Retail & B2B Ecommerce Platform

Feature List

A detailed overview of the key functionality of the
tradeit ecommerce platform

trade it
ecommerce platform

The **trade**it ecommerce platform

An incredibly feature rich, flexible and scalable Retail & B2B ecommerce platform, tradeit **combines leading edge ecommerce tools, advanced content management and innovative marketing functionality.**

The **trade**it ecommerce platform is a Microsoft .NET & SQL Server certified ecommerce software application (running on Windows Server 2016, IIS 10.0, SQL Server 2016 and .NET versions 4.7) boasting the following set of sophisticated management tools, specifically designed to help merchants to sell more, operate more efficiently and provide the best possible customer experience.

The platform has seen many years of product development and is continually updated with approximately 2-3 new releases each year, meaning brand new features are delivered on a regular basis. Whilst this feature list tries to outline much of the key functionality of **trade**it, it is not exhaustive.

Ecommerce Accelerators

Ecommerce CMS

Marketing Platform

Order Management System

Integration Hub

B2B-specific Functionality

Hosting & Security

Ecommerce Accelerators

Retail & B2B Ecommerce Accelerators

Quick & easily deploy enterprise-class ecommerce sites at a lower cost

☑ Choose from the Retail or B2B ecommerce Accelerators which feature the most common and useful functions available straight out of the box.

☑ Pre-built and tested using a responsive web design across 4 different breakpoints (Desktop, Tablet Landscape, Tablet Portrait and Mobile), making them optimised for all device types.

☑ Look and feel of site is completely customisable to match the requirements of your company or brand.

☑ Pre-configured storefront and some key integrations, making sites much quicker and more cost-effective to launch. Adding further additional sites on the same installation of **trade**it reduces the cost per site further still.

☑ Pre-integrated with Google Analytics, PCA Predict and multiple payment gateways (including PayPal).

☑ Already integrated with a huge subset of the **trade**it ecommerce platform, with most key elements of the CMS, PIM, Marketing Platform and Order Management System included meaning you can quickly deploy class-leading retail and/or B2B ecommerce sites in no time.

☑ Fully customisable, extendable and expandable after launch with further channels easily added and launched on the same installation of **trade**it meaning your ecommerce solution can grow at the same rate as your business.

☑ Optimised for SEO with inclusive tools in the platform to help enhance your SERP rankings.

☑ Accelerators included template wireframes and annotated components from which to launch your B2B or retail ecommerce site from.

Get in touch

To learn more about their simplicity and cost-effectiveness, and to find out more about ecommerce accelerators, then please contact us by phone, or email or see our website at www.redtechnology.com.

Content Management

Product Information Management (PIM)

Manage product catalogue, categories, attributes & imagery

- ☑ Manage all of your product catalogue and product data (pricing, images, stock, descriptions, downloads, product reviews & ratings etc…).

- ☑ Cater for large numbers of products and SKUs (including aliases).

- ☑ Create/manage unlimited categories and assign products through the PIM interfaces or en masse via the data import/export feature.

- ☑ Manage unlimited category and product attributes. Define custom attributes against specific products and categories.

- ☑ Product variations management e.g. colours, sizes etc... now supported in uploads. **NEW**

- ☑ Advanced management of product content and imagery. Automatic re-sizing and storage of product thumbnails using the image uploader.

- ☑ Support for multiple currencies.

- ☑ Assign templates to display specific categories and web content pages.

- ☑ Setup and manage relationships between products and categories.

- ☑ Configure cross-sell and up-sell products.

- ☑ Multiple translations stored against each product for international sites including Cyrillic and symbol-based text.

- ☑ Share products across multiple websites with different pricing.

- ☑ Supports various business models by allowing merchants to setup different product types e.g. subscriptions, digital products, event booking etc…

- ☑ Create company-specific SKUs and include them on order details and confirmations.

- ☑ Cascade data from companies down to users so it's only stored once. Can be overridden if user's need separate information.

Web Content Management (WCM

Managing website content & assets

- ☑ In-site editing, content management system allows merchants to create, edit and publish web content directly through the storefront.

