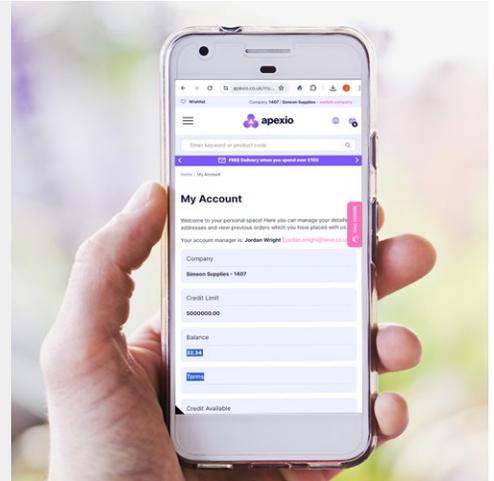


# CASE STUDY TIEVA

# TIEVA

## SOLUTION B2B Ordering Portal

TIEVA is one of the UK's leading providers of Business IT products, solutions, and services. Apexio, TIEVA's B2B Ordering Portal, was created to give customers immediate access to hardware, software and essential workplace peripherals, helping them save time, reduce costs, and streamline their procurement process.



## Project Highlights



### Hierarchical control

Allows customers to manage their ordering, invoicing and admin across the site with levels of control including who can place and/or approve orders, raise quotes, view and pay invoices, and which products they can see & order.



### Order routing

Via integration with Stock In The Channel, orders are fulfilled by suppliers who ship them on behalf of TIEVA. Tradeit determines the logic of which supplier to use and passes that to NetSuite to route accordingly.



### Product lists

Customers can create approved lists of products for their staff to buy from. Users can only see and order what products they are allowed to against a budget or allowance that is assigned to them.



### My Account

A host of tools in user accounts including saved baskets, quotes, quick order forms, user management, product lists, orders pending approval, saved quick order forms and more.



### Single customer view

Complete history of all orders (both online and offline) in real time pulled from Oracle NetSuite using Web Services and displayed to users via their My Account.



### Product enrichment

Alongside standard content, enriched product information is provided by Icecat Live to display feature groups, videos, downloadable manuals, feature logos, product stories, and reasons to buy.



### Call centre

Built-in call centre allows admin users to set up/view customer accounts and process orders on their behalf as well as aiding customer service to provide support.



### Advanced search

Advanced search tools including predictive, fuzzy search, support for inflections, weighted & boosted search passes, and much more.



### Bundles

Flexible customer-specific bundles with product variations. Customers choose the products they want to make up their bundle from a wider selection (e.g. choose from 3 different laptops, 4 different keyboards, a fixed mouse, & laptop case).



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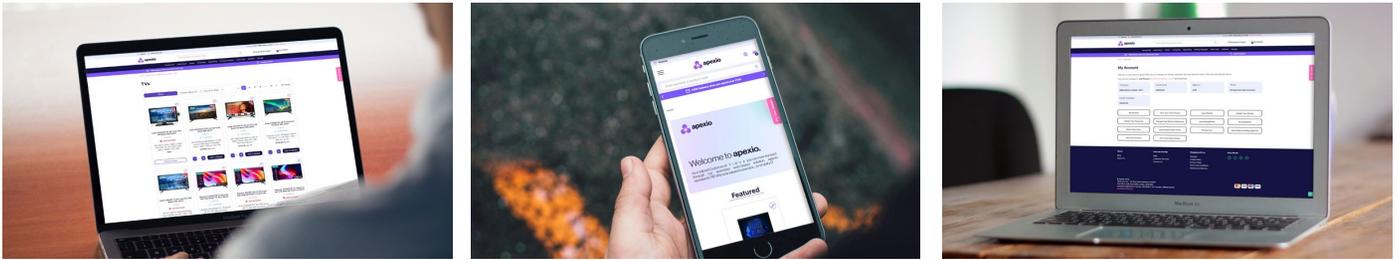


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## Project Overview

As customer expectations grew and TIEVA's strategy shifted towards service-led solutions, ecommerce became essential. With a new Oracle NetSuite ERP in place, TIEVA was ready to realise its vision and sought the right partner to



deliver a best-in-class ecommerce portal.

After conducting extensive research, TIEVA chose to launch the Apexio B2B Ordering Portal solution on Red Technology's ecommerce platform, tradeit. Red Technology stood out from the start, bringing years of experience in delivering B2B ecommerce sites, particularly for IT companies. Their expertise with essential industry integrations, such as Stock In The Channel and Icecat, was a critical factor in TIEVA's decision, knowing these solutions would be key to success.

With a catalogue of over 100,000 products pulled from Stock In The Channel, maintaining data accuracy and consistency was essential. Given the scale and complexity of this range, Icecat integration was implemented to enrich product information, with Icecat live providing additional content such as videos, downloadable manuals, product stories, and compelling reasons to buy. To enhance the shopping experience, personalised buying lists were introduced, allowing customers to filter the catalogue and view only products available for purchase, simplifying the selection process.

On-site search is a cornerstone of TIEVA's online ordering portal because it enhances product discovery, speeds up the procurement process, and delivers a more personalised, efficient experience. For a business managing such a vast and varied product catalogue, search is essential in meeting the precise needs of their B2B customers (who are often time-poor but know what they want), and ensuring smooth operations. tradeit's advanced search capabilities ensure highly accurate and relevant results are returned in milliseconds, even for complex requests.

The platform promises to deliver a seamless experience, placing all essential IT products and accessories at the fingertips of its users. The solution has already delivered cost savings in terms of removing manual overheads and generating increased revenue for TIEVA.

**“** *It's been incredible to see how our customers have responded to the launch of Apexio, We've had amazing feedback on how intuitive the platform is to use, and the result is the high volume of orders that are already being generated through it.*

Sales Director, TIEVA

## Project Integrations

ORACLE  
NetSuite

icecat

Stock in the Channel

CLOUDFLARE

trust  
payments

elasticsearch

GBG  
Loqate



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