

CELERANT  
**COMMAND**<sup>®</sup>  
RETAIL

## System Overview

Management System for Sporting Goods Dealers



# Celerant Command Retail Multi-Channel Team Sales in ONE System

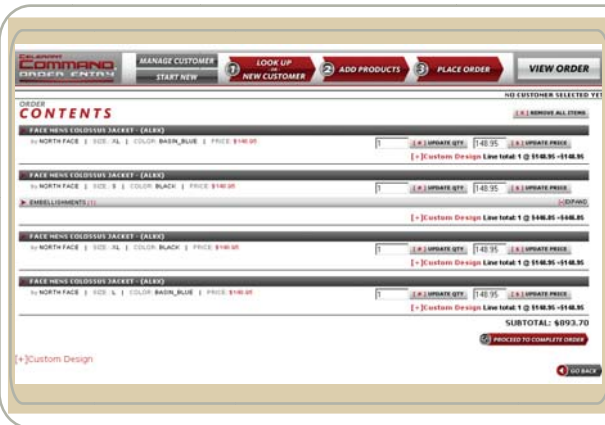
*It's the ONE!*

Celerant Technology introduces Celerant Command, a real-time software solution that manages all areas of sporting goods dealers with one, integrated system; including team ordering, fulfillment, inventory management, pricing, E-Commerce, accounting, point of sale, advanced reporting and more.

Joining forces with SportzPak, Celerant has combined their cutting-edge technology, which has been provided to retailers for over 10 years, with the industry-specific functionality that SportzPak has provided to the sporting goods industry for over 20 years. As a result, a technically advanced system is now available for dealers, providing real-time visibility with one, centralized database.

Whether you are providing road salespeople with a web-based order entry system, allowing coaches to create customized Player Pak websites, promoting your full-line of products on your E-Commerce site, or selling merchandise with your POS at the store front, Celerant Command enables increased ROI by minimizing manual labor, reducing errors and significantly improving turnaround time for fulfillment.

## Web-Based Order Entry for Remote Sales



Utilize a customizable, web-based order entry module with customer management and embellishment capabilities. Manage your remote sales and your mail and/or catalog orders more efficiently while maintaining centralized data and eliminating double order entry. This tool provides your phone operators or remote sales force with real-time inventory access, along with product images.

### Feature Highlights:

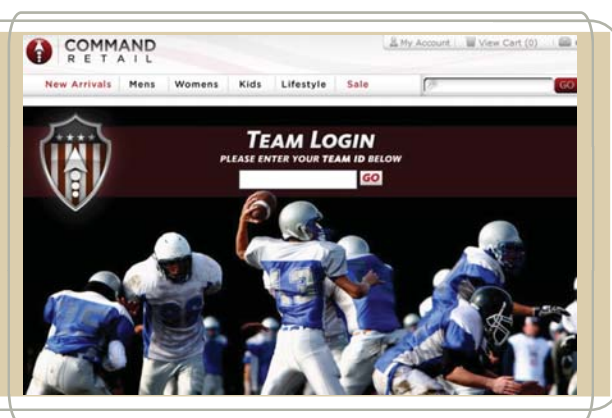
- Real-time, web-based order entry
- Unlimited users
- Fully customizable
- Team features with custom embroidery
- Customized packages
- Multiple catalogs with varying price levels
- Catalog source tracking
- Comprehensive search capabilities

## Player Paks

Provide companies, schools and coaches with the flexibility to create custom websites for corporate or team sales. Your clients' groups can view your entire product line or can utilize their custom login to view and purchase only the products applicable to their organization. Increase efficiency by streamlining the ordering process and eliminating the need for double order entry.

### Feature Highlights:

- Ability to create custom sites with pre-determined time periods
- Team login with unique ID
- Orders can all be pulled together
- Orders may be fulfilled via shipments or picked up in store
- Fully integrated with Command





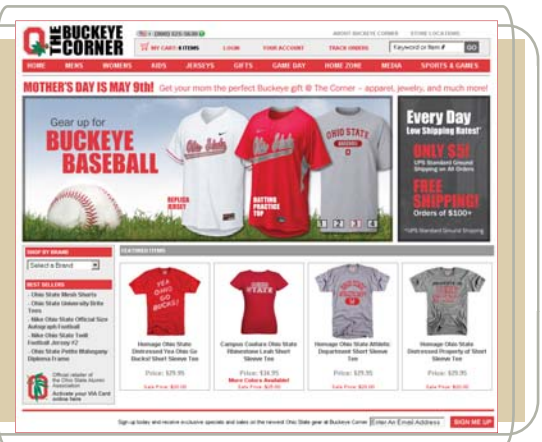


## E-Commerce

Celerant's integrated, sophisticated web software expertly manages and markets inventory, directly from your Command 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 flow directly 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
- Complete site analytics with cart abandonment tracking
- Full Content Management System
- Dynamic search navigation
- Search engine optimization and custom URLs
- Suggested items
- Wish list and gift registry



## Sales Office

The sales office is the heart of your team business. Achieve an immediate and accurate view of the operation, reinforced with the capacity to focus in and remotely manage it. Use Command to plan promotions and develop pricing strategies through profit analysis and sell-through. Employees' payroll, performance, and commission reports are also readily administered.

