



# Simply Powerful eCommerce™

Enterprise eCommerce platform with custom designs, POS and marketplace integrations and digital marketing services.



## STRATUS ECOMMERCE BY CELERANT TECHNOLOGY

Celerant's advanced eCommerce platform and retail software are built on the same database, seamlessly merging your store and online operations in real-time. The platform provides retailers with cross-channel coupons, pricing, promotions and gift cards; and the option to offer 'pickup/return in store' services. With a custom design that's responsive on any mobile device, you can make shopping easy for customers, regardless of where or how they access your website.

Celerant partners with clients after the initial website is live by providing ongoing digital marketing services, such as Search Engine Optimization (SEO) and email marketing automation. Whether you have your own internal marketing team or not, Celerant can offer the level of service needed by your business to effectively promote your site, and attract both new and repeat sales.

With integration into leading online marketplaces, as well as major vendors and manufacturers, you can expand your business further, and increase online sales with minimal effort and overhead.



### Single Platform, In Store & Online

eCommerce is an integral part of any retail business; but having your online and brick-and-mortar channels on a single platform is key. With a single system, your inventory, sales and customer data is updated and reflected throughout the enterprise in real-time as transactions are completed.

- Access real-time, shared inventory across your stores, warehouse & website
- Offer cross-channel pricing, promotions, coupons & gift cards
- Easily post & manage products on your website from the point of sale
- Automatically fulfill online orders from any location



We moved to Celerant to solve the multi-channel or omni-channel dilemma so to speak. I am processing north of 1,000 orders every day; Celerant has given me the ability to automate the fulfillment process for all my orders, whether it's in store, on our website, over the phone or on Amazon. The fact we can sell across all channels and have that in one unified system... it just makes sense."



- Anthony Qaiyum, President,  
Merz Apothecary



## Improve the Online Shopping Experience

To help you increase conversions, Celerant provides mobile-responsive designs, advanced navigation and unlimited filters so shoppers can easily find the products they desire. Our powerful shopping cart provides a fast and secure checkout process; accepts all major credit cards and PayPal; and offers multiple shipping options.

- Offer unlimited product filters & views
- Provide product comparisons & customer reviews
- Assist customers with live chat & access to live shopping carts
- Provide estimated shipping rates – UPS, FedEx, USPS
- Accept multiple payment methods, including PayPal
- Reduce breaches via PCI & SOX compliance, fraud scoring & tokenization

## Offer an ‘Endless Aisle’ via Vendor Integrations

By leveraging your vendors, you can compete with big-box retailers by offering more products and a wider selection of merchandise without having to stock or ship more inventory. With ‘live data feeds’, you can display and sell your vendors’ available inventory online, with 360° products images; and automatically send orders to your vendors for drop shipping.

- Offer an ‘endless aisle’ of products with images
- Display your vendor’s available stock in real-time
- Drop ship orders through your vendors
- Prioritize which vendors’ products to sell first
- Monitor & optimize vendor performance
- Integrate with SPