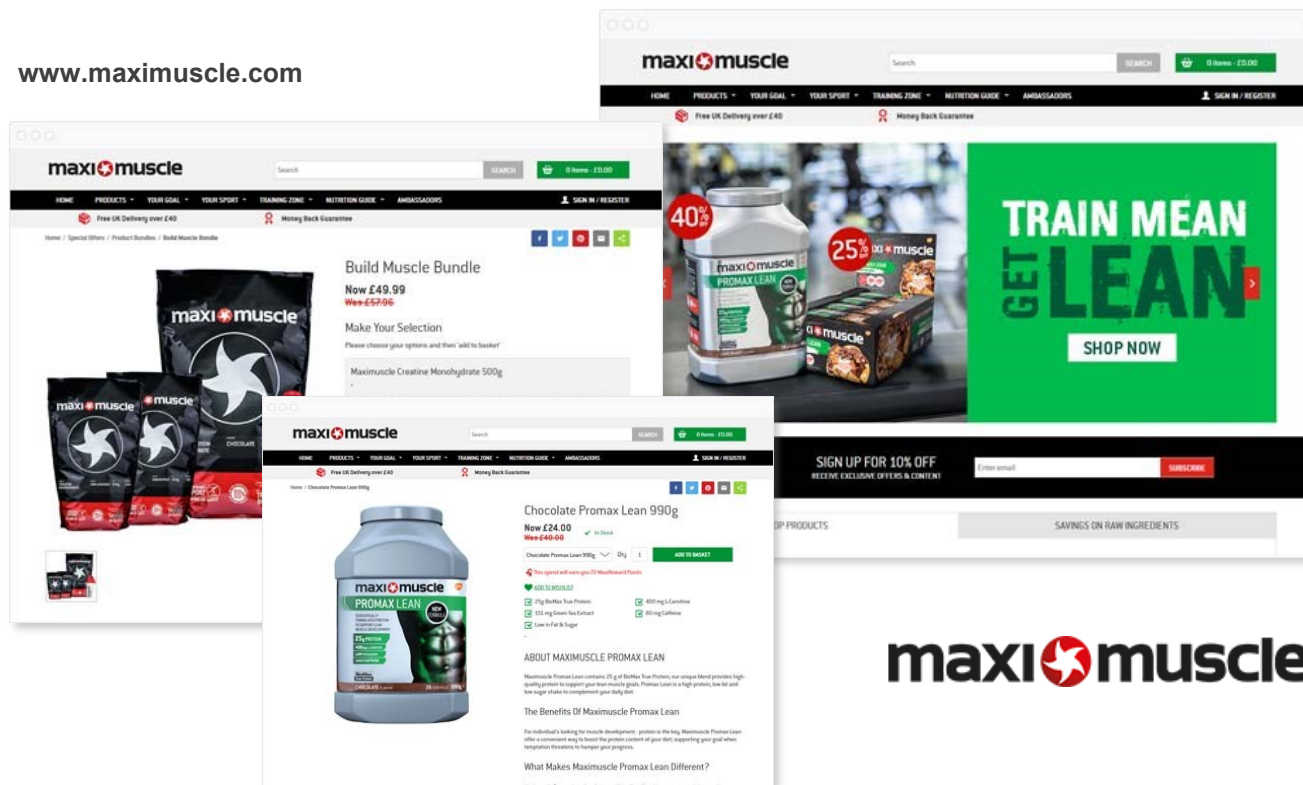
→ Sophisticated in-page editing enabling you to create rich landing and content pages.

→ Improved SEO performance with additional user generated content.

→ Gain peer recommendations for your products providing great social validation for your brand and driving up sales.

→ Enhanced two-way relationships with customers helping to build brand loyalty and advocacy.

→ Growth of earned media through integration to off-site social channels such as Facebook, Twitter, Instagram, Olapic etc...

→ Keep all user interaction, data and content on your OWN site with tradeit's own on-site social network.