- ☑ Create and manage content translated into multiple/any languages including Cyrillic and symbol-based text.

- ☑ Shared category structure combining product and web content.

- ☑ Add Google Re-Captcha to forms.

- ☑ Content can be shared between different templates giving merchants total flexibility and control over the look and feel of their site.

- ☑ Populate with responsive adverts so content can display perfectly at different breakpoints or using completely different material.

- ☑ Navigate to find your media using the media manager, which allows you to find media quickly and easily using Tree View, Search Terms or by image size.

- ☑ Enrich your websites using images, flash, text, videos, product carousels, banners, sliders, navigation and downloads.

- ☑ Swap in-site editing components in and out of pages, and move them up and down pages, as well as within and between zones.

- ☑ Create events and collect attendee information during the checkout process.

- ☑ Choose from library of components enabling non-technical users to create and edit stunning content-rich pages with ease.

Content Management

Community & Social Tools

Blogs, forums, product reviews, ratings, Q&A, On-site Social commerce and more

☑ Rapid deployment of integrated blogs and forums within your website(s).

☑ Specific blog template ensures pages are structured perfectly as they are unlikely to change saving administrators time when creating or editing.

☑ Share blog articles across multiple pages using pre-defined component with filtering by tag, meaning *only* relevant articles can be cross referenced from other pages (i.e. product pages, content pages)

☑ Search passes can sweep all content for results meaning blog content can be included.

☑ Moderate all posts before they're live.

☑ Create private forums or blogs only giving certain user groups access.

☑ Integrate social plugins from Facebook (Like Button, Send Button, Activity Feed, Facepile, Comments & Recommendations).

☑ Integrate Insights & Open Graph to report on social interactions.

☑ Unique article templates meaning blog pages are easy to create and edit.

☑ Blog component can be displayed across other pages, meaning blog articles can be linked to from other content or product pages. Which blog articles are displayed on each link can also be configured by filtering on relevant tags.

☑ Allow your customers to review products and rate them. Use these ratings (high-low, low-high) as a sort option on category pages and/or as a navigation facet**.**

☑ Report against ratings to discover which products need to be improved/replaced.

☑ Invite users to post questions and reply to other questions from customers through the Q&A feature. All questions and answers can be moderated before going live.

☑ Send to a friend allows customers to recommend products to friends.

☑ AddThis social bookmarking & sharing widget, Schema.org, Twitter card rich snippets.

☑ Set up and manage social feeds.

☑ Self-contained and highly advanced community features acting as an on-site social network allowing users to create their own profiles (Biography, images, social media links, avatar etc..), follow/unfollow other users, like other uploaded content, comment on it as well as uploading their own content such as images, photos, videos etc… and share information about what they have uploaded (i.e. what they are wearing from a retailer's website, what they used to create their image, where they were etc…).

☑ Site-wide or individual activity feeds can also be create to bring everything together and alert other users when somebody they follow, uploads new content, watches something, visits something, buys something etc...

Promotions Engine

Offers, discounts & coupons with full reporting

- ☑ Multiple offer types including
  - ‣ % off an order.
  - ‣ % off a product(s).
  - ‣ £, $ or Euro off an order.
  - ‣ £, $ or Euro off a product(s).
  - ‣ Fixed priced product.
  - ‣ Free products.
  - ‣ Free shipping.
  - ‣ Get cheapest free.
  - ‣ Bundles (e.g. Buy 1 get 1 free, 3 for £10).
  - ‣ Coupons.
  - ‣ Buy X get Y free.
  - ‣ Free product/gift/sample.
  - ‣ Tiered spend and save discounts.
  - ‣ Generate unique single– or multi-use coupon codes.

- ☑ Storefront examples include
  - ‣ Buy 1 get a FREE gift or sample.
  - ‣ 10% off an order when you spend >£50, 20% off when your spend >£80.
  - ‣ £10 off product X.
  - ‣ 10% off product X.
  - ‣ Buy 1 get 1 free.
  - ‣ Free gift wrapping.
  - ‣ Buy 3 selected products and get 10% off.
  - ‣ Use code DISC10 for 10% off selected products.
  - ‣ Buy product X and get 10% off product Y.
  - ‣ Buy 1 get 1 half price.
  - ‣ Free shipping when you spend >£50.
  - ‣ Buy 3 selected products for £20.
  - ‣ Buy 2 get cheapest free.
  - ‣ Buy X get cheapest half price.
  - ‣ Buy 1-9 for £10 each, buy more than 10 for £9 each.

