Celerant Command RETAIL

System Overview

100% Java Retail Management Systems

Real-time Retail in ONE System®

2010-01

CELERANT TECHNOLOGY CORP

CELERANT COMMAND® RETAIL

Celerant Command Retail
Multi-Channel Retail in ONE System

It's the ONE!

Celerant Technology introduces Celerant Command Retail, a real-time software solution that manages all areas of a multi-channel retail organization in one, integrated system; including point of sale, inventory management, fulfillment, advanced reporting, accounting, E-Commerce and more.

This seamless integration provides real-time visibility throughout the enterprise, with one centralized database. Take a look at some of the key features that Celerant Command Retail offers and contact a sales representative for a personalized tour or for a complete feature list.

Stores/POS

Celerant's customizable point of sale is the most flexible, powerful and advanced tool on the market, with full access to all functions; including inventory, transfers and receiving. Maximize your stores' potential through customer relationship initiatives, employee time clock management and tight inventory control, without jeopardizing high volume sales transactions.

Feature Highlights:
- Credit card processing
- PCI certified system
- Wireless integration
- Special orders
- Rentals
- Gift registry
- Promo pop-up reminders
- Upsell item suggestions
- Mobile POS/quotes

Customer Relationship Management

The Customer Relationship Management feature within Command allows you to track and reward customers based on their spending habits. Clubs can be specified by product group, or can be universal and apply to all products in the store. Customers can also be rewarded via a buying club at different spending thresholds, such as a $20 reward for every $500 spent. Coupons, an effective marketing tool, can also be created in the system. Add a bar-coded coupon to your existing print-ad, and it can be scanned at the point of sale.

Feature Highlights:
- No-fee stored value cards
- Full purchasing profile
- Parent/child customers
- Buying clubs
- E-mail receipt copies
- Address and email management for promos
- Scannable coupons at POS
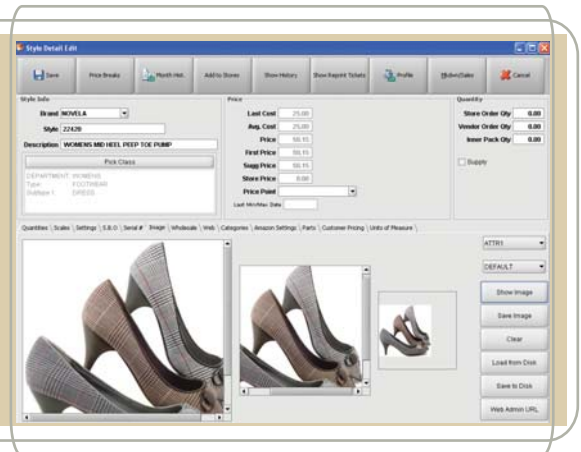- Multiple ship-to addresses
- Advanced customer reporting

NEW ERA®

New Era Fits™

Flagship Stores Gift Card

Inventory Management

Command Retail's inventory management functionality is user-friendly, quick and powerful in both its functionality and reporting. Produce up-to-the-minute, detailed reports such as; vendor/cost comparisons, top sellers, sell throughs, weeks of supply, markdown levels, min/max and more, to analyze your inventory. Celerant's auto-replenishment tools allow users to implement forecasting and analysis to optimize stock levels throughout every season, for successful turn-around rates, all year round.

Feature Highlights:

- 20 customizable categories
- Unlimited bar codes/item
- Pricing/markdowns
- Forecasting tools
- Auto replenishment
- Customizable item entry
- Digital image capture
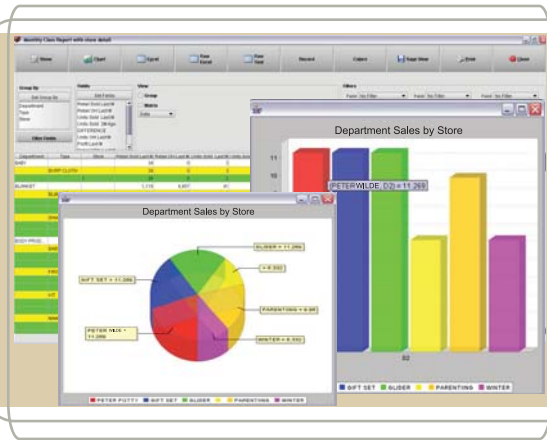- Wireless inventory
- Vendor mgmt/reports

Data Mining

Celerant's Data Mining is a powerful analytic tool that allows you to build and organize your own reports to analyze broad, historical data in an easy-to-read summary fashion, enabling you to drill down to detailed levels. This user-friendly interface makes it easy to create and modify reports, which can be quickly saved, to be recalled at a later time. Results return in seconds as compared to the hours it can take to compile this information without Data Mining Tools.