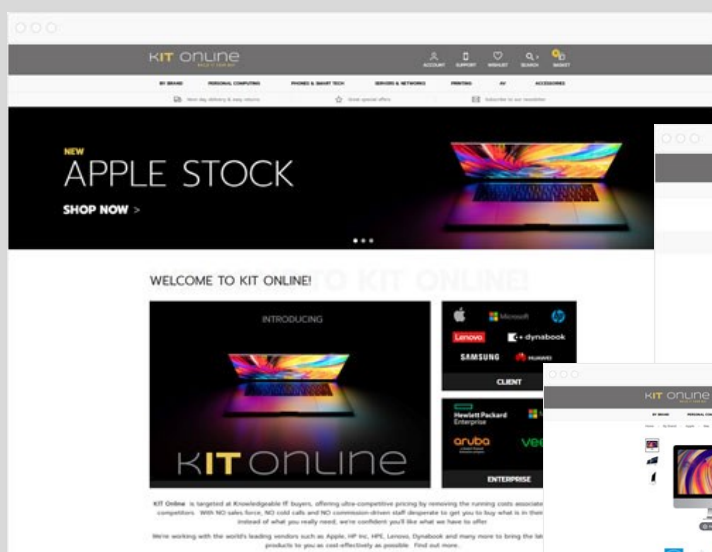
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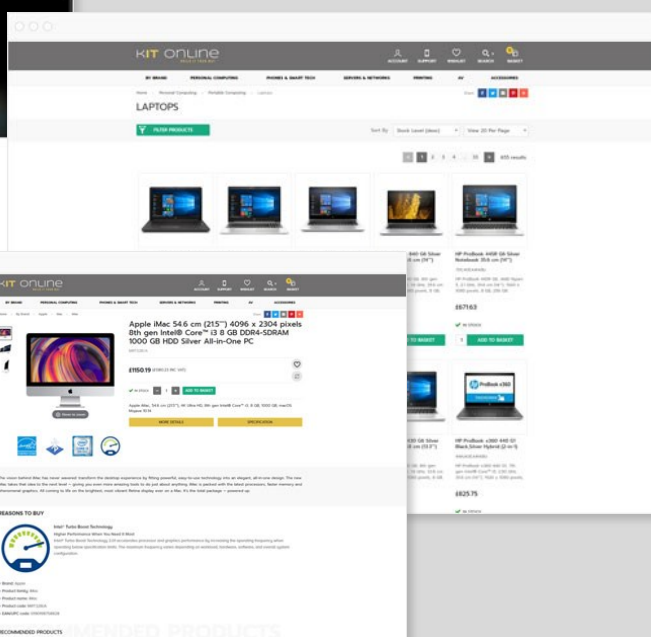
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