RED
technology.com

tradeit
ecommerce platform

Ecommerce Agency
Platform, Solutions & Services

Award-winning ecommerce agency delivering world-class ecommerce solutions and services using our class-leading ecommerce platform, **tradeit**

Ecommerce Agency

Red Technology are a leading ecommerce solution provider, combining agency services and authoring a sophisticated ecommerce platform.

We design and build multi-channel ecommerce solutions for mid-to-large sized retailers, distributors, wholesalers and manufacturers leveraging our ecommerce platform, tradeit

The tradeit **ecommerce platform provides our 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.**

The tradeit **ecommerce platform is a Microsoft .NET & SQL Server certified ecommerce software application, used by some of the UK's leading online & multi-channel businesses.**

Innovative multichannel ecommerce solutions

Red Technology is a leading provider of multichannel ecommerce solutions. We help merchants gain significant competitive advantage through the deployment of sophisticated, flexible and scalable ecommerce technology and integrations.

Command and conquer every channel with our ecommerce platform, solutions & services.

tradeit Ecommerce Platform

Web	MOTO/Call Centre	Marketplaces	In-Store

Ecommerce Solutions

Retail Ecommerce	Omni-channel Retail	B2B Ecommerce	International Ecommerce	Multi-channel Commerce	Content and Commerce

Ecommerce Services

Ecommerce Consulting	Responsive Web Design	Ecommerce Development	Systems Integration	Ecommerce Hosting	Support & Training	Commerce Optimisation

tradeit
ecommerce solutions

tradeit Ecommerce Platform

The tradeit ecommerce platform provides retailers with an innovative suite of tools that enable effective management of their end-to-end ecommerce operations. The tradeit ecommerce platform is a Microsoft .NET & SQL Server certified, ecommerce software application and its rich feature set spans product and web content management, marketing, order management and multichannel integration capabilities. The tradeit platform provides retailers with a scalable, adaptable and dependable technology platform, which can be tailored to deliver exceptional ecommerce solutions.

Platform feature highlights

☑ **Centralised multichannel management** of multiple branded storefronts, with rich features and specialist functionality for Retail, B2B and International ecommerce.

☑ **Built-in Order Management System (OMS)** for administering orders and managing complex rules around tax, warehouses and fulfilment.

☑ **Product Information Management (PIM)** for managing product catalogue, categories, attributes & imagery.

☑ **Innovative marketing platform** boasting a sophisticated suite of tools enabling complex layering of promotions, advertising, searchandising and email marketing.

☑ **Integrated Web Content Management (WCM)** Built-in CMS enabling staff to easily manager and enrich web content directly through the storefront.

☑ **Community & Social Tools** for managing integrated blogs, forums, ratings & reviews and the incorporation of social widgets. tradeit also contains its own built-in social network.

☑ **Dedicated call centre screens** for processing mail and telephone orders, and for tackling customer service issues.

☑ **Management of Marketplaces & Affiliates** for sites like Amazon. Manage products, stock and fulfilment.

Ecommerce Solutions

We deliver award-wining ecommerce solutions utilising our ecommerce platform, tradeit and our host of ecommerce agency services. Working in partnership with retailers, manufacturers, wholesalers and distributors, we plan, design, build and evolve stunning ecommerce solutions that seamlessly join up all web, MOTO/Call centre, marketplace and in-store channels. Our ecommerce solutions enable merchants to enhance their online channels in line with their business growth; so whether you are looking to expand internationally, sell to the trade as well as end users, amalgamate multiple brands on the same platform, take offline orders through your ecommerce channels, or incorporate functionality that ties your store estate to your online presence, we have the solution for your business.

We help businesses looking to...

- ☑ Re-platform & modernise their ecommerce presence, gaining the edge on their competitors.

- ☑ Expand internationally online with localised sites for every country or region.

- ☑ Quickly launch multiple brands or niche channels through a single online platform.

- ☑ Incorporate call centre operations to manage MOTO and in-store orders alongside their ecommerce channels.

- ☑ Allow non-technical users simple and easy management of even the most complex ecommerce sites.

- ☑ Merge their online and offline channels through omni-channel functionality and integrations.

- ☑ Setup a B2B ecommerce site so they can sell directly to the trade.

- ☑ Start selling through marketplace channels like Amazon alongside their ecommerce.

- ☑ Build an online community of loyal customers and brand advocates through social and content-led engagement.

- ☑ Enhance their online marketing through personalised web content, offers, promotions, triggered emails and more.

Retail Ecommerce

Class-leading B2C ecommerce experiences

Elevate your website from a simple order taking system to an intelligent, conversion-hungry machine capable of delivering seamless, personalised online experiences to all of your customers across all online channels.

☑ Create unique and personalised online experiences for your customers.

☑ Increase conversions, loyalty and customer satisfaction through offers, promotions and merchandising tailored uniquely for them.

☑ Deliver the same experience across all devices with a responsive design optimised for multiple breakpoints.

"My team and I love the sites as we can do so much with them ourselves, instead of relying on a developer to make even simple changes."

Head of Ecommerce, Sass & Belle

∨ Omni-channel Retail

Merge your online and offline channels

Deliver the same experience, products and service across all your online and offline channels regardless of the touchpoint, and gain a single view of your customers.

