

International Ecommerce

Countries | Regions | Territories



Spread your global Retail & B2B ecommerce businesses across borders - quickly and easily.



Visit www.redtechnology.com/international-ecommerce

“Managing multi-national websites centrally, with the capability of local content input, branding and pricing structures gives us the flexibility we need to push ahead into international markets.”

Ecommerce Director, GSK MaxiNutrition

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.

Benefits

- Control multiple countries, regions and territories from a single instance of **tradeit**.
- Offer sites in local languages including Cyrillic and symbol-based text.
- Make customer transactions easier by trading in local currencies with local payment types.
- Assign different warehouse to different channels and fulfil orders locally.
- Handle multiple taxation systems including the USA (NEXUS).
- Offer multiple and different payment options for each country.
- Offer sites with specific TLDs or sub-domains enhancing local SEO performance.



tradeit
ecommerce platform

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International Ecommerce features



Multi-domain

By managing your international ecommerce sites through separate domains or sub-domains you can ensure that they are fully optimised for local search engines, aiding organic search growth and ensuring you are not punished for duplicate content between any countries (e.g. sites for UK and US may both be in English so could have exactly the same content).



Multi-lingual

Deliver your website to your new markets in their own language(s) easing their ability to understand and order from you. The **tradeit** ecommerce platform supports multiple languages including Cyrillic and symbol-based text. Sites using **tradeit** have been deployed throughout the world from Canada to China, New Zealand to Russia, and beyond.



Multi-currency/taxation/payments

Offer all purchases in the local currency, or currencies, and tax systems. The **tradeit** ecommerce platform supports multiple price lists, meaning you can offer multiple currencies across one or many sites (we suggest making the pricing specific to the country rather than use a currency converter which brings back unrounded prices), and supports multiple taxation systems including the US (NEXUS). You can also offer multiple payment methods geared to the local market (such as 'bill me later' services like Klarna in Germany).



Multi-site/Multi-brand

The **tradeit** ecommerce platform allows you to roll out an unlimited number of sites through a single instance of the platform, meaning you can control and manage all of your territories, brands and channels, as well as launching new ones, with ease.



Multi-warehouse

As a global operation you may have multiple warehouses and fulfilment centres throughout the world. By assigning your channels to the relevant warehouse in **tradeit**, you can ensure that your orders are routed to the correct place for picking, packing & distribution, and customers are offered local shipping options.



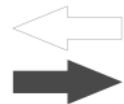
Administration (Roles/Rules)

Different brands or countries can be managed completely independently of each other and by different teams if required. The sophisticated roles/rules administration functionality of **tradeit** ensures smooth cross-border ecommerce and enables access to different sites, or specific areas of sites, to be completely managed and controlled. This means local offices can administer their own sites without affecting other channels, or all sites can be controlled from a single point. **tradeit** offers you total flexibility to manage your portfolio of international and/or brand sites exactly how you wish.



Marketing & content

tradeit offers complete flexibility when it comes to marketing on your websites. With a class-leading marketing engine built-in to the platform — adverts, offers and promotions can be shared across brands or countries, or can be unique to each channel. Using the personalisation capabilities of the platform can take your marketing activities a stage further by creating content, pricing, offers and more, to groups, or individual customers, even across borders.



Integrations

Integrations with your other key business systems are crucial and **tradeit** enables these integrations to be mirrored across all or any of your sites and territories.

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.

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