

Celerant Command Retail® ONE system for ALL your needs.

A Preferred Software
Provider of:



25% off Initial Software and Setup for NRA Clubs & Businesses!

Celerant Command Retail is a real-time management system that integrates all channels of a firearms enterprise, including POS, CRM, warehouse, inventory management, sales back office, electronic acquisition & disposition books, mail order/catalog and e-commerce. Celerant's custom, sophisticated websites expertly manage and market inventory, directly from your Command Retail system, eliminating the need to re-enter data, including product descriptions, customer information and online orders. Celerant's robust CRM module lets you manage membership, provide a rewards program to members, run reports on their activities, and allows for renewals of memberships. Celerant's electronic acquisition and disposition feature gives you the ability to electronically track gun logs, eliminating the need for bound books while complying with ATF Requirements. Our advantage is the flexibility of our Java platform and the tight integration, allowing retailers to manage all channels of their business with one, scalable, real-time system.

Electronic A & D Books

- File Gun Logs Electronically
- Track Records Systematically
- View Firearms History in Seconds
- Ensure Inventory Accuracy
- Comply with ATF Requirements

"Celerant provides us with the all-in-one package that we needed for our multi-store, police equipment and firearm supply business. Since we have switched to Celerant the time in play for Special Orders has been reduced by over 75% from our previous system. This means that our customers get their products faster and more accurately. Another problem we had was getting daily reports from the satellite stores, now, with Celerant, these reports are emailed to me automatically everyday! This has proven to be extremely useful and saved us quite a bit of money in lost revenue due to under pricing or over costing. When we switched to Celerant, we had to get a new variance thru ATF for the firearms record keeping, this went off without a hitch, and we had our variance approved within 2 weeks!"

Real-time Retail in ONE System®



Within
ATF
Requirements

CRM Clubs/Membership

- Manage Memberships
- Track Rewards Points
- E-mail Members
- Create Clubs
- Sell and Renew Memberships
- Run Reports on Member Activities
- Run Financial Reports

- Tim Heinzen, Barney's Police & Hunting Supplies

877. 811.8500 | www.celerant.com

CELERANT
TECHNOLOGY CORP

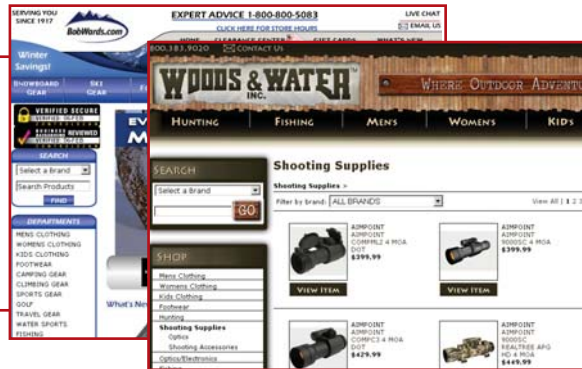
Point of Sale

Celerant's customizable POS 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.



Customer Relationship Management

Celerant's robust CRM provides a number of services to members and retailers alike. The CRM module allows members to choose from a variety of clubs; receive pertinent membership information, such as expiration of membership, via e-mail; receive personalized membership ID cards; and allows members to receive rewards points when a set target is reached. Use the CRM to also run reports based on member rewards, duration of membership, and to find out what your members are buying. You can also run financial reports directly through the CRM or through your integrated General Ledger for more in depth financial reporting.



E-Commerce

Celerant's integrated, sophisticated websites expertly manage and market 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 submitted by the shopper, and can then be fulfilled from any of your store(s) or warehouse(s).

Inventory Management

Celerant 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, mark-down 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.

Electronic A&D Books

Celerant's firearm reporting is within the ATF's requirements for the Electronic Acquisition & Disposition Books and provides an easier, more efficient way to manage gun logs without having to manually write records. All data is stored within your Command Retail Management System, and you no longer have to keep physical records. The history of any firearm can be pulled up in seconds, rather than by searching through piles of Bound Book pages!

SERIAL ITEMS IN STOCK				
MACHINE ID="100"; STYLE="5145"; BRAND="REMINGTON"				
SERIAL ITEMS HISTORY				
Store	Brand	Vendor	Description	Vendor
1	REMINGTON	REMINGTON PO BOX 503810 SAINT LOUIS MO 63150-3810	MODEL 7600 270 SYN	REMINGTON PO BOX 503810 SAINT LOUIS MO 63150-3
1	REMINGTON	REMINGTON PO BOX 503810 SAINT LOUIS MO 63150-3810	MODEL 7600 270 SYN	GARY ELLIS 1210 THREE OAK MIDWEST CITY OK 731130
		NICS#	Name and Address	
		34587800	RANDY/MARY ANN ELLIS 1439 WATKINS ST NATCHEZ MS 39120	
1	REMINGTON	REMINGTON PO BOX 503810	MODEL 7600 270 SYN	

Sales Back-Office

Celerant Command Retail's sales back office allows retailers to easily access sales information within your store(s). The back office functionality enables store managers to track key POS transaction data; including sales receipts, rentals, X-scans, stored value cards, register close-outs and salesperson summaries. Not only can individual transactions be accessed, but summaries are available to view different time frames; including individual days, a span of days, or weeks of sales data.



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