



Integration Hub

Connecting all channels & systems



Integration Hub

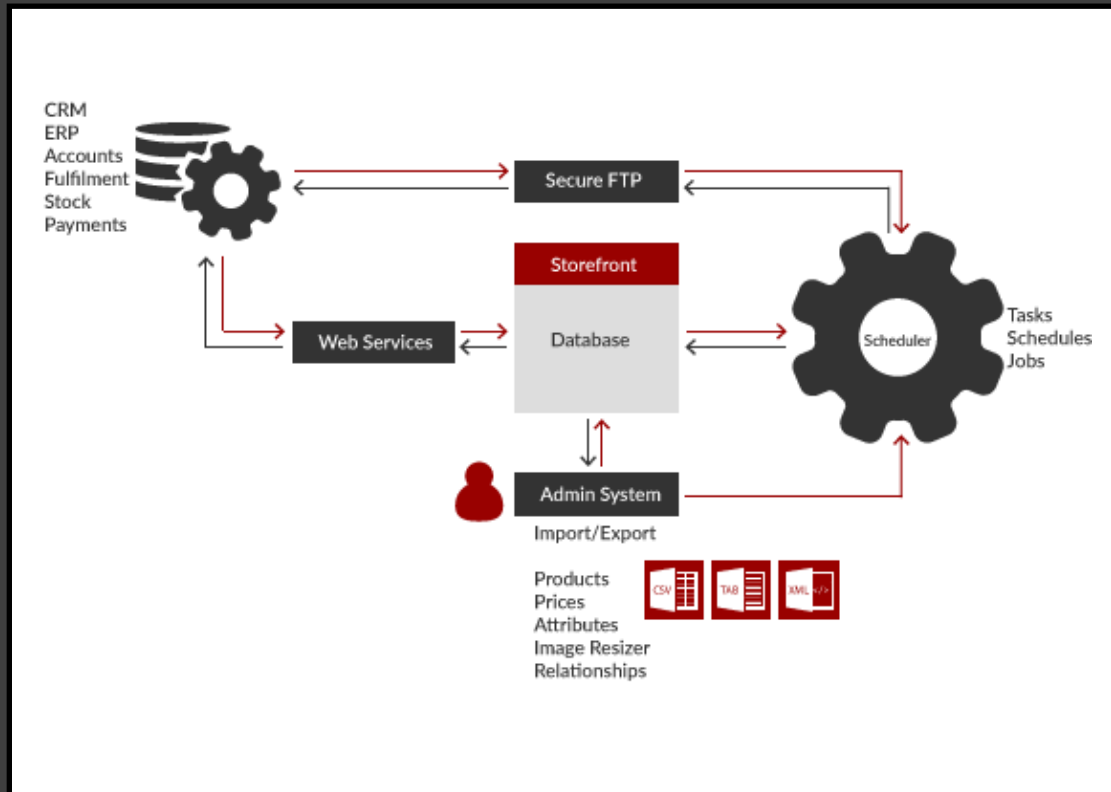
The tradeit ecommerce platform provides the perfect technology foundation for fully integrated commerce solutions, enabling seamless, two-way integrations with supporting business systems and commercial channels.

In today's multi-channel world, it's more important than ever to ensure your systems can all communicate and your business processes are completely intertwined. This not only improves your internal functions but, more importantly, ensures all customer touchpoints deliver the same experience, and your operations run smoothly.

The benefits

- ☑ Extremely robust integrations with all channels and systems, providing online retailers with resilient, fully integrated ecommerce solutions without compromising agility.
- ☑ Connect the **tradeit** ecommerce platform with ERP, Fulfilment, CRM, PSP & Financial systems.
- ☑ Automatically update Google Sitemaps, aiding search engine optimisation.
- ☑ Integrate with physical stores to provide Click & Collect/Reserve, Store Stock Checks, Order in-store/endless aisle and other omni-channel functionality.
- ☑ Complete mass imports/exports of product data using CSV files.
- ☑ The Integration Hub is very flexible, accepting XML & TAB data delivery formats for batch transfers, as well as a full set of Web Services for real-time integrations.
- ☑ Manage feeds to affiliates and 3rd party comparison sites including Google Merchant Center, Kelkoo, Affiliate Window & others.
- ☑ Whether your organisation is using a commercial package or bespoke software developed by an in-house team, Red's **tradeit** ecommerce platform combined with Red's integration expertise can fit your business.

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tradeit has been specifically engineered to deliver extremely robust integrations with supporting business systems and 3rd party applications, providing online retailers with resilient, fully integrated ecommerce solutions without comprising agility. Whether your organisation is using a commercial package or bespoke software developed by an in-house team, our **tradeit** ecommerce platform combined with our integration expertise can fit into your business.