- ☑ Offers can now be disabled by the user or administrator if they don't want to them to be taken advantage of. `NEW`

- ☑ Discounts can be spilt across line items to avoid items with a negative value (some ERP systems can't cope with negative values).

- ☑ Limit amount of times offer can be used either site-wide or per customer.

- ☑ Provides merchants with insights into the performance of their promotional campaigns.

- ☑ Highly configurable and flexible rules-based promotions management.

- ☑ Target specific customers with unique promotions (i.e. first time buyers) or restrict certain customer from receiving them.

- ☑ Session-specific offers; can be triggered by a customer filling out a form, referring a friend, arriving from PPC or affiliate, or from a specific URL such as an email campaign.

- ☑ The order in which promotions are applied to a customer's basket can be manipulated by merchants using the promotions sort order control screens.

- ☑ Reports on offer: Products ordered, orders by order status, orders by payment method, orders by customer & revenue by categories.

- ☑ The offers and coupons report can also be filtered by: Date range, channel/domain, currency, order status, group by (offers/coupons).

- ☑ Insert single– or multi-use coupon codes into any email template, or export for use with 3rd party emails or printed marketing campaigns.

- ☑ Schedule promotions to run for certain periods by selecting start and end dates, even down to hours of the day, ideal for limited time offers like flash sales.

- ☑ Create product bundles so that when products are added to the basket together, the discount is applied. Bundles can now contain variations so different flavours, sizes, colours can be included in a bundle.

- ☑ On 'Free Product' discounts, define number of free products to give away on a per product basis, and also allow customers to choose which free product(s) they want from a selection. `NEW`

- ☑ Copy existing offers then just tweak details to speed up and simplify creating new offers. `NEW`

Marketing & Merchandising

Advertising System

Adverts, advertising zones, targeting & triggers

☑ Adverts can be configured to display on a page within areas known as advertising zones. These zones can be on any webpage template, in multiple locations and use carousels to display many in the same place.

☑ Compose adverts with any type of content including products, images, videos, Flash objects and XHTML.

☑ Configure adverts to display in a template, triggered by a specific action or schedule adverts to display on site and disappear automatically using the time and date selectors, helping you plan ahead.

☑ Display adverts based on how a user has reached your site such as PPC, affiliates, social media, email campaigns etc…

☑ Share the same content between sites or display different content based on channel such as different brands or international sites.

☑ Adverts can be set to display randomly within a zone if there are multiple qualifying adverts. **NEW**

☑ Display or remove adverts based on the value of items in a user's basket or whether an offer is applied to that basket.

☑ User marketing groups can be created on the fly using information such as demographics or more specific information like abandoned baskets, wish lists & promotions. User can belong to multiple groups at any one time. Customer data can be stored in attributes against each customer.

☑ Display adverts based on who the customer is, their location or what they have searched for on-site. Adverts relevant to the customer's search phrase can then be displayed.

☑ Display adverts across user sessions, even when customers are not logged in. Configure how long to remember users for (in days).

☑ Create responsive content meaning different adverts can display at different breakpoints.

☑ Configure adverts to display when an offer *nearly* applies to the customer's basket. This checks whether the offer in question qualifies using a product that is already in the basket and/or the basket total is within x% of the minimum basket value required for the offer. **NEW**

☑ Link adverts in with the promotions engine, presenting personalised discounts and offers.

Recommendations

Merchandise up-sells & cross-sells

☑ Setup and configure product recommendations across multiple page templates. As templates are designed and built from scratch these can be easily customised.

☑ Use pre-defined metrics in combination with the advertising system to automatically populate recommendations based on numerous criteria.

☑ Take control over product relationships & ordering of cross-sell/up-sell of products.