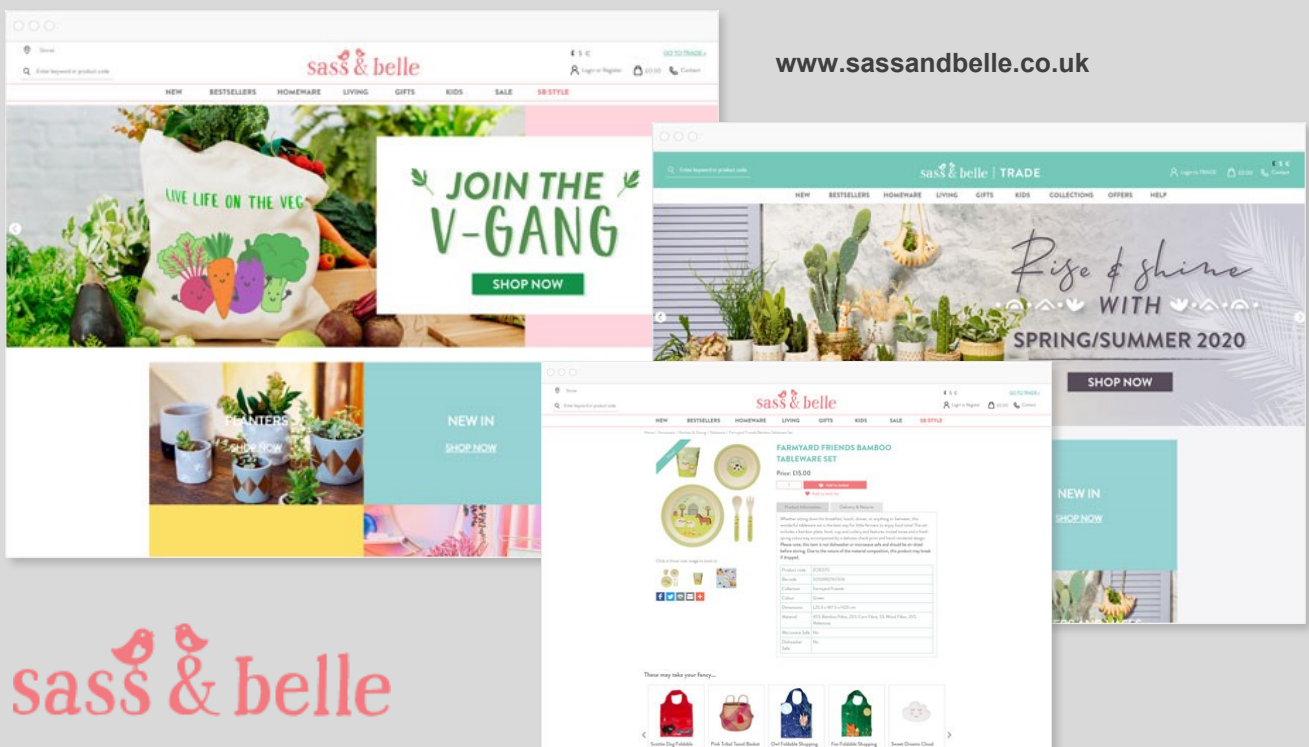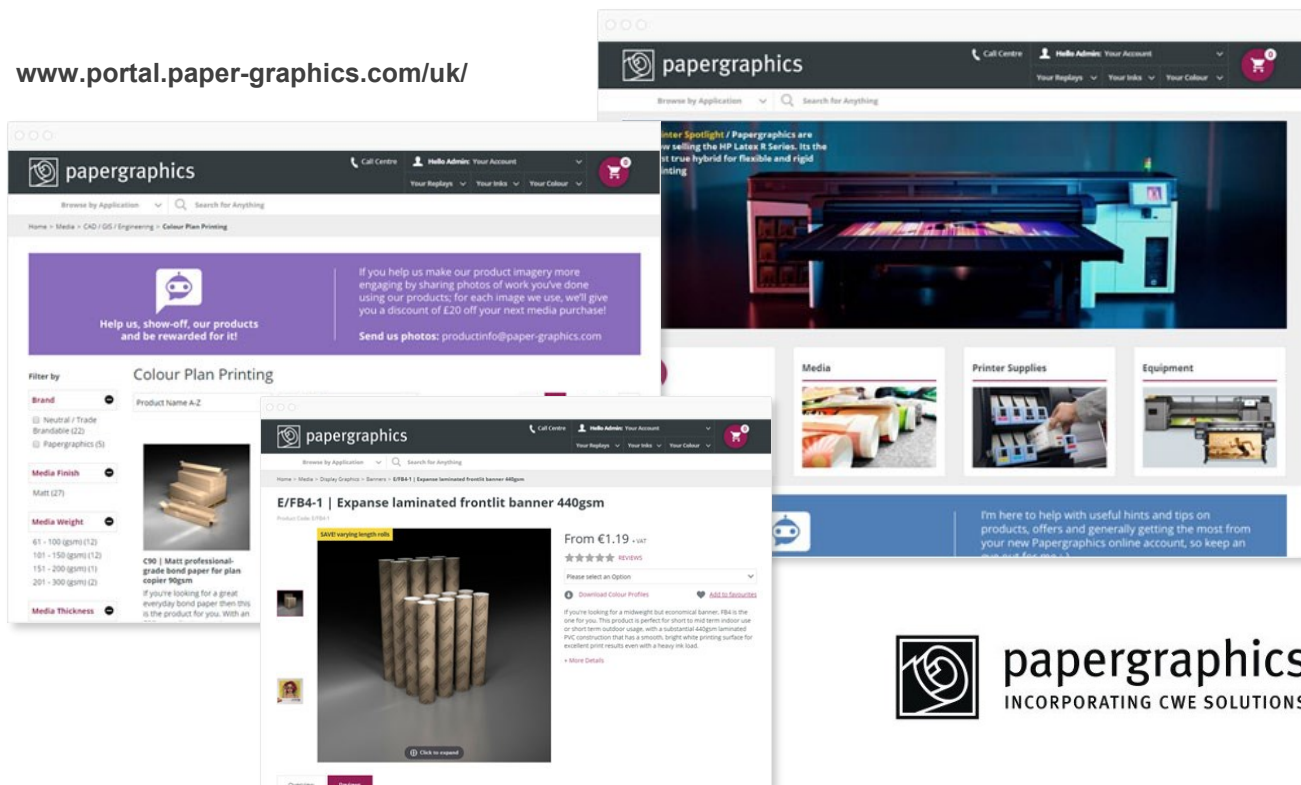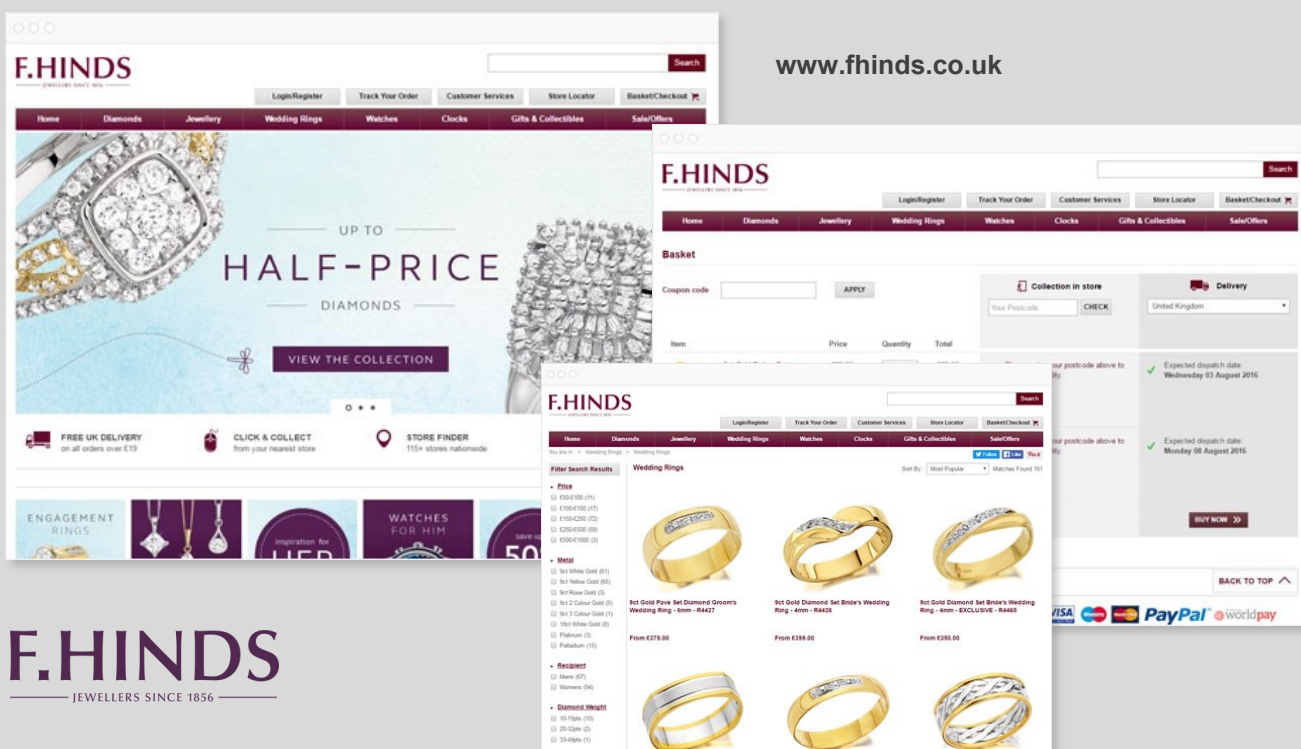
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