Celerant Command RETAIL®

Integrated E-Commerce
Multi-Channel Retail in ONE System

Real-time Retail in ONE System
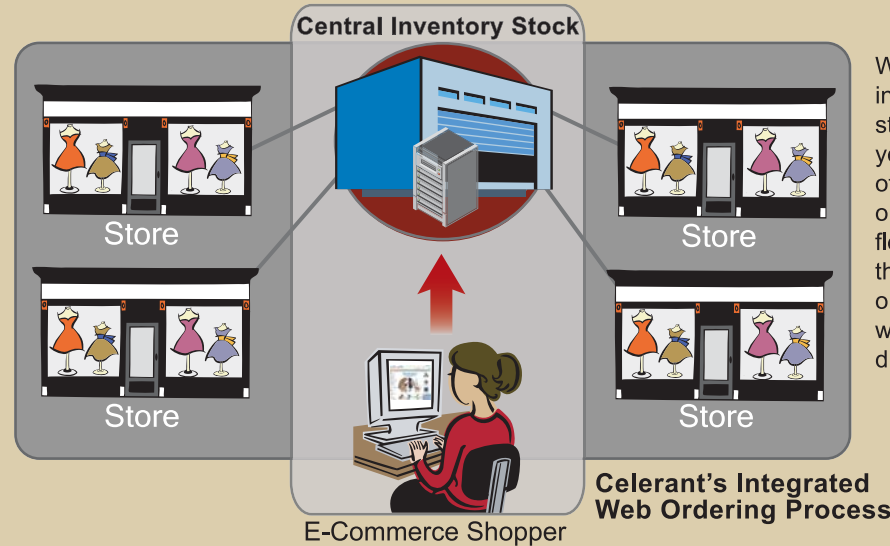
CELERANT
TECHNOLOGY CORP

Celerant Command Retail
Taking Integrated E-Commerce to the Next Level

It's the ONE!

Celerant Technology offers integrated, sophisticated web sites that expertly manage and publish inventory directly from your Celerant Command Retail system. Whether your website is professionally designed by one of our specialists or you choose to keep the same look and feel of your current website, import tools are available to migrate from an existing site, with no manual labor required.

Web Integration: How it Works

Celerant's integrated E-Commerce provides retailers with a full range of features and real-time reporting to assist in repositioning products for their greatest selling potential. Post your products and their pictures on the web with one simple click within your Command product screen, and then move them out the door in less time and more efficiently.

Central Inventory Stock

Store **Store**

Store **Store**

E-Commerce Shopper

Celerant's Integrated Web Ordering Process

With Celerant's E-Commerce, your website is integrated completely with your brick and mortar stores, with real-time inventory derived directly from your Celerant Command Retail system. As a result of this integration, there is no need to re-enter orders into a separate system. All orders directly flow into the Celerant database immediately after they are submitted by the shopper. Merchandise orders can be fulfilled from any of your stores or warehouses, and you have the ability to sell at different price points.

Celerant has a built-in comprehensive fulfillment module, which reduces order processing time by half and maintains rapid turn-around time.

Pick the Items	Ship the Items	Confirm Shipment
• Print one or all picking tickets • Generate pick waves for multiple orders • Pick from store or warehouse	• Ship from one or multiple locations, store(s) or warehouse(s) • Print shipping label from within Command • Eliminate duplicate entry and complete process in 2 steps • Store tracking numbers automatically within Command	• Customer receives tracking number and confirmation in real-time • Order status is updated online in real-time

Visit **www.celerant.com/retail-software/integrated-ecommerce** to review Command's Integrated E-Commerce.

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Web Design: How it is Created

Celerant's in-house web specialists are ready to work with you to personally create a custom layout, based upon the specifications that you prescribe. After your site is complete, Celerant provides extensive training so that you can fully utilize all of the advanced features available on your new site.

Step One

Our web specialists will meet with you to determine key factors involved in creating the foundation for your website.

✔ How will you operate your online business?
- Which web features are applicable to your business?
- Which warehouse(s) or store(s) do you want to sell and fulfill from?

✔ What are your design preferences?

Step Two

Celerant's design team will create the first mock-up draft of your website.

✔ Images and descriptions are uploaded from within Celerant Command Retail, with one simple click from within your system.

✔ Celerant specialists continue to modify and develop your site, until we have your approval.

Step Three

After the mock-up is approved, your beta site is complete.

✔ Celerant tests your beta site extensively.

✔ You review your site thoroughly.

✔ Training is provided through this entire process.

Step Four

Your website 'Go Live' will immediately follow the training period and your final approval.

✔ Celerant submits your site to search engines and other shopping websites.

✔ Your site's performance is closely monitored by our specialists.

✔ Celerant remains in close contact with you, until you are able to manage your site on your own.

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Integrated E-Commerce Features

For your customers, Celerant websites are attractive and easy to navigate. We offer numerous features to encourage a positive shopping experience including wish lists, online gift cards, real-time inventory, and alternate product suggestions on out-of-stock items. Celerant Command Retail's Integrated E-Commerce leaves your customers with a satisfying shopping experience that is a true extension of your brick and mortar store(s).

Fundamental features you would expect from a world-class E-Commerce site

Integrated Gift Cards
Allow interchangeable gift cards to be purchased and redeemed online, as well as in your stores.

Associated Items
Suggest additional items to your customers, to maximize sales potential.

Wish List
Enable customers to create a wish list, which can then be emailed to anyone.

PayPal/ Google Checkout
Offer customers the option to submit payment via PayPal or Google for faster check-out.

Order Status/ Order History
Allow customers to log-in to check the status of their current orders, track their shipments and access their complete order history.

Product Reviews
Provide customers with the ability to rate products, on review forms that you generate, which you can approve prior to public posting.

PCI & SOX Compliant
Comply with security standards to protect you from the threat of increased theft and security breaches.
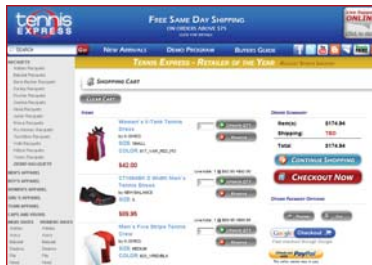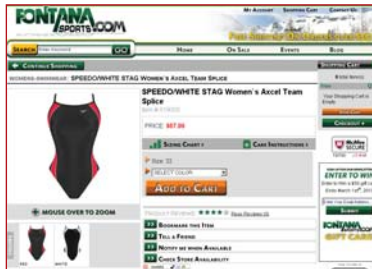
Integrated Coupons
Provide the ability to redeem the same coupons online as in your stores.

Unlimited Product Views
Offer unlimited views of each item and different images for each color and/or size.

Live Shipping Rates
Provide online shoppers with live shipping rates via UPS, FedEx and USPS.

Flexible Tax Calculator
Set-up unlimited tax exceptions, which are calculated by ZIP code.

Quantity Discount/ Multi Buys
Allow online shoppers to take advantage of the same quantity discounts and buy-one, get-one promotions that you offer within your stores.

International Checkout
Process orders from all over the world and convert currency amounts based on the 'Ship to Country'.

Hacker Safe Tested
Maintain the security of your site with Hacker Safe Certification.

Cutting edge, advanced features enable your site to stay highly competitive on the web

Dynamic Navigation
Provide your shoppers with the flexibility to search for products based on multiple attributes such as size, color, brand, price, etc.

Gift Registry
Provide your customers with the convenience of creating, managing, and purchasing from a gift registry both online and in the store, with real-time updates.

Web Content Manager
Quickly detect and update areas of your website where content is not fully described, images are not properly uploaded, or where your production team has misssed key display elements.
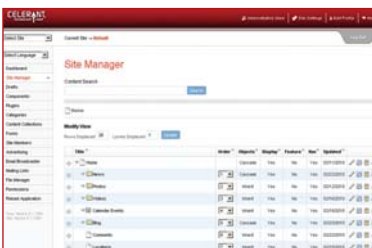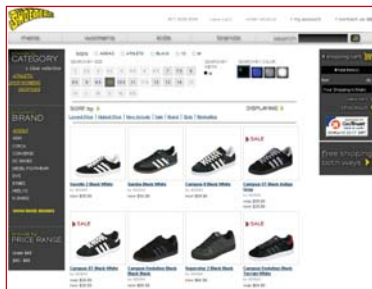
Product Comparison
Provide custom side-by-side comparison charts, allowing your customers to quickly and easily compare related products.

Content Management System (CMS)
Easily update and manage non-product pages including calendars with class scheduling, upcoming events, company announcements and new employment opportunities.

Out-of-Stock Notification List
Track the popularity of your out-of-stock items to better plan your merchandise orders. Send automated email notifications to your customers once the out-of-stock item becomes available.

Developing the Visual Appeal of your Website is Important.
Marketing your Website is Essential.