### Feature Highlights:

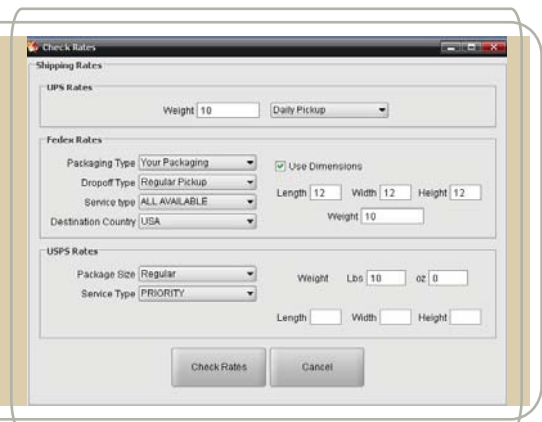
- Autocreate purchase orders
- Sales orders tied to purchasing
- Control special orders
- Calculate commissions
- Flexible tax structures
- Extensive reporting
- Employee management
- Remote access for road salespeople

## 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



## 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.

## Accounting

Keep track of your bookkeeping needs with Command's General Ledger, Accounts Payable and Accounts Receivable. The Celerant 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, interest charges, analysis reports 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



## 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





## What's your Command?

Just as your primary software should be, Command is flexible and customizable. The result is a personalized system that meets the needs of your team sales 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.



## Inventory Management

Command'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 use forecasting and analysis to optimize stock levels throughout every season, for successful turn-around rates, all year round.

### Feature Highlights:

- 5 level department class hierarchy
- 20 customizable categories
- Unlimited bar codes/item
- Pricing/markdowns
- Forecasting tools
- Auto replenishment
- Customizable item entry
- Digital image capture
- Wireless inventory

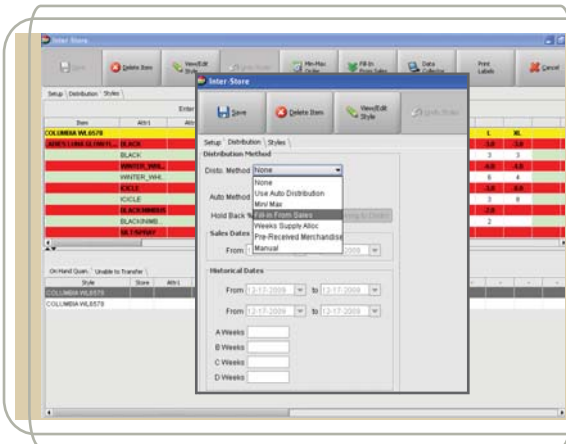


## Allocation & Transfer Management

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

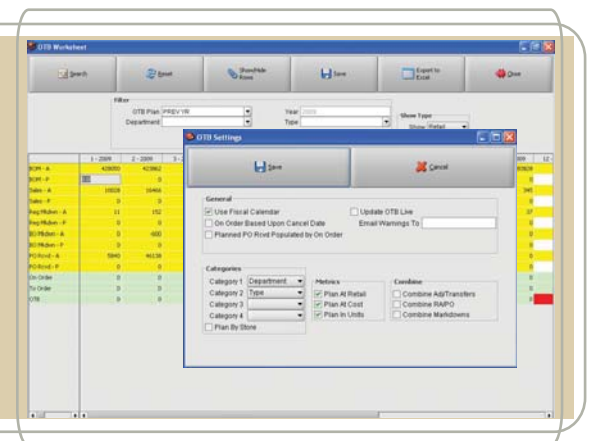


## Open-to-Buy

Celerant offers three paths for managing your open-to-buy and merchandise planning needs. The Command 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 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



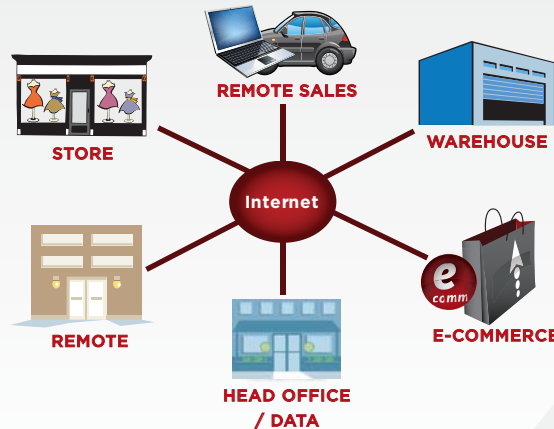
# Architecture built for Team Orders & Sales

## More than Just Java

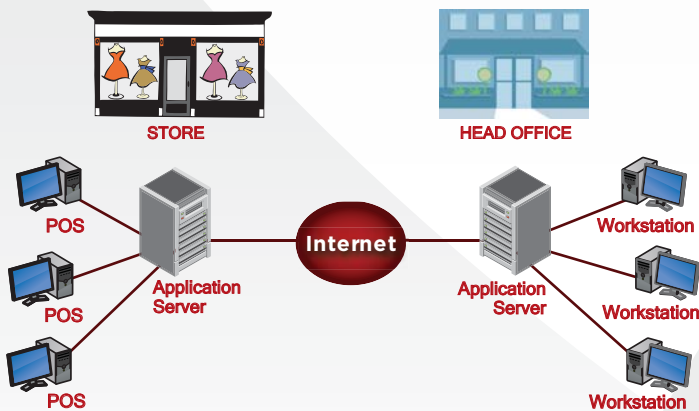
Celerant Command Retail is a premium product, providing innovative engineering, to provide sporting goods dealers an edge in a competitive market. Celerant was one of the first Java™ real-time systems on the market and has been rigorously tested and embraced by retailers from its inception.

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.



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



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.

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