☑ Red can configure algorithms which automate merchandising recommendations. These algorithms can leverage various data sets to ensure that the products displayed are highly relevant to the customer. Data sets include customer's search criteria, customer location, an individual customer's order history, other customer's order histories, product ratings, stock availability and more.

☑ Populate recommendations from pre-defined metrics calculated on a daily basis, including best sellers, highest rated etc...

Marketing & Merchandising

Searchandising
On-site search, sorting, facets & navigation

- ☑ Flexible category structure allows merchants to create an unlimited number of top level and sub categories with relationships between each other and products within.

- ☑ Flexible faceted navigation with dedicated management interface for merchandisers to configure rules for how these are used in the storefront.

- ☑ Customers can layer on and off facets to dynamically update the results set.

- ☑ Predictive search with type-ahead function.

- ☑ Sorting (price, name, new products, star rating—or other merchant definable fields). Or use pre-defined metrics to populate based on real time data (i.e. Best sellers, highest rated, most viewed etc…).

- ☑ Sophisticated on-site search feature which can be configured to conduct multiple sweeps across all content (not just products) ensuring highly accurate results are returned

- ☑ Pagination (customer can also choose the number of products to display at any one time), infinite scrolling or lazy loading (merchant can define what % of page is scrolled through before loading more).

- ☑ Maintainable dictionary for handling misspellings, synonyms, alternative and related items.

- ☑ Matching of products to be included in the record set is configurable; you can choose which fields should be used to match products against the search term and how they should be matched against the search term e.g. partial or full match.

- ☑ Pre-select facets on category pages to enhance users' search (i.e. filter only 'in-stock' items).

- ☑ Use built-in drag-and-drop tool to manage product sort order on category pages for simple merchandising control.

Email Marketing
Campaigns, recipients & reporting

- ☑ Built-in email marketing capabilities for all bulk, transactional and triggered, event-based campaigns.

- ☑ Create and manage email marketing campaigns.

- ☑ Media manager allows you to add rich media content to your emails easily.

- ☑ Email template manager for improved productivity.

- ☑ Segment your subscriber database into smaller marketing groups to target specific people with specific content.

- ☑ Recipient list management including bounce backs and (un)subscriptions.

- ☑ Plain text or HTML email intelligent delivery mechanism.

- ☑ Setup marketing campaigns and report on opens, click-throughs per campaign.

- ☑ Integration with CRM allows full cycle campaign management.

- ☑ Emails are served via Red's dedicated mass email marketing architecture, designed to process over a million emails every day.

- ☑ Create triggered email campaigns meaning emails can be sent based on user action (or inaction) or events.

Marketing & Merchandising

SEO & Link Management

Re-directs, 404

- ☑ Extremely search engine friendly platform with support for canonical tagging and vanity URLs.

- ☑ Manage all of your 301 redirects making transitions between websites and structural changes smoother by maintaining your links within Google & other search engines.

- ☑ Redirects can be imported and exported in bulk for easy updating en masse.

- ☑ Full control over all on-page elements such as page titles, meta tags, h1-h6 etc…

- ☑ Proper output of image tags and similar.

- ☑ Automatically outputted canonical URLs for products that are displayed in multiple categories and to product variations.

- ☑ Manage and configure the output of Google sitemaps including translation management.

- ☑ Ability to control formatting of URLs with consistent behaviour such as / at the end or not.

- ☑ Facet-friendly URLs with syntax that is friendly to humans and completely visible to administrators within the in-site editing menu.

- ☑ Pre-select facets on category pages to enhance users' search (i.e. filter only 'in-stock' items).

- ☑ Enhanced redirects work across both secure and not secure protocols.

- ☑ Automatically updated link fields to avoid any dead links when URLs change. **NEW**

Loyalty Scheme

Simple, built-in points-based scheme

- ☑ No convoluted sign-up, membership or T&Cs.

- ☑ Merchant-definable value of points for collection and their redemption value.

- ☑ Define whether points are earned against orders/part orders paid for with existing points.

- ☑ User can redeem saved points on any subsequent purchases.