Delivering both real-time and offline integration models, that platform's flexible architecture means that it is able to adapt to suit your existing processes and workflows. The platform interfaces with other systems using common data delivery methods including XML, TAB, CSV & Web Services and already has a number of pre-built integrations with an array of software and services, helping to reduce development time and costs.

- ☑ Export/import order data including order statuses, order email, billing & shipping address details, order date stamp, shipping date, currency, exchange rate, shipping costs, any appended comments, pricelist used, payment method, tracking number, PO number, originating channel and any custom attributes.
- ☑ Push and pull product information out of and into the platform including product codes, product types, product groups, language translations, products descriptions, images, metadata, weight, stock level, lead time, creation date, domain ID, relationships, categories, increment or decrement stock levels and set quantities against product codes and custom attributes.
- ☑ Customer data that can be fed in and out of the platform including customer groups, website credentials, credit limits assigned to a customer, personal details, shipping address details, subscriptions to mailing lists, favourites and any custom attributes.



ERP, Fulfilment, CRM and EPoS Systems

Fully integrated ecommerce solutions provide critical automation of the collation and manipulation of vast quantities of data.

tradeit has tight two-way integrations with a number of ERP, fulfilment, CRM & Accounting systems from both leading vendors and bespoke, systems. For many businesses, Enterprise Resource Planning systems are central to the business and act as a central store for information used by various in-house systems.

Features

- ☑ Experienced in integrating **tradeit** into a wide variety of ERP, Fulfilment, CRM and EPoS systems.
- ☑ Have up to the minute financial information and cash flow figures.
- ☑ Interface with other systems using common data delivery methods including XML, TAB, CVS & Web Services.
- ☑ Tie systems together to deliver a single view of all customer activity across all channels, making it ideal for omni-channel retailers.
- ☑ Communicate with your in-house stock systems to accurately reflect stock levels. The system can be customised to handle out of stock and part-shipment situations, based upon your own business rules and catering for numerous warehouses.
- ☑ Extend your fulfilment options by introducing collection services such as Hermes' ParcelShop or same day deliveries from retail store stock using options like Shutl Rapid Fulfilment.

"After a smooth and guided implementation, we are already beginning to see a big difference, and we are excited to continue improving the international shopping experience."

Ecommerce Manager, Crabtree & Evelyn





Payment Providers & Fraud Detection

Reliable integration with Payment Service Providers (PSPs) is crucial for all online businesses.

Ensuring that your customer's transactions are handled efficiently and securely is paramount. An unreliable PSP connection can mean lost sales opportunities, missed revenue and directly impact on cash flow.

tradeit is robustly pre-integrated with leading payment gateways providing merchants with reliable payment processing and the flexibility to offer multiple payment methods online.

Features

- ✓ Accept global payments and ensure that your payment processes comply with PCI DSS.
- ✓ Pre-built integrations with leading payment providers such as CyberSource, Secure Trading, Klarna and PayPal ensures safe, secure online payments for both merchants and customers.
- ✓ Supports multiple payment methods including credit/debit cards, 'bill me later' services like Klarna or credit payment providers like Pay4Later.
- ✓ Can store payment details using tokenisation to improve security.
- ✓ Offer omni-channel gift card capability and payments with services like GiveX.
- ✓ Integrate with fraud screening & payment security solutions to protect your transactions.
- ✓ Take secure payments over the phone using services like PCI-PAL Agent Assist.
- ✓ Include complete landed cost for international orders using duty calculators like BundleBox integrated with **tradeit**.

"The limitations of our EPOS system meant a complete rethink of the project reinventing what Click & Reserve can be."

Ecommerce Manager, F. Hinds





Analytics, Merchandising & Email Marketing

Extend the functionality of your ecommerce through integrations with advanced analytics and email marketing systems.

Whilst **tradeit** contains sophisticated email marketing functionality for both bulk and triggered emails, the platform also has two-way integrations with a number of leading Email Service Providers (ESPs).

"The detail and transparency of project plans removed any potential problems we could have encountered when integrating into our back office system."

Global Ecommerce Manager, Amoena

tradeit has a rich suite of marketing tools, and its own reporting functionality, as well as being pre-integrated with Google Analytics for basic visitor and transactional information but some merchants like to take their ecommerce analytics and data reporting capability to an even more in depth by integrating with advanced ecommerce analytics software.