Feature Highlights:

- Data compiled in seconds
- Exhaustive report templates
- Creates new reports easily
- Drill downs reveal data in virtually any combination or time frame
- Create graphs & charts
- Export to standard spreadsheets

Accounting

Keep track of your bookkeeping needs with Command's General Ledger, Accounts Payable and Accounts Receivable. The Celerant retail system offers an integrated general ledger or the option to directly integrate with MAS 90/200, Quickbooks or Great Plains. AP provides you with an approval process for paying your vendors, printing checks and reconciling bank statements, and AR generates statements and late fees, accepts payments, and more.

Feature Highlights:

- Internal GL with balance sheets, P&L statements and audits
- Monitors vendor payments
- AR statement generation
- Interest charges and late fees
- Customer credit limit tracking
- Integration with most popular accounting packages

What's your Command?

Just as your primary software should be, Command is flexible and customizable. The end result is a personalized system that meets the needs of your retail business providing you the ability to take control of your success. Our single-system model is unique and adds benefits in its ease of integration and customization, as well as its support of employee productivity and 3rd party integration.

E-Commerce

Celerant's integrated, sophisticated web software expertly manages and markets inventory, directly from your Command Retail system. As a result of this integration, there is no need to re-enter data, including product descriptions, customer information and online orders. All merchandise orders directly flow into the Celerant database immediately after they are submitted by the shopper, and may then be fulfilled from any of your stores or warehouses.

Feature Highlights:
- Custom design and layout
- Integrated gift cards and coupons
- Web Mining: complete site analytics
- Cart abandonment tracking
- Dynamic search navigation
- Search engine optimization and custom URLs
- Suggested items
- Wish list and gift registry

Catalog and Mail-Order

Celerant's flexible and scalable catalog and mail order module is built within your Command Retail software, eliminating duplicate and unnecessary order entry and integrating all channels of your retail business. Multiple catalogs can be simultaneously tracked with different codes and varying price levels, and your phone operators have real-time access with the web based order-entry application.

Feature Highlights:
- Real-time, web-based order entry
- Unlimited users
- Fully customizable
- Team features with custom embroidery
- Customized packages
- Multiple catalogs with varying price levels
- Catalog source tracking
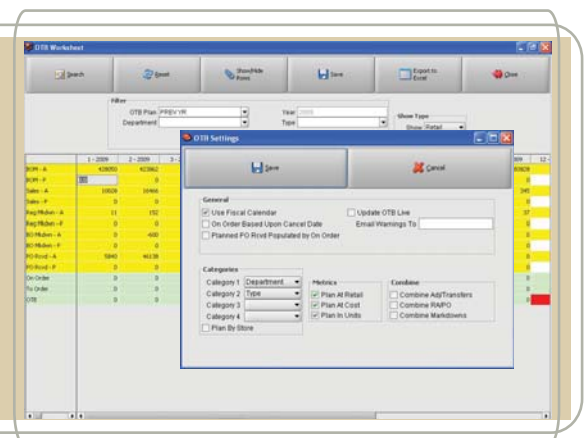- Comprehensive search capabilities

Open-to-Buy

Celerant offers three paths for managing your open-to-buy and merchandise planning needs. The Command Retail system provides an internal, fully integrated open-to-buy tool, offering a solution to the complex, dynamic process of merchandise planning and execution. The Command Retail system also allows for seamless integration with ANT USA's best selling merchandise and assortment planning system, Buyer's Toolbox, as well as with the RMSA planning services.

Feature Highlights:
- Plan at retail, cost or units
- Four level hierarchy along with store level planning
- View OTB availability within purchase order module
- Automatic data updates such as POS store sales and POs
- Multiple plans allowed with "what if" scenarios

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www.celerant.com
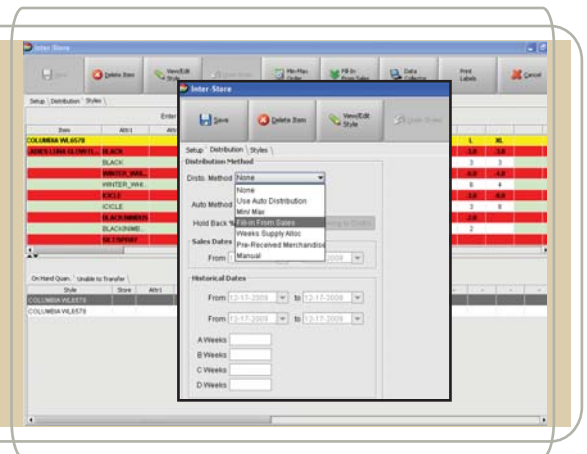877.811.8500

Support and Professional Services

Celerant Command Retail is implemented and installed by our engineers and professionals, who are trained to provide you with superior service and assistance. After implementation, that service is extended through our technical support staff who will assist you, should the need arise.

Allocation & Transfer Management

With Command, not only can you identify trends immediately, but you have the power to react. Use our specialized tools to distribute your inventory for quickest turns. Set your inventory to automatically be replenished based on need, right down to size and color. Automatically generate both POs, and transfers, and then track them electronically to reduce shrink.