☑ Ensure your customers consistently receive the same experience across any channel or touchpoint.

☑ Localised channels with unique languages, currencies, taxation, warehousing, payment methods, fulfilment types and more.

☑ Test new markets, or new products in different markets, before making a full scale commitment.

"Rather than do the mere basics we presented Red with the challenge to pretty much start from scratch, reinventing what Click & Reserve can be and really embracing omni-channel retailing."

Ecommerce Manager, F.Hinds

B2B Ecommerce

Sell directly to the trade

Allow your business customers to order online and help reduce operational costs, freeing up staff to concentrate on generating new business.

- ☑ Replicate your offline sales experience with tiered & bulk pricing, master and sub accounts, quotations, call centre account management and much more.

- ☑ Deliver the same great user experience as our retail ecommerce solutions, alongside features specifically focused on B2B ecommerce.

- ☑ Seamless and flexible two-way integrations with supporting back office systems from both leading providers as well as bespoke, internal systems.

*"The **tradeit** ecommerce platform's backend is very stable and the build process is extremely robust. We were very impressed with the team, and certainly felt safe in their hands….."*

Operations Director, Sil-Mid Ltd

∨ International Ecommerce

Grow your ecommerce business globally

Expand your horizons and increase your customer base by delivering fully internationalised sites, tailored to your local markets. Our international ecommerce solutions offer a great way of taking your business into new territories

- ☑ Deliver country-specific sites and content, all administered from a single system.

- ☑ Localised channels with unique languages, currencies, taxation, warehousing, payment methods, fulfilment types and more.

- ☑ Test new markets, or new products in different markets, before making a full scale commitment.
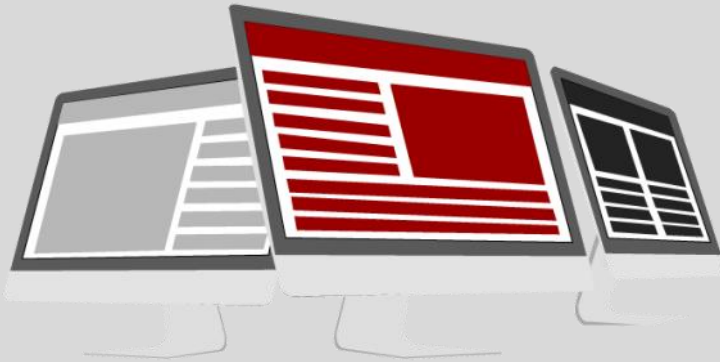
"Managing multi-national websites centrally, with the capability of local content input, branding & pricing structures gives us the flexibility we need to push ahead into international markets ."

Brand Director, Bowers & Wilkins

Multi-channel Commerce

Control multiple channels from a single system

Centralise and manage multiple branded storefronts from a single instance of the tradeit platform saving you time, money and resources, and giving you a greater ROI.

☑ Launch multiple branded, niche, corporate, franchisee, trade & retail, or international sites from a single system.

☑ Share the same content between sites, deliver unique content to each, or use a mixture of both.

☑ Avoid complex site management, duplication of effort and different knowledge & training, by deploying one system to manage your entire online presence.

*"One of **tradeit**'s unique selling points is the fact that you can deploy multiple websites on the same server on different domains allowing you to manage multiple niche websites with one database"*

Ecommerce Manager, Grand Prix Legends

∨ Content and Commerce

Commerce, content and community from a single site

Bring your brand and products to life online, get closer to your end users, and enhance your SERP rankings with our social and content-led commerce tools.

☑ Deliver country-specific sites and content, all administered from a single system.

☑ Localised channels with unique languages, currencies, taxation, warehousing, payment methods, fulfilment types and more.

☑ Test new markets, or new products in different markets, before making a full scale commitment.

"The social aspect of the Internet represents an exciting opportunity to get closer to our users, and as a result, increase awareness, engagement and purchase intent."

Head of Ecommerce, Winsor & Newton

Ecommerce Services

We offer a complete portfolio of professional ecommerce services encompassing ecommerce consulting, web design, implementation, systems integration, hosting, training, and support services to aid the delivery of world-class ecommerce solutions based on our flagship ecommerce platform, tradeit.

Through Red's expert consulting team we help you to maximise your online channels, imparting a mix of tried and tested best practice techniques as well as working with you on innovative features to give you that competitive edge. Through our honed engagement process Red is able to add value and enrich your ecommerce propositions at every step of the project life cycle for both new ecommerce ventures and re-platforming projects.

Ecommerce Consulting ⌄

Ecommerce requirements analysis and specification

With commerce evolving at a rapid pace and the next game changer always just around the corner, our expert industry knowhow, insight and experience can prove invaluable in improving the performance of your online business.

☑ Ensure you get the most out of your ecommerce site and connecting commercial channels.