Features

- ✓ Numerous integrations with many leading ESPs for bulk marketing emails, transferring marketing data on the fly and conversion tracking on orders.
- ✓ Pre-integrated with Google Analytics to track both visitor and transactional data.
- ✓ Can be integrated with advanced analytics software for improved tracking and reporting.
- ✓ Take advantage of our Commerce Optimisation services to help you understand and interpret your marketing efforts and data before helping you improve their effectiveness.
- ✓ Use with advanced A/B or multi-variate testing with services like Optimizely to optimise performance.
- ✓ Increase the agility of your marketing measurement and tracking ability through integration with Google Tag Manager.



dotMailer[®]

ExactTarget
a salesforce.com company

Campaign Commander

lyris[™]



Coremetrics
An IBM Company

emarsys
THE CUSTOMER ENGAGEMENT COMPANY.

Optimizely



adestra

SILVERPOP
An IBM[®] Company



Marketplaces & Affiliates

Expand your reach by selling on marketplaces alongside any of your ecommerce channels, as well as driving more traffic through third party affiliate services. ace management tools allow merchants to effectively and efficiently manage products, pricing, stock, orders and customers through marketplace channels such as Amazon.

tradeit's marketplace management tools allow you to effectively and efficiently manage product data (including images), pricing, stock and orders through marketplace channels such as Amazon.

Features

- ☑ Send up products, pricing, inventory (stock), dispatches and pull down orders from your marketplace channels.
- ☑ Manage multiple, international marketplace channels alongside your ecommerce stores.
- ☑ Share product information from tradeit with any of your marketplace channels to avoid any duplication of content, effort and resources.
- ☑ Deliver tailored content, landing pages and session-specific promotions for traffic inbound via affiliate sites.
- ☑ Report on the success of any marketplaces and compare their performance against your other channels. See how many visitors are reaching your site from your affiliate schemes to understand how they are performing.
- ☑ Allocate stock from a central warehouse which is available to all online channels and configure the amount of each product that is visible to each marketplace channel.
- ☑ Configure logs and notifications for affiliate feeds.

"Confidence-inspiring and efficient, Red are integration experts and no matter what the request or issue, a good solution was found."

IT Manager, Longacres





Other Integrations

The **tradeit** ecommerce platform can communicate with any software package through a comprehensive Web Services module, to your own defined business rules and schedule.

As technology continues to evolve, merchants look to introduce more and more web tools to enhance their ecommerce offering, increase conversions and deliver better customer service. With this in mind, we are always able to integrate **tradeit** with the very latest 3rd party tools.

"Red is an extension of our own team and integrated the systems perfectly. We're looking forward to working with Red to maximise the functionality they have provided."

Head of Direct Sales, John Mills Ltd (JML)

Features

- ☑ Integrate with Loqate or Experian QAS for their address autofill and validation solutions ensuring more accurate address information resulting in smoother deliveries.
- ☑ Although **tradeit** contains its own built-in ratings and reviews engine, some customers like to use a completely independent service so we have integrated with the likes of Feefo, Trustpilot or Bazaarvoice.
- ☑ Enhance your customer service and deliver instant answers by offering an online chat service from the likes of LiveChat, WhosOn or LivePerson.
- ☑ Make your marketing channels more engaging, and encourage more user generated content with integration to visual content platforms like Olapic.
- ☑ Deliver personalised content based on a user's location with an integration to GEO IP.
- ☑ Integrate with social networks like Twitter, Facebook, Google+, Instagram etc... or take advantage of **tradeit**'s own social tools meaning you can create and run your own social network. Allow users to connect with other users, upload images, like their uploads, comment on them etc... It even has individual and site-wide activity feeds meaning users can track when a connection looks at certain content, uploads an image, comments on something, likes something, follows somebody and much more.



Why Red Technology?



Class-leading ecommerce platform

Highly flexible and scalable **B2B & Retail ecommerce platform** with strong multichannel capabilities, rich functionality and a clear roadmap for future innovation.



The company we keep

We work with some of the **UK's leading retailers, manufacturers, distributors and wholesalers** on both their B2B and Retail channels.



Expert systems integration

Seamlessly joining together your critical business systems for **improved efficiency and ease of management**.



Award-winning ecommerce sites

Over 15 years experience of delivering **best-in-class ecommerce sites** for our customers that are recognised, and rewarded, across the industry.



Solutions built for personalisation & sales

Don't just take orders, actively **sell to your users 24/7/365** with our powerful marketing & promotions tools.



Proven return on investment

Delivering the tools you need for **substantial online growth** and a **significant return on investment**.



Complete ecommerce agency services

Complete range of ecommerce agency services from **Consulting, Design & Implementation** through to continued **Development, Hosting & Support**.



Our expert ecommerce knowledge

We share our **insight into the ecommerce industry** gained over the last 15 years and **hundreds of successful website deliveries**.



International expansion

Fully localised options for tax, language, currency etc... enabling you to **expand internationally into new markets**.



Responsive web design

We deliver **ecommerce sites optimised for all device types** including TV, desktop, tablet, phablet and mobile, across multiple breakpoints.

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