Feature Highlights:
• Category performance
• Min/Max levels
• Fill-In on demand
• Transfer store to store
• Transfer DC to store
• Automatic PO generation
• Wireless integration
• Select from several allocation methods

Fulfillment

Celerant's comprehensive fulfillment module reduces order processing time by half, enabling you to maintain rapid turnaround time. Integrated shipping tools are available, including UPS, FedEx and USPS, allowing you to pack shipments and print labels in one step. High volume retailers can streamline fulfillment by setting up a pick wave so you can pick merchandise for multiple orders, more efficiently, to expedite the fulfillment process.

Feature Highlights:
• Pick waves for multiple orders
• Integrated shipping tools, including UPS, FedEx and USPS
• Ship from one or multiple locations
• Automatically stored tracking numbers
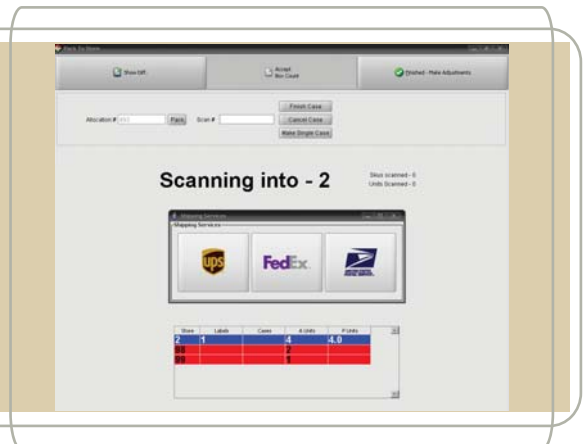• Real-time order status updates

Distribution Center/Warehouse

Provide an efficient and streamlined warehouse or distribution center, minimizing paperwork and downtime in moving merchandise and filling orders. Receiving, shipping and tracking functions, as well as merchandise location, are reflected in real-time and are visible, at once, throughout the organization. Celerant Command Retail allows you to get merchandise to the selling floor faster.

Feature Highlights:
• Detailed tracking for cases and locations
• Multi SKU Locations
• Manifest and Bill of Lading for cases scanned onto manifest
• Pack-to-store capability
• Real-time wireless integration
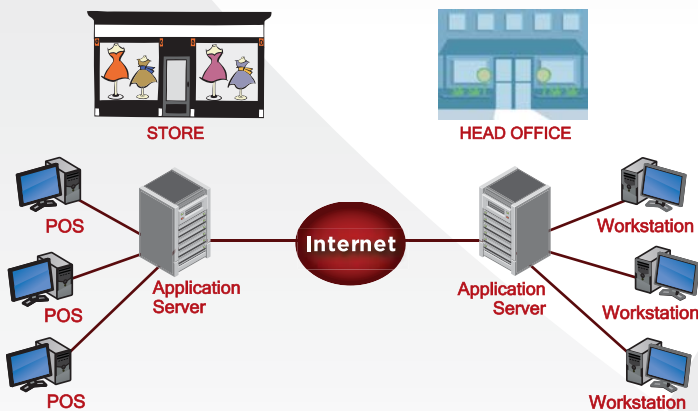
Celerant Command RETAIL

Architecture built for Retail

More than Just Java

Celerant Command Retail is a premium product, providing innovative engineering, to give retailers an edge in a competitive market. Celerant was one of the first Java™ real-time systems on the market and has been rigorously tested and embraced by retailers from its inception.

Not all Java™ systems are created equal; few are 100% Java™, and fewer combine all modules in one system. Command easily overcomes the limitations of fragmented, multi-systems and integration difficulties that occur with a combined-vendor approach because it is one, unified system.

At the heart of Command is the Enterprise Application Server (EAS) architecture, a unique platform that employs Java™ technology to operate multiple locations more efficiently. With EAS, information flows through your organization in real-time, providing live, accurate data and unrivaled remote managerial visibility and control.

STORE

STORE

WAREHOUSE

Internet

REMOTE

HEAD OFFICE / DATA

E-COMMERCE

STORE

HEAD OFFICE

POS

POS

POS

Application Server

Internet

Application Server

Workstation

Workstation

Workstation

Stores or multi-channel locations are connected to the main server, usually located in the head-office.

Command is designed to use a centralized company database to maintain all critical enterprise data and to ensure data integrity. Separate stores and/or locations are equipped with local application servers for speed, back-up, and to keep the stores running if there is a loss of communication.

- ✓ Real-Time
- ✓ Customizable
- ✓ Scalable
- ✓ 100% Java™
- ✓ Robust, Fast
- ✓ Full-featured
- ✓ Quick Implementations
- ✓ Interfaces with 3rd parties
- ✓ Data Integrity
- ✓ System upgrades available to all subscribers

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