☑ Guarantee a smooth implementation by understanding all variables, business processes and areas of risk when defining your project.
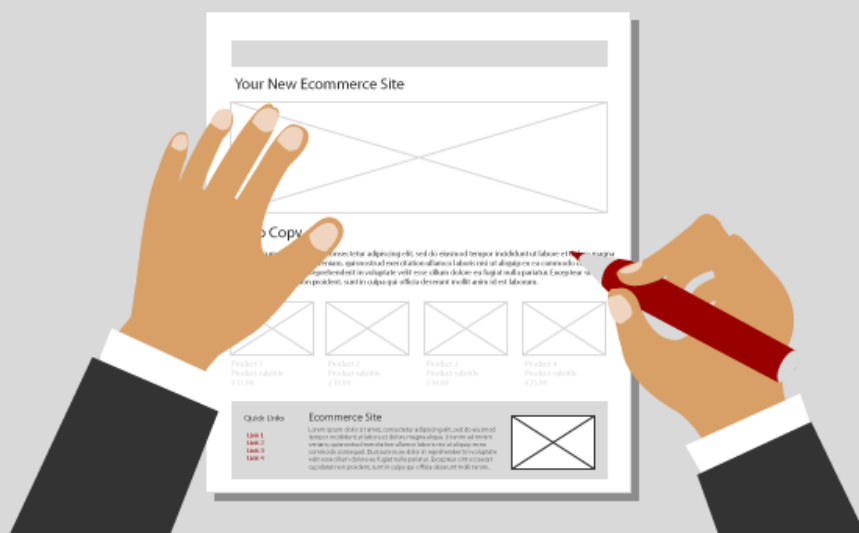
Responsive Web Design

Delivering optimum viewing & interaction experiences for ALL your users

As the proliferation of devices types through which people access ecommerce sites grows, we ensure your sites are optimised to deliver the best experience across them all.

- ☑ All sites delivered using a responsive design.

- ☑ Front-end designs tailored to suit your specific brand guidelines or corporate requirements.

- ☑ Create optimal experiences for mobile, phablet, tablet, laptop, desktop and television users across a number of different breakpoints.

- ☑ Two-way interactive design process through wireframing, lo-fidelity and hi-fidelity designs, style guide and rollout.

⌄ Ecommerce Development </>

Proven and high quality website implementation methodology

Having successfully completed hundreds of highly complex and unique ecommerce implementations, you can be assured that our team has the experience and know how to satisfy your requirements.

- ☑ Website implementation methodology derived through many years' experience and hundreds of successful site builds.

- ☑ Authors and implementers of our own leading ecommerce platform, **trade**it.
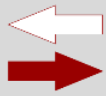
Systems Integration

Proven integrations with all your supporting business systems
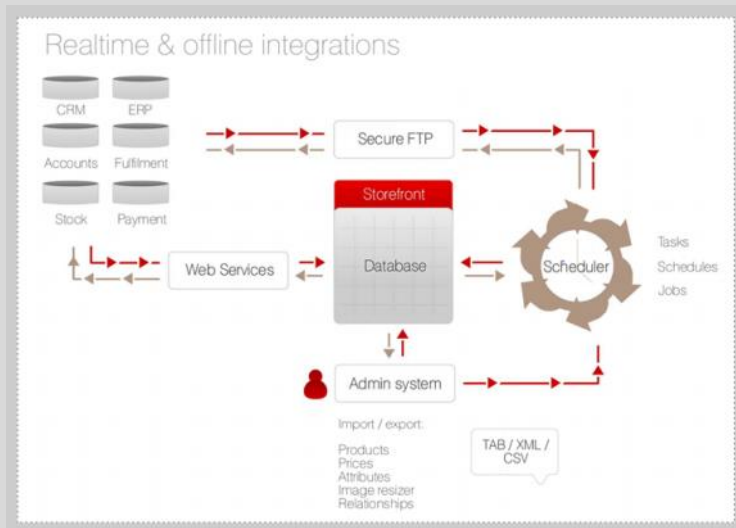
Enable seamless two-way integrations between tradeit and all of your supporting business systems including all third party vendors, as well as internal, bespoke and legacy systems.

☑ Seamless integration with ERP, CRM, WMS, PSP, OMS, accountancy packages, call centre software and other business systems.

☑ Avoid the duplication of effort, improve data accuracy and reduce cost with proven integrations tailored to your business.

Managed Ecommerce Hosting

Fully managed premium ecommerce hosting services

An ecommerce solution from Red Technology is provided with a choice of hosting options including shared, dedicated or our cloud hosted environment. For organisations with concerns around the safety and security of hosting their data, systems, or applications in the cloud, our private cloud solution offers complete peace of mind — a dedicated resource in the cloud without losing the protection or security that traditional on premise solutions provide.

PCI Compliancy

We have been helping security-conscious and forward-thinking businesses attain and maintain PCI DSS compliance for several years. We can provide a comprehensive PCI hosting solution inclusive of intrusion prevention system, independent third party vulnerability scanning and assistance with code and database fixes where required. Our managed ecommerce hosting services keep our customers ahead of the curve, reduce their capital expenditure and allow their internal teams to focus on business initiatives instead of worrying about the systems that support them.

Agile and responsive ecommerce support services

Once your site is live we are always on hand to provide support for your ecommerce site, hosting environment and any further development you wish to undertake.

☑ Enhance and expand your site inline with business growth, market changes or platform development.

☑ Ensure you're open for business 24/7/365 with our ecommerce hosting services & support.

☑ Support services assist you with ad-hoc changes or larger projects, refreshes or upgrades.

☑ Training driven by your requirements, based on your site and the different roles of your staff.

⌄ Commerce Optimisation

Use testing and analytics to enhance your ecommerce performance

Use and analyse the data gathered from your users to improve your key online metrics and unleash the sophisticated marketing and merchandising tools within **trade**it to continually enhance your ecommerce offering with our commerce optimisation services.

