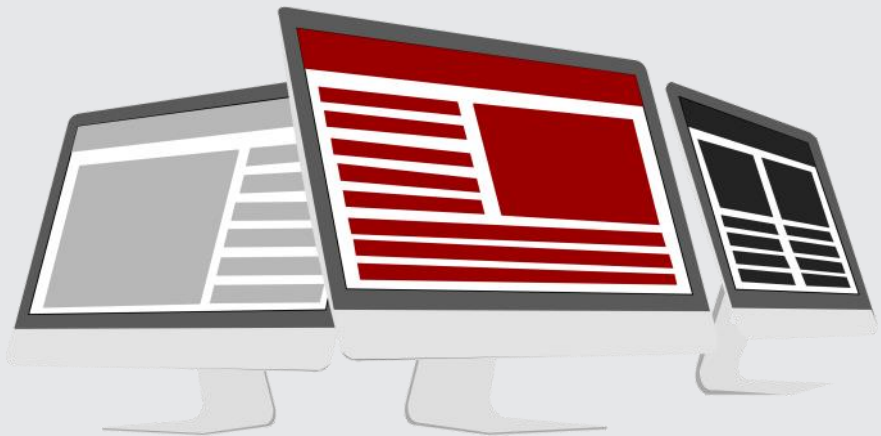


Multi-channel Commerce

Multi-brand | Multi-domain | Multi-site



Launch multiple B2B & retail ecommerce sites from a single instance of the **tradeit** ecommerce platform.



Visit www.redtechnology.com/multi-channel-commerce/

“Within just a month of launching we already saw a 30% increase in sales against the same period last year. This has fully vindicated the decision to move to Red Technology. We are now in the process of moving the rest of our brands across to tradeit as soon as we can.”

Senior Developer, Caboodle/Monkey Office

Take control of your entire portfolio of websites by managing them from a single instance of the **tradeit** ecommerce platform, including all of your international sites and different brands. By introducing multiple sites running from the same platform and hosting infrastructure, you can make substantial savings, particularly after the deployment of the initial site.

If you're an online or omni-channel retailer who is looking to grow online revenues efficiently, differentiate your brands, or enter new markets, then multi-channel technology should be at the very heart of your ecommerce strategy. Multi-channel commerce strategies are proven to grow online revenues, market share & penetration whilst building competitive advantage. Achieving impressive ROI for pureplay online vendors, omni-channel retailers, manufacturers, wholesalers and suppliers, multi-channel technology enables website owners to effectively increase their sales whilst lowering the overall ownership cost of their ecommerce solution.

Benefits

- ➔ Manage a mixture of multiple retail and B2B sites from the same installation of the platform.
- ➔ Quicker, cheaper and easier to deploy additional sites.
- ➔ Control separate brand sites with either the same look and feel or completely independent design and functionality to each other.
- ➔ Share content, images, promotions, pricing, shipping, integrations and more between any and all sites.
- ➔ Consistent branding throughout all territories.
- ➔ Limit administrator access to specific site or site areas, meaning sites can be administered locally or all from a central location.
- ➔ Multiple brands, countries, languages, currencies, taxation rules and warehouses all supported.



tradeit
ecommerce platform

T: 01865 880 800 E: info@redtechnology.com W: www.redtechnology.com

Multi-channel Commerce features

Brands/Domains

- ✓ **Retail & B2B**, control all of your retail and B2B sites, offering the same or different products, pricing, functionality between the two.
- ✓ **Separate brands**, centrally managed whilst retaining autonomy.
- ✓ **Franchises**, keep overall control of the brand whilst allowing each franchise to manage their products, offers, pricing etc...
- ✓ **Different domains**, offer different domains or sub-domains for each brand.

Countries/Territories

- ✓ **Multi-lingual**, including Cyrillic and symbol-based text.
- ✓ **Multi-currencies**, allowing customers to pay in their local tender.
- ✓ **Multi-warehouse**, assign local or regional warehouses to fulfil orders from different territories.
- ✓ **Multiple taxation rules**, including the US (NEXUS).
- ✓ **Multiple payment methods**, to suit preferred methods of different regions or business models.
- ✓ **Separate domains**, improve local search engine performance by having local domains.

Cost effective Multi-channel Commerce solutions

Having multiple ecommerce websites can bring significant benefits to virtually any online business. It is how a business approaches a multi-channel strategy that varies as there are often both commercial and political considerations. Below are some typical scenarios that we have come across talking to businesses about when to deliver multi-channel commerce solutions.

- ✓ Merchants looking to sell internationally through multiple local websites.
- ✓ Businesses who want to differentiate their brands.
- ✓ Vendors who are looking to introduce new product lines or target new markets whilst protecting their existing brand.
- ✓ Retail businesses looking to launch a B2B offering.
- ✓ Online retailers with existing sites that are built on different platforms or hosted separately.

- ✓ Businesses who want to use a central platform whilst allowing multiple sites to retain their independence and anonymity.
- ✓ Businesses looking to break out specific products/product groups to target a particular niche.
- ✓ B2B businesses looking to launch a retail offering.
- ✓ Franchises looking to roll out a number of sites for members whilst still retaining central control.
- ✓ Groups of businesses and/or businesses with multiple divisions.

Staying in control of costs whilst delivering an exceptional user experience is often the challenge faced by online or omni-channel retailers. By selecting the right ecommerce provider and platform, merchants can achieve a scalable multi-channel commerce solution which is cost effective, and delivers an excellent experience to their customers.

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, **trade**. The **trade** 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 W: www.redtechnology.com