- ☑ Manually apply or remove points from customer accounts enabling you to offer credits for service issues, or debit points if items are returned.

- ☑ Run promotions using loyalty points such as double points, credit bonus points to users on their birthday etc…

- ☑ Points value is displayed against each product and the basket (total points of that item or items).

- ☑ Set spend & save targets for customers over a defined time period to incentivise them to spend more. Rewards can be defined and include discount, offers, loyalty points etc... **NEW**

- ☑ Orders still output with actual value to help with accounting.

- ☑ Points automatically applied to user's account every time they spend.

- ☑ Points balance is shown in user's 'My Account' and on payment page, when logged in.

- ☑ Use points as payment, or part payment on orders. User can determine how many of their saved points to use on any subsequent order.

- ☑ Configurable expiry dates on points meaning merchants can determine how long points are stored against a user's account for before they have to be redeemed. **NEW**

Gifting

Gift Cards/vouchers/wrapping/messages and lists

☑ Offer gift cards online and send them by post or email with a personalised message (including a preview of the email before before it is sent).

☑ Allows users to redeem gift cards, or part of gift cards, online or in-store (if applicable).

☑ Take payment via multiple gift cards, as well as other payment methods (if the total owing is more than the value of the gift card, the user can split payment methods).

☑ Create fixed value gift cards or allow users to customise the value to whatever they want.

☑ Offer multiple gift wrap, boxes, hamper options on an item, group or basket level.

☑ Enable personalised messaging on an item, group or basket level.

☑ Anonymous sending of gifts (ideal for Valentine's Day).

☑ Offer scheduled arrival of items on a pre-defined date.

☑ Include 'Do not open until…' messaging on any item or group of items within a basket.

☑ Personal address book with reminder service for important dates (Birthdays, Anniversaries) and set reminders days/weeks in advance. Reminders are automatically sent using triggered emails.

☑ Set up and manage multiple gift lists, each with a user-definable naming convention.

☑ Users can add/delete products easily from any list within their My Account.

☑ Report against wish/gift lists to discover items users want most. These can then be used for targeted marketing, merchandising and promotional opportunities.

☑ Price of item(s) when added to list(s) is recorded so marketing campaigns could be triggered if item price is lowered, or about to rise (i.e. Get X before price increase).

Commerce & Orders

Checkout

Checkout, basket, payment options, fraud screening, address lookup & SSL

- ☑ Member and non-member checkout options enable customers with and without an account to checkout smoothly.

- ☑ Customers can save & restore baskets to return and check out later. Triggered emails can be setup around this to automatically remind customers about their saved baskets.

- ☑ Expandable mini-basket allows customers to hover over and expand to show the contents of their basket whilst browsing

- ☑ Update/refine options for quantities and products required within the basket.

- ☑ Provide customers with multiple delivery options for example UK/Channel Islands Standard, UK Express etc… The naming, pricing, channel/domain assignment, shipping bands, tax jurisdictions & product exceptions can be managed through the platform's administration system.

- ☑ All pages are encrypted using SSL's to protect all sensitive customer data.

- ☑ Selectable basket aggregation meaning same SKUs can multiply when added to basket or remain as separate items in exceptional circumstances.

- ☑ Highly configurable gift wrapping options allow merchants to provide customers with greater levels of control and functionality, allowing them to choose from a selection of different wrapping options and styles, and define custom messaging for individual items.

- ☑ Customers can split a single order to multiple destinations worldwide, with different fulfilment options (including Click & collect if relevant), gift messages, wrapping and scheduled arrival dates on an item, group or basket level.

- ☑ Offer flexible payment methods including credit/debit card, direct debit, pre-paid credit, on account, invoice and subscription based.

- ☑ Integrates with Loqate for fast and accurate address lookups.

- ☑ Integrates with major Payment Service Providers (PSP's) including Secure Trading, CyberSource, Worldpay, Datacash, PayPal & Sage Pay.

- ☑ Integrates with CyberSource fraud management & payment security solutions.

- ☑ Merchant-definable order rules to provide additional level of fraud protection and control over order processing.