☑ Use A/B Testing or split testing to optimise the performance of key pages.

☑ Invoke conversion rate analysis to turn more of your browsers into customers.

☑ Undertake user experience testing and user journey analysis based on real data rather than opinion.

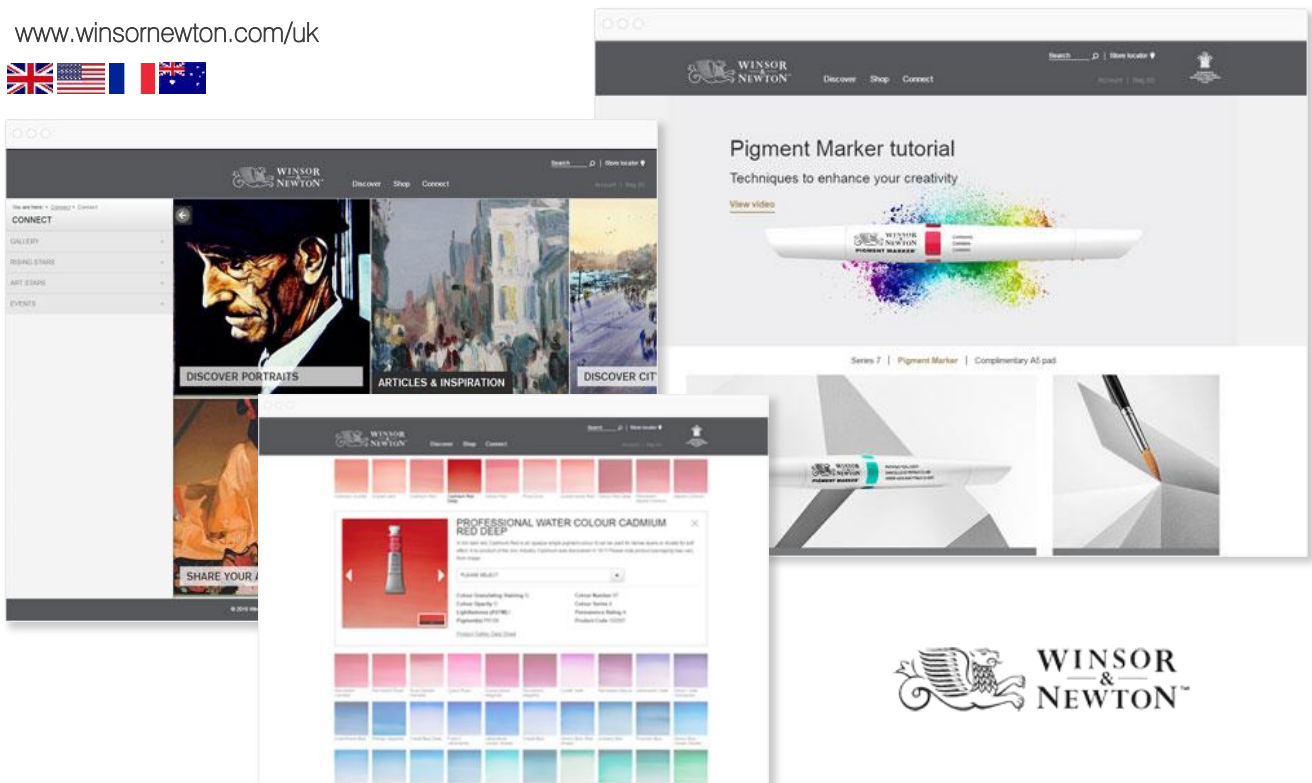www.crabtree-evelyn.co.uk
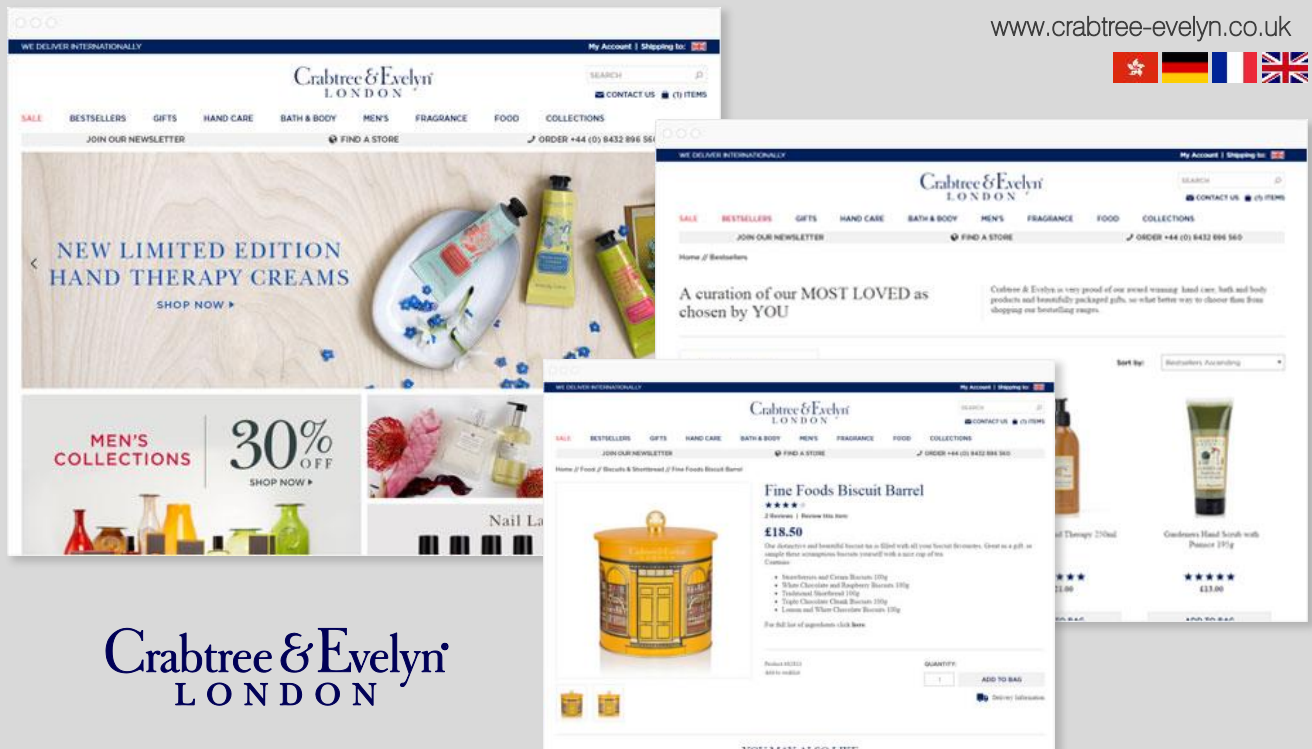
Crabtree & Evelyn
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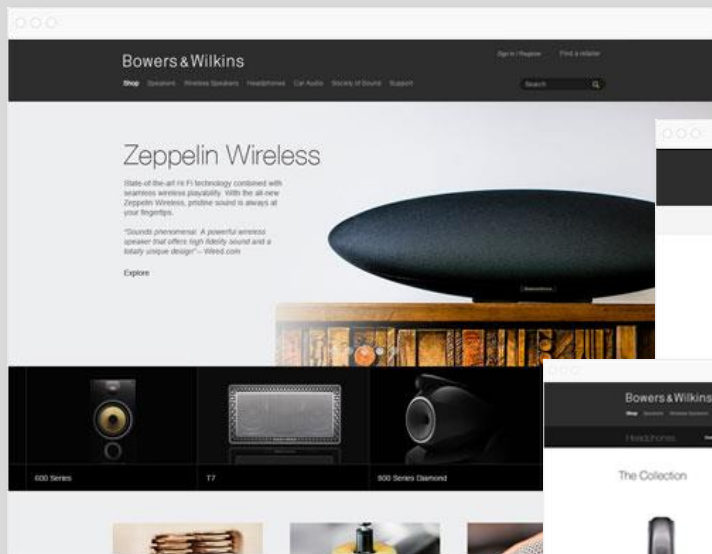| RETAIL ECOMMERCE | OMNI-CHANNEL RETAIL | INTERNATIONAL ECOMMERCE | MULTI-CHANNEL COMMERCE |

