

Enterprise class  
B2B ecommerce  
solution for the  
UK's leading IT  
distributor using  
the **tradeit**  
ecommerce  
platform

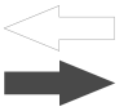


Visit [www.westcoast.co.uk](http://www.westcoast.co.uk)

***“We’ve been working with Red for a few years now launching a couple of sites, they’ve been good to work with and always delivered to meet our requirements!”***

Senior Developer, Westcoast

## Project Highlights



Complex integrations with primary business systems (8 flat file integrations, 21 APIs, 4 specialist configurators and pricing tool integrations, and 6 external system integrations).



Management of over 500,000 SKUs with over 5 million price variations.



Enhanced customer 'My Account' area.



International B2B ecommerce supporting multiple currencies.



Sophisticated faceted navigation.



International B2B sites for both the UK & France enabling sharing of content whilst still allowing for unique content such as translations.



Fully responsive site with 4 breakpoints, optimised for all devices helping to reach all potential customers.

**Westcoast Ltd was founded in 1984 and has grown to become the number one UK hardware distributor for many vendors. Westcoast's evolution has led them to become a leader in services and support for the IT and hardware supplies industry with a turnover in excess of £1.6 billion. Consistently ranked in the Sunday Times Top Track of the 100 largest, privately-owned companies in the UK, they have also been ranked 10th in the list of the fastest-growing private companies in Europe according to Europe 500.**

Working with Westcoast, we have defined and delivered an end-to-end B2B ecommerce solution based on our own ecommerce platform, **tradeit**, integrated with their primary AS400-based ERP system and a number of internal and external specialist systems to facilitate a fast moving and complex business and client base in a highly competitive arena. Integration with their primary business systems includes; 8 flat file integrations, 21 APIs, 4 specialist configurators and pricing tool integrations, and 6 external system integrations.

### Management of extensive catalogue of over 500,000 SKUs

The **tradeit** ecommerce platform provides Westcoast with a centralised suite of ecommerce management tools, including the integrated PIM, to administer their rapidly growing catalogue of 500,000+ products and over 5 million price variations.

Integrations cover everything from product, stock, pricing, orders, returns, invoices, user specialist reports, quotes/estimates, user multi-account management and more.

With sites for both the UK and France running from a single installation of **tradeit**, content can be shared whilst still allow for unique requirements such as translations to easily be catered for.

### Advanced B2B My Account

One of the main benefits for Westcoast has been providing their customers with a sophisticated 'My Account' area to enhance their own ordering and order management capabilities. This rich functionality includes:

- Master and sub account management (so central offices can control purchasing of branch/regional offices on an individual basis).
- Setting credit limits.
- Managing orders (including previous orders, back orders, saved orders, approving orders and invoices).
- Managing accounts, members, their access rights and permissions.
- Address management.
- Complex reporting, and much more.

It also gives them access to a host of configuration tools and selectors they can use to help them spec out their new equipment.

***“The main benefit of the site over the previous one is speed. As an additional benefit, when we migrate the rest of the group over to tradeit, we will have a single platform on which to manage our sites.”***

Senior Developer, Westcoast

## 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, **tradeit**. The **tradeit** 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.

Red Technology Solutions Ltd.

Ecommerce House, Oakfield Industrial Estate, Eynsham, Witney, Oxfordshire OX29 4AG

T: 01865 880 800 E: [info@redtechnology.com](mailto:info@redtechnology.com) W: [www.redtechnology.com](http://www.redtechnology.com)