Split Orders

Multi-address delivery, fulfilment and gifting from a single order

- ☑ Split a single order to multiple delivery addresses worldwide (including Click & Collect/Reserve from stores).

- ☑ Split basket by item or groups of items within a single order.

- ☑ Offer different fulfilment and gift options on each item or group of items within a single order.

- ☑ Split payment of order between multiple gift cards and credit/debit cards.

- ☑ Schedule different items or groups of items to arrive at destinations on specific and different dates.

- ☑ Include separate gift messages with each item or group of items within a single order.

- ☑ Offer anonymous sending on each item or group of items (ideal for Valentine's Day or surprise gifts).

Order Fulfilment

Manage warehouses, tax, delivery, orders, returns, invoices, packing slips and more

☑ Define tax and delivery options for each warehouse.

☑ Configure order picking cut-off times for each delivery option, at each warehouse.

☑ Setup and configure different warehouses and options for different channels/domains including primary and secondary locations.

☑ Setup and configure different tax areas and rates for each channel/domain.

☑ Add product delivery surcharges for individual items or delivery types (ideal for bulky, awkward or expensive items that require additional cost to deliver).

☑ Calculate delivery based on basket items, basket price, or basket weight.

☑ Set details of delivery contract for each delivery option, whether a delivery is/isn't guaranteed, what days a delivery option is available on, and the delivery period.

☑ Restrict fulfilment type available for certain products and display reason why (weight restrictions, product restrictions etc…).

☑ Set pricing rules for each delivery option, configuring multiple price bands for delivery options for different price lists.

☑ Handle product exceptions (oversized items/ restricted) for delivery options.

☑ Filter to show orders by status, from and to dates and free text search across fields including Order Number, Billing First Name, Billing Last Name, Billing Postcode and Transaction ID.

☑ Display authorisation receipts on confirmation emails, without revealing customer-sensitive data like card numbers etc…

☑ Orders can be modified after they are placed including changing the delivery cost or fully/ partially cancelling an item. **NEW**

☑ Setup and configure multiple delivery options for each channel/domain within the platform.

☑ Order status can be automatically or manually updated for the order as a whole, and for individual order line items.

☑ Manage all customer's contact, billing and shipping details and store data against each individual customer.

☑ View detailed order information down to individual line items.

☑ Comprehensive information for individual product line items including product type, code, name, quantity, unit price, line price, line discount and line discounted price.

☑ Audit payment details and statuses such as, paid or unpaid, payment method, receipt number, receipt value, transaction reference and authorisation code.

☑ Subject to integration, merchants can make offline orders available through their online store for customers in their 'My Account'.

☑ Multi-channel orders separated by originating channel/domain to segment orders.

☑ Receive/process returns and raise credit notes against orders.

☑ Through the OMS, administrators can print orders, invoices and packing slips (including stock location in warehouse — bin number) and the ability to add comments.

☑ Configurable/customisable order workflows to suit your business. **NEW**

☑ International merchants can generate sequential order numbers for each country (prefixed with a country code if required), as well as an overall order number for all sites.

☑ Show next availability *and* quantity available on that date, for out of stock items.

☑ Append notes to order status updates.

My Account

Customer Self-Service

☑ The platform's self-service features reduce the load on your business and increase customer satisfaction by empowering your customers with an enhanced set of tools that help them manage their account and orders.

☑ Change/forgotten password.

☑ Full user management and visibility of their contact, address, reviews, customer preferences, reviews, invoices and more.

☑ View credit limits and outstanding balance for B2B customers.

☑ View loyalty points/Spend & save targets **NEW**

☑ View and investigate previous orders and items on back order with Comprehensive order detail information including statuses and tracking links.

☑ Quick order pad allows quick order creation using product codes and quantities required.

☑ Options for B2B customers to export previous orders in CSV format and print them.

☑ Activate a saved basket to add, remove items and process the order.

☑ Submit service requests.

☑ Add scheduled calendar reminders for birthdays/anniversaries that prompt an email reminder beforehand.

☑ Users can set up and manage multiple product/wish lists.