www.winsornewton.com/uk

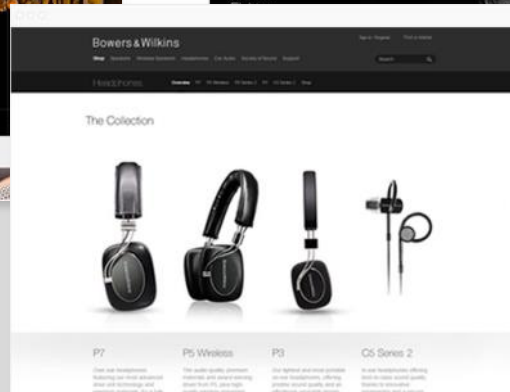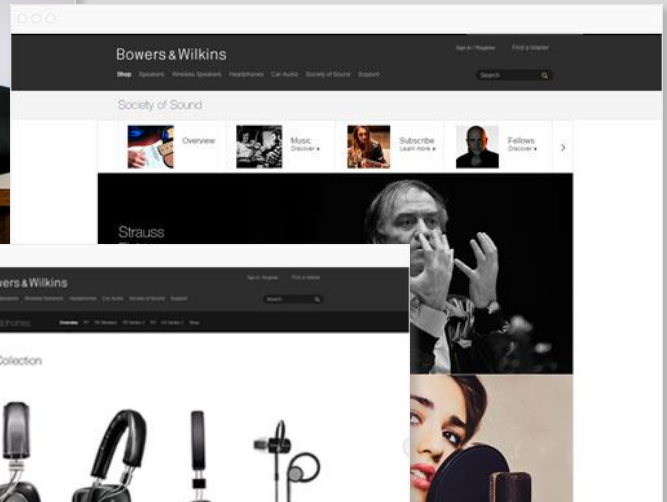WINSOR & NEWTON