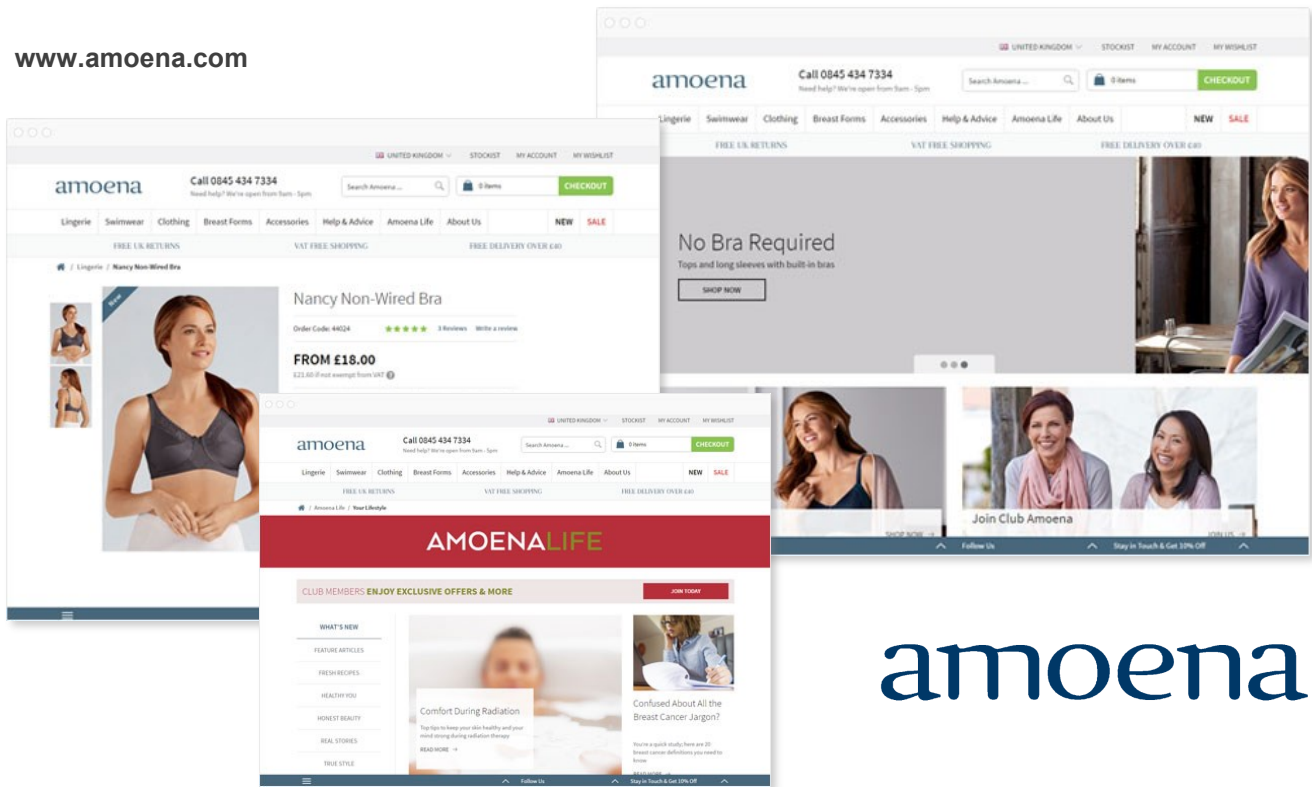www.fhinds.co.uk

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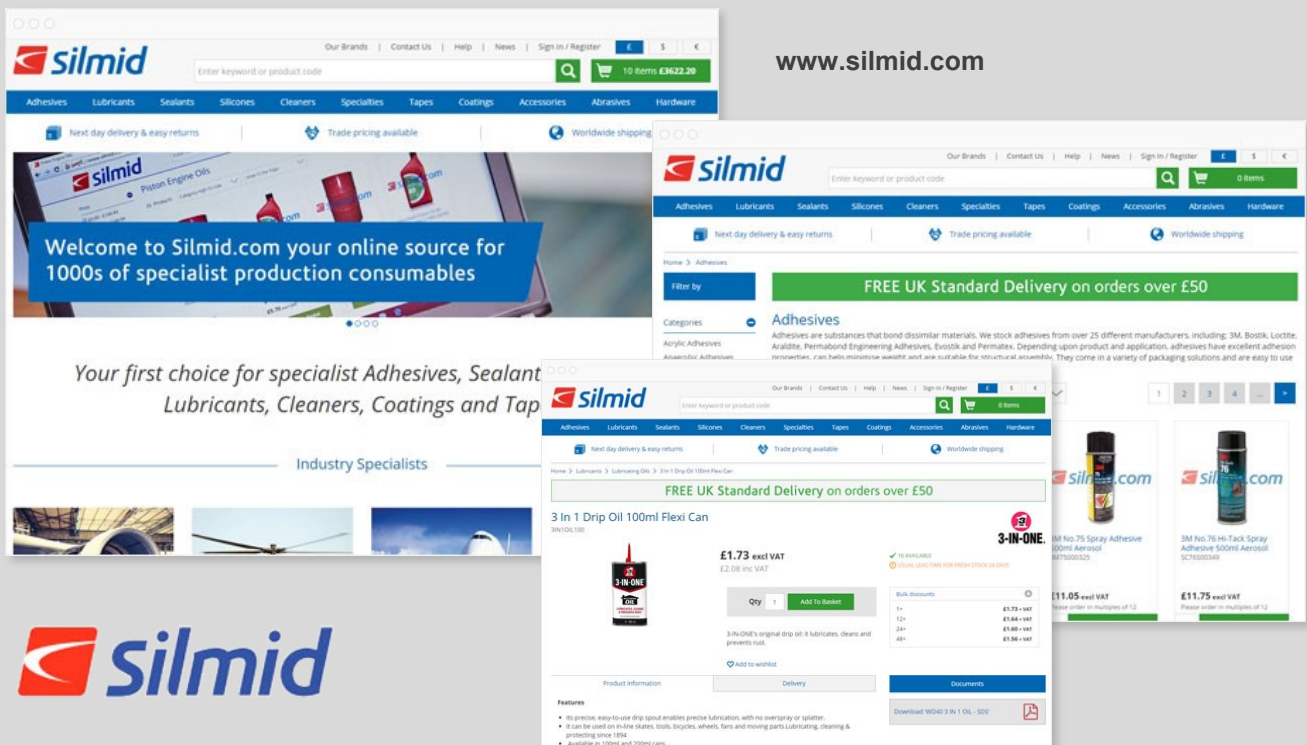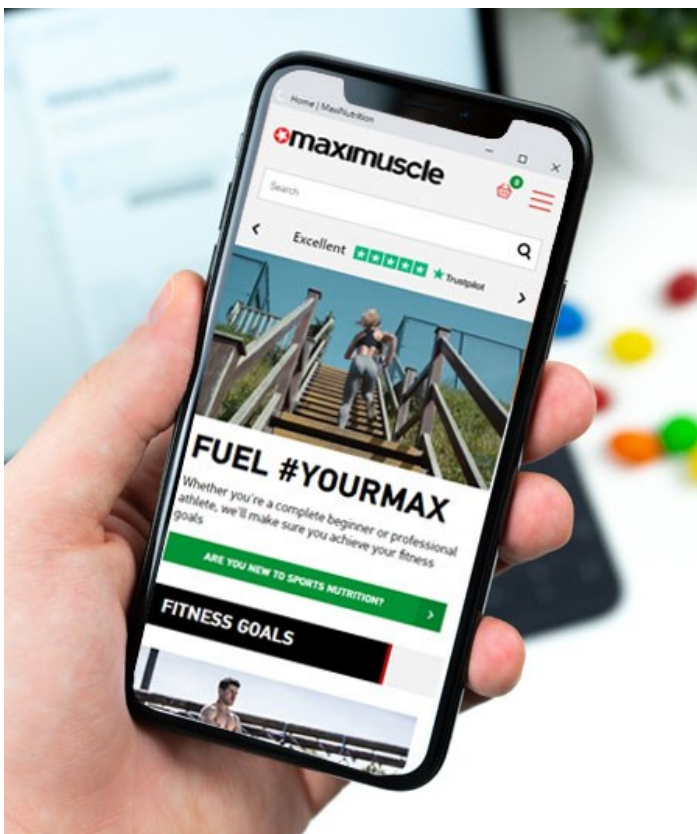manufacturers, distributors and wholesalers

www.amoena.com

amoena

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Why Red Technology?

We deliver world-class ecommerce solutions by combining the power of our award-winning ecommerce platform **trade**it 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 **trade**it 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.