☑ Double opt-in registration and subscription functions, and the ability for users to close their own account with full event logging, in line with the GDPR. **NEW**

Call Centre/MOTO/Order In-store

Managing Mail/Telephone/In-store Orders & Customer Service Issues

☑ Use call centre interface for processing online, telephone orders, mail orders, in-store orders and for handling customer queries.

☑ Create baskets as a customer would and place secure orders on their behalf.

☑ Use on tablet devices in physical stores/locations to place online orders on behalf of customers for items that are not in stock.

☑ Integrate with services like PCI-PAL Agent Assist to handle sensitive payment information over the phone.

☑ Override customer pricing at the basket, cancel line items or alter shipping costs. **NEW**

☑ Assign account managers to customers and enable only them to administer their customers' accounts.

☑ Customer passwords and any sensitive information are protected from administrators to avoid any security issues.

☑ Process returns, refunds and replacements through integration with a WMS or ERP.

☑ Update customer details including names, address, wish lists etc… delivery and billing addresses can be viewed, updated and new addresses added.

☑ Administrator override for restricted products, meaning call centre staff can add them to a basket and order on a user's behalf. **NEW**

☑ Administrators can remove promotions from certain users and/or add any items as a free product to their basket. **NEW**

☑ View all of a customer's orders and check the status of any existing/outstanding orders.

Integration Hub

Fully integrated Retail & B2B ecommerce solutions
Enable seamless connection of all your business systems

- ☑ Extremely robust two-way integrations with all channels and systems including a number of ERP, fulfilment, CRM, PSP and financial systems from vendors including Microsoft, Sage, SAP, Sanderson, Pegasus, Sanderson, Exchequer and Salesforce amongst others.

- ☑ Authenticate storefront passwords/formats unknown to **trade**it, meaning they can be imported from ERP/CRM and authenticated via a specially created algorithm.

- ☑ Completely flexible system accepting XML, and TAB data delivery formats for batch transfers as well as a full set of Web Services for real-time integrations.

- ☑ Full support for all commercial packages as well as in-house bespoke systems.

- ☑ Manage and control feeds to marketplaces, affiliates and 3rd party comparison sites including Amazon, Kelkoo, Affiliate Window etc.... **trade**it can feed data through to a number of third parties using XML or via Amazon's web services API.

- ☑ Each marketplace can be governed by specific rules for pricing, shipping, tax and payment methods as well as configuring what stock to allocate to each channel.

- ☑ Share product descriptions, product names, product images, order addresses, feeds etc... between ecommerce and marketplace channels

- ☑ Integration with physical store systems like EPoS to provide Click & Collect/Reserve, Rapid Fulfilment from store stock, Store Stock Checks and other omni-channel functionality.

- ☑ Multiple levels of Amazon integration from basic order downloads and dispatch notifications through to more detailed integration including images, stock, prices and products. `NEW`

- ☑ Complete mass imports/exports of order, product and customer data using CSV files.

- ☑ Push/pull order data out of & into the platform including order statuses, order email, billing & shipping address details, order date stamp, shipping date, currency exchange rate, shipping costs, any comments appended to the order, pricelist used, payment method, shipping tracking number, purchase order number, originating domain/channel and any custom order attributes.

- ☑ Export product data by group or category meaning you only export want you need, saving time and making process more efficient.

- ☑ Feed in and out customer data such as customer groups, website credentials, assigned credit limits, personal details, shipping address details, subscriptions to mailing lists, favourites and any custom attributes.

- ☑ Robust and secure integration with Payment Services Providers including Secure Trading, PayPal, CyberSource, Sage Pay etc....

- ☑ Two-way integrations with a number of leading Email Service Providers including Adestra, dotmailer, MailChimp (including Mandrill), emarsys, Inc Direct, Smart Focus and many more.

- ☑ Integration with Google Enhanced Ecommerce Analytics.

- ☑ Pre-built integrations with an array of software and services such as Loqate and Google Analytics, helping to reduce development time and costs.

- ☑ Automatically update Google sitemaps, aiding search engine optimisation.

B2B Ecommerce

Selling directly to the trade

Take advantage of the B2C toolset as well as this great functionality

- ☑ Create and manage a primary account with multiple sub-accounts — setting permissions for each, including purchasing capabilities, credit limits, delivery addresses and authorisation workflows.