| RETAIL ECOMMERCE | INTERNATIONAL ECOMMERCE | MULTI-CHANNEL COMMERCE |

Our Work

Bowers & Wilkins

www.bowers-wilkins.co.uk

RETAIL ECOMMERCE | **INTERNATIONAL ECOMMERCE** | **MULTI-CHANNEL COMMERCE** | **CONTENT AND COMMERCE**

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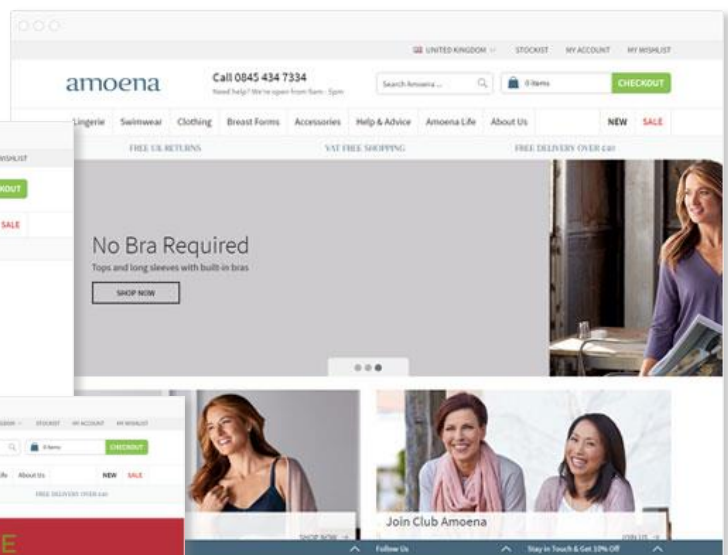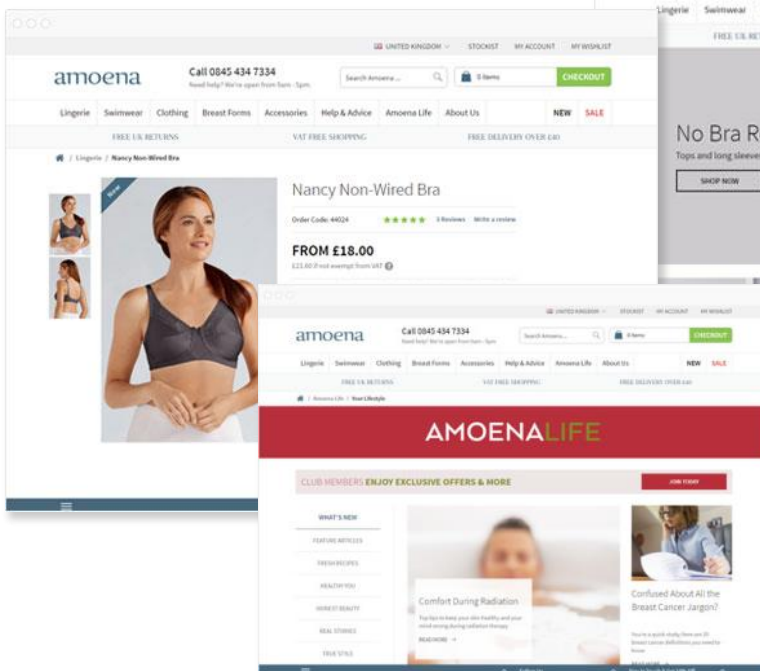
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RETAIL ECOMMERCE | **B2B ECOMMERCE** | **INTERNATIONAL ECOMMERCE** | **MULTI-CHANNEL COMMERCE**
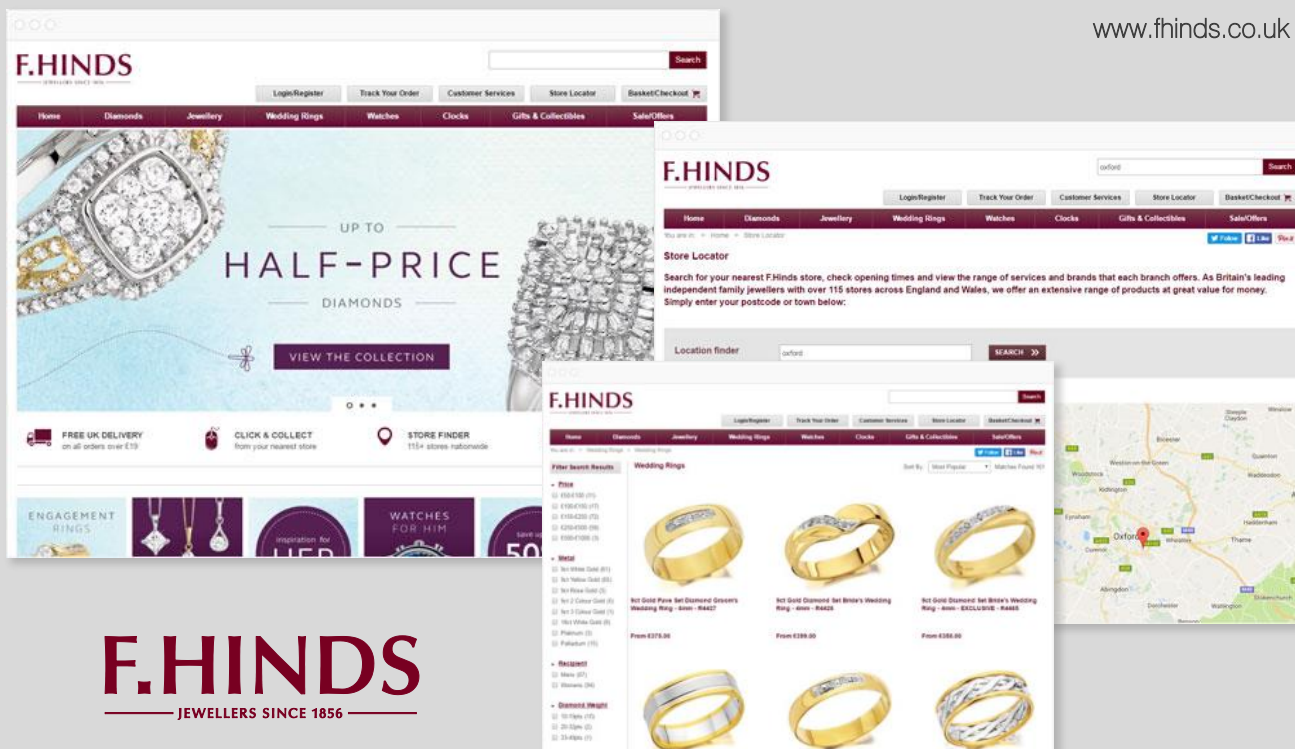
Our Work

RETAIL ECOMMERCE

OMNI-CHANNEL RETAIL
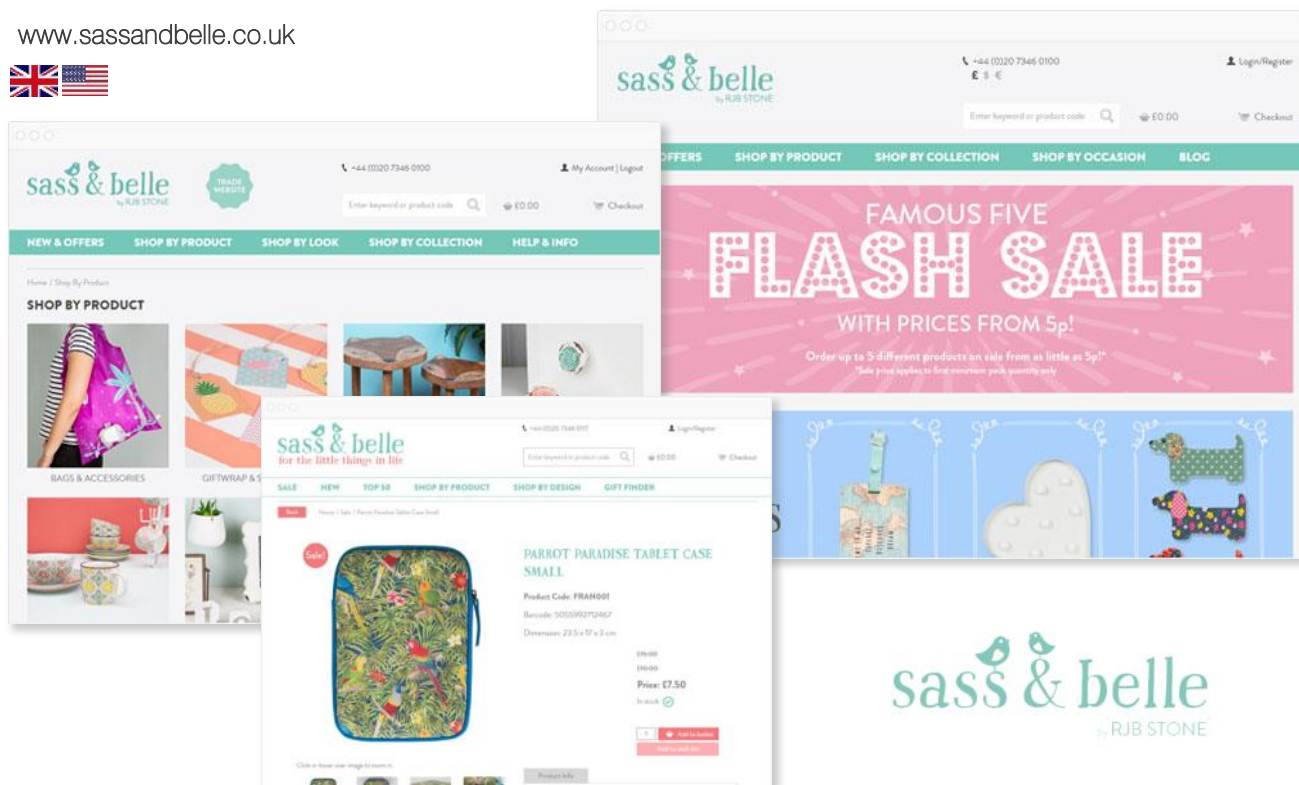
RETAIL ECOMMERCE
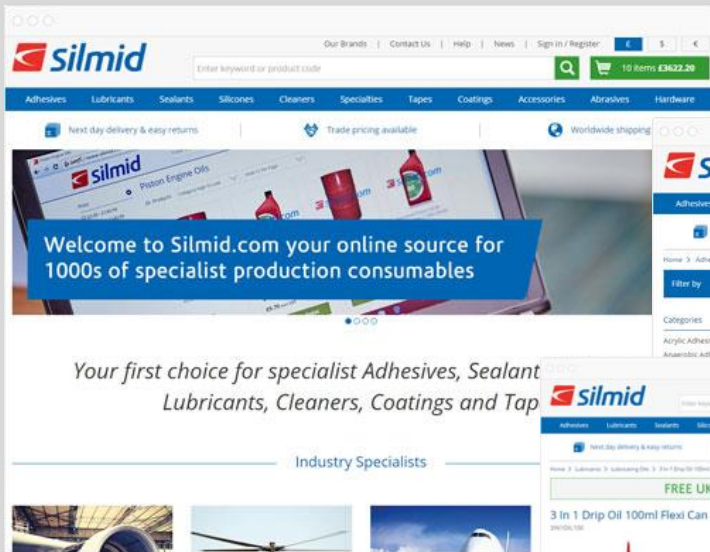
B2B ECOMMERCE

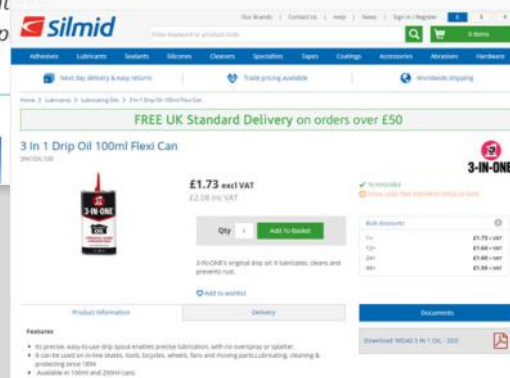**INTERNATIONAL ECOMMERCE**
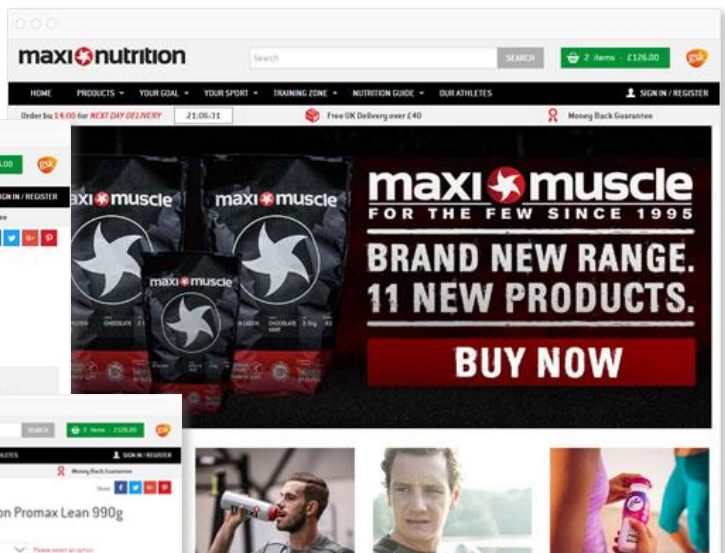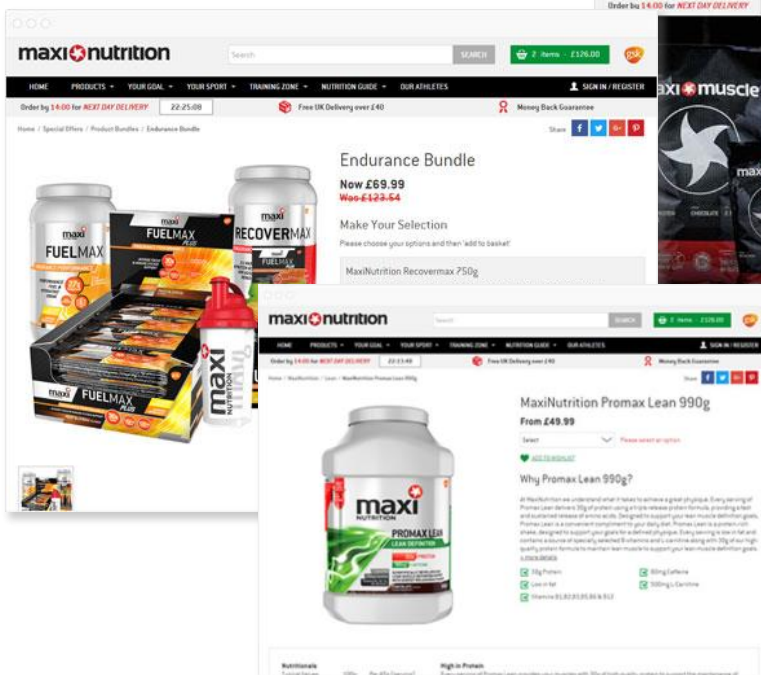
MULTI-CHANNEL COMMERCE

Our Work

www.silmid.com

B2B ECOMMERCE

www.maxinutrition.com

RETAIL ECOMMERCE   **INTERNATIONAL ECOMMERCE**   **MULTI-CHANNEL COMMERCE**

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.

Expert systems integration

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

Solutions built for personalisation & sales

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

Complete ecommerce agency services

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

International expansion

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

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.

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.

Proven return on investment

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

Our expert ecommerce knowledge

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

Responsive web design

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

Call us
01865 880 800

Email us
info@redtechnology.com

Visit us online
www.redtechnology.com

Red Technology Solutions Ltd, Ecommerce House, Oakfield Industrial Estate, Eynsham, Witney, Oxfordshire OX29 4AG