There are many retailers, both small and large, that have been successful in using the internet to expand their customer base and generate additional revenue, with little overhead. Having a great web store is a critical part of their success; however, attracting potential and even current clients to your site is another challenge. Celerant Technology works with you to meet this challenge by designing and programming your E-Commerce website to be search engine friendly and assisting you with the marketing of your new site.

If attaining targeted, high-traffic volume from search engines is one of your goals, we will work with your marketing partner to maintain optimal search engine readability and access.

Benefits/Features:

100% Search Engine Friendly

Provide your website with the foundation needed to have the highest listing possible with your organic and/or sponsored keyword campaigns. Celerant-created websites are designed within Search Engine Optimization (SEO) best practices. Each page of your website is optimized to obtain the maximum traffic from major search engines.

Custom and SEO Friendly URLS

Create custom URLs for all levels of categories and navigation. For each category, the individual descriptive keyword can be inserted into the URL. Provide optimum results by allowing the search engines to easily read the category URLs, since they are written without the use of any special characters.

Custom Title, Keyword and Meta Tags

Create custom title, keyword and meta tags for each web page of your site. These custom tags allow search engines to determine which pages are most relevant to the specific keyword search.

Seamless Integration with Price Comparison Sites

Explore new venues by interfacing with Froogle, Shopzilla, Nextag, Bizrate, Shopping.com, or Pricegrabber. Interfacing with these price comparison sites can help to dramatically increase your E-Commerce business by expanding your customer base, and increasing traffic and conversion rates.

Business to Business Links

Expand your customer base and increase sales by adding your product links to vendor sites, which can be found when the customer clicks 'Where to Buy' on the vendor's website. Celerant uploads real-time inventory feeds to the vendor sites, providing product level links based on your available inventory.

Promotional Email Campaigns

Increase traffic instantly by sending promotional emails to potential customers. For the best return rate, base these email campaigns on purchase history, customer preference and any other custom criteria.

Amazon/EBay Integration

Take your online sales to another level by integrating with Amazon and EBay. These top shopping and auction sites will list your products and launch your sales into an entirely new phase of competitiveness.

Web Management and Analytics are Critical.

After your integrated website has been designed and properly marketed for optimal web presence, the next key factor is effective back-end management. These advanced tools enable you to manage your web content, set up fraud parameters and evaluate variations to your layout. Advanced analytic tools are available allowing you to track and monitor your web performance and to make intelligent modifications to your site based on your customers' shopping behavior.

Advanced Tools:

Complete Site Analytics

Utilize a fully integrated set of graphical, numeric and descriptive analytic tools to track your online performance beyond the typical methods of analysis. Perform detailed order analysis and advanced customer retention tracking by department, brand and style, as well as by city, state and country.

Dashboard Overview

Analyze your overall website performance within one, central view. Examine several analytical reports including dollars sold vs. cancelled vs. returned, sales vs. fulfillment, completed vs. abandoned orders, conversion rates, top selling products and more.

Cart Abandonment Tracking

Find out if your customers are not completing a sales transaction on your website. Determine the reasons for cart abandonment by viewing the complete traffic patterns of your shoppers and use this information to make necessary adjustments.

Web Sales vs. Fulfillment Analysis

Track the performance of your fulfillment center by analyzing your web sales vs. fulfillment by several variables including by store, by employee and by shipping method. This analytical tool allows you to effectively measure your turnaround times and improve processes.

Automated Follow-up Emails

Promote your site and increase traffic by sending out automated, product-driven follow-up emails to your customers. Invite shoppers back by creating email templates and setting rules such as '30 days after purchase', or 'abandoned shopping carts receive discount', or 'haven't purchased within 90 days' to help promote repeat business.

A/B Testing

'Go Live' with two or more websites, with similar products and different design or navigation, compare the return rates of each site, and use this informative data to modify your original site. A/B Testing enables you to determine the most effective elements of your website and make modifications in order to increase your overall performance.
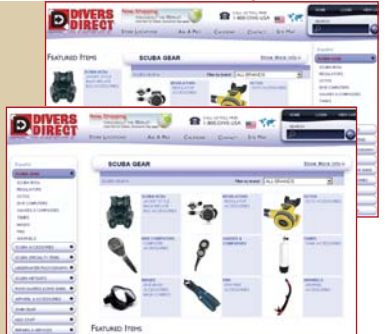
Fraud Scoring Parameters

Manage your fraud scoring logic by adding or removing fraud factors, based on recurring patterns. Learn from your experience and make necessary changes to your fraud scoring, as needed.

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