



CELERANT OPTIMIZES THE ENTERPRISE WITH RETAIL MANAGEMENT SYSTEM

CELERANT'S 100% JAVA-DRIVEN Retail Management System (RMS) is full-featured and robust and covers the management needs of growing and high-volume retail enterprises, including point-of-sale, merchandising, back-office, warehouse/distribution center and multi-channel. The many advantages of RMS include data integrity, increased visibility of key metrics, improved buying decision-making and shrink reduction.

Celerant's solution also includes a Stored Value Card offering integrated into its Retail Management System, with no cost to the retailer for processing transactions or activating accounts. In addition, Celerant offers sophisticated web sites that expertly manage and publish inventory directly from the RMS. Celerant's E-Commerce offering gives retailers a full range of features, with real-time reporting to position products online for optimum selling potential. Because Celerant's web sites are integrated with the rest of the



enterprise, they can be treated as another store, making inventory management simple and accurate.

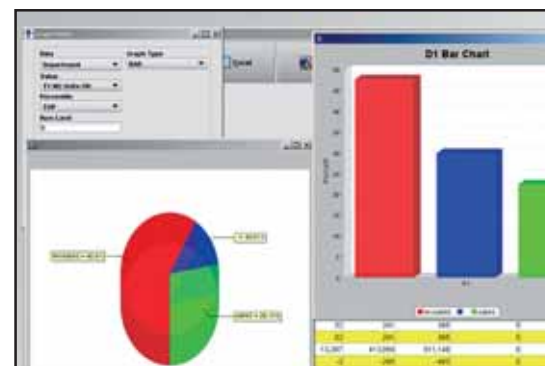
No-Fee Stored Value Cards

As opposed to many companies that offer Stored Value Cards with per-transaction fees or set-up fees, Celerant offers an integrated SVC at no cost to the retailer. According to

John Heiser, CFO of Celerant, "Offering our customers a way to increase their customer loyalty does them a service. While some may consider charging a fee for that service to be 'good business', our philosophy is to improve our business by

improving the business of our retailers."

Stored Value cards have quickly become a standard in the industry. The last few years has seen an incredible growth in customer adaptation. The second annual National Retail Federation (NRF) Gift Card Survey, conducted by BIGresearch,



estimated the average consumer had spent \$80.45 on gift cards in 2004, and a total of \$17.34 billion on gift cards in the 2004 holiday season, an increase of \$100 million from 2003.

Data Mining for Profits

Celerant has improved its detailed reporting and data mining feature, DataFocus. In Celerant's new 100% Java version, detailed reports are available in just seconds. According to Ian Goldman, CEO, "We have spent a lot of time developing intuitive and valuable reports. We want retailers to spend their time analyzing every level of the enterprise and not wasting time planning and translating numbers that non-specific reports generate. Areas that need improvement stand out like a sore thumb."

Celerant's RMS integrates the entire retail enterprise, extending even to the shipping department. With integrated UPS OnLine™ Tools, RMS retailers are now able to reduce costs and increase turn-around time by entering shipping information only once. Shipping information is accessed via one data repository that handles all retail channels and supply-chain, including shipping. UPS Shipping allows retailers to print their shipping labels in one step.

Celerant Technology's CEO, Ian Goldman underscored UPS as a valuable tool for RMS clients as they look for ways to save money in the recent economy. "UPS Shipping is a significant addition to RMS. We are pleased to offer clients a tool that is easy for them to implement and offers such significant returns," said Goldman. ■

WORK N GEAR SWIFTLY REAPS REWARDS

Work N Gear (WnG), the work and lifestyle apparel retailer, has a 42,000 square ft warehouse that ships 75-100 packages a week. They ship 90% to their 66 store locations and 10% to corporate clients. In a business where every second counts, WnG was looking to speed up the shipping process, which had some duplicated processes prevalent in most warehouses.

WnG noticed that for each shipment, the same information was entered twice, in both the inventory system and into the shipping carrier's system. Also, data from the shipping carrier differed at times from their system's data. WnG knew that entering the same information into two systems caused costly errors and significantly increases the turnaround time, so they went with an option that integrated their shipping data with their retail management system.

WnG's store and warehouse retail management provider, Celerant Technology had recently integrated with UPS OnLine™ Tools. WnG hoped that this integration with streamline their duplicated processes in shipping.

The integration with UPS Online™ Tools took about 2 weeks in total. The project involved 1 week of development, 3 days of testing, along with a couple days of beta at Work N Gear. Rollout, June 6, 2004, took one day. One reason for the impressive rapid development time and rollout had to do with the Java system that allows for rapid integration and flexible customization.

The updated system has allowed WnG to enter their information in one screen, in one system, and print their shipping labels in one easy step. This result is a significant time saver and has decreased errors. In addition, integrated UPS OnLine™ Tools has added value with address verification. Corrected addresses are updated enterprise-wide in real-time

According to Work N Gear, the project has resulted in cutting shipping time in half. This results in savings across the board, from supply-chain management to payroll, and has lead to greater customer and management satisfaction!



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