



tradeit

ecommerce platform



5,000,000+

Price variations in a single site

1,500,000+

Products in a single site

10,000+

Orders per day through a single site

A highly robust, yet flexible and scalable Retail & B2B ecommerce platform, tradeit combines leading edge ecommerce, advanced content management, innovative marketing functionality and smooth order processing.

tradeit is specifically designed to help mid-to-large sized retailers, wholesalers, distributors and manufacturers to sell more and deliver superior shopping experiences to their customers.

- ☑ Highly flexible, scalable and proven retail and B2B ecommerce platform and hosting services.
- ☑ Constantly evolving platform with new releases and features.
- ☑ Centralised and fully integrated platform communicating with in-house & 3rd party systems.
- ☑ Fully customisable to meet individual and highly complex business requirements.
- ☑ Delivers omni-channel capabilities including Click & Collect/Reserve, fulfil from anywhere, store stock checkers and order in-store/endless aisle.
- ☑ Flexible to support an array of business models, integrating multiple sales channels, suppliers and distributors.
- ☑ Manage multiple sites across both B2B and retail, including multiple languages, currencies, warehouses & price lists.
- ☑ Offer personalised pricing, products and content.
- ☑ Boost sales using the platform's leading promotions engine.
- ☑ Rich B2B functionality such as gross & net pricing, quantity breaks, MOQs, master & sub accounts, quotations, multiple payment options and more.

F.HINDS
JEWELLERS SINCE 1856

Crabtree & Evelyni
LONDON

Bowers & Wilkins

BARCODE
WAREHOUSE

HOTEL
Chocolat.

WESTCOAST

maxi muscle

morphy richards

tradeit — Our multi-channel ecommerce platform



Omni-channel
Retail



B2B
Ecommerce



Multi-site
Ecommerce



International
Ecommerce



Marketplaces
& Affiliates



Call Centre/
MOTO

tradeit ecommerce platform



Content
Management



Marketing &
Merchandising



Commerce
& Orders



Integration
Hub

The **tradeit** ecommerce platform offers ultimate scalability and flexibility, coupled with strong multi-channel capabilities, best-in-class functionality and a clear roadmap of platform innovation, **tradeit** is our flagship ecommerce platform that powers omni-channel retail, global ecommerce and sophisticated online merchandising and marketing strategies.

Content Management Combining Web Content Management, Product Information Management, and community & social tools, **tradeit** gives online retailers the tools that they need to centrally manage all of their product catalogue and content across multiple channels.

Marketing & Merchandising Our leading edge promotions engine, advertising system, on-site search, email marketing and recommendations functionality allows merchants to personalise and enrich the customer experience across multiple channels.

Commerce & Orders The order and customer management functionality built-in to the **tradeit** ecommerce platform gives you ultimate control over your order processes, providing you with an up-to-date view of order activity across multiple ecommerce channels.

Integration Hub Robust integrations between **tradeit** and supporting systems are established and managed through **tradeit**'s integration hub. Using common data delivery methods (TAB, XML & Web Services) the platform delivers fully integrated ecommerce solutions.

*Red Technology is a leading ecommerce solutions provider, combining ecommerce agency services and authoring a sophisticated ecommerce platform. We design and build multichannel ecommerce solutions for mid to large sized retailers, wholesalers, distributors and manufacturers leveraging our ecommerce platform, **tradeit**.*