- ☑ Option to toggle between RRP and trade pricing on site.

- ☑ Manage cost centres, set and manage credit limits for accounts and manage all customer details.

- ☑ Set approved payment methods e.g. on account (credit limits), invoice or credit/debit card.

- ☑ Configure payment options against individual customers, setting credit limits, which price list they see, set a minimum order value and whether or not they need a purchase order.

- ☑ Offer gross and net pricing.

- ☑ Full control of any back orders, including automatic customer updates via email when status/stock level changes.

- ☑ Quote request capability meaning baskets can be saved, reviewed and sent back to customers with approved pricing which can then be converted into an order.

- ☑ Offer different shipping and fulfilment options based on user or company profile.

- ☑ Delivery to multiple international addresses from a single order (ideal for central offices delivering to multiple remote sites).

- ☑ Provision of Click & Collect/Reserve capabilities for collection points/trade counters.

- ☑ Configure child price lists using a percentage value (+/-) from their parent to set prices but still have the ability to override them manually. Also set a minimum price. `NEW`

- ☑ Handles highly complex pricing models, multiple/unlimited price lists with control over which customers see which prices, (can be personalised down to an individual, department or company level), trading prices, previous price and RRP.

- ☑ Price lists can be individually named, searched and filtered in the admin system making them easy to manage (i.e. Company A, Company B, Company C etc...). `NEW`

- ☑ Personalised pricing can be automated based on a logic layer which is completely configurable to client's requirements and can use information like previous orders, account credit limits, quantity purchased etc...

- ☑ Offer quantity breaks so the more a customer spends the cheaper the unit cost per item. (e.g. 1-9 for £10, >10 for £7.50).

- ☑ Pricing can be managed by both price list or currency meaning you can manage 1000s of price lists en masse. `NEW`

- ☑ Set quantity steps on products meaning items can only be purchased in fixed amounts such as 5, 10, 15 etc... Add workflows and rules to alert customers, round up or down if they add a different amount or stock is not available. Channel specific too.

- ☑ Set minimum order quantities and display messaging at basket if user adds less than MOQ. Can also create stock rules around actions when stock falls below minimum order quantity level.

- ☑ Control ordering and spending capabilities of all regional sites from a central office, including approvals system and credit limit creation per account.

- ☑ Use quick order pads to quickly create an order using just product SKUs and quantities, including CSV/Excel uploads and product suggestions. `NEW`

Hosting & Security

Fully managed ecommerce hosting

Multi-tenanted, dedicated and cloud-based managed hosting services for ecommerce

☑ PCI DSS compliant platform and hosting services.

☑ Choice of multi-tenanted, dedicated or our own new private, cloud-based managed hosting using our data centre facilities based in both Oxford and London.

☑ System and hosting environments both constantly monitored 24/7/365 by our trained engineers.

☑ Multiple data centres offering multiple server configuration as well as allowing for split system configuration (i.e. disaster recovery system that can be doubled as a staging/user acceptance testing system in one data centre and live system in the other).

☑ Latest specification of dedicated computing resources on tier 1 hardware.

☑ Regularly tested for stress and load.

☑ Dedicated and Cloud-based hosting offers single tenant security.

☑ Fully managed security including firewall rules, DDoS mitigation, Anti-virus, OS patching, File integrity monitoring, Syslog reporting, Virtual Private Networks, Vulnerability scanning, intrusion prevention system and LAN infrastructure.

☑ Helpdesk by phone, email and web accessible logging system.

☑ Comprehensive backup cycle including both system and database backups, as well as disaster recovery provisions.

☑ Full service level agreement for dedicated server hosting.

☑ Combines all necessary services such as log management, event management, and change control processes.

☑ Capability to quickly add additional web servers and configure hardware load balancing devices to spread load, or add further database servers.

Get in touch

To speak to somebody about our class-leading ecommerce platform tradeit, or to arrange a demonstration of its capabilities, then please contact us by phone, email or online and we will be happy to help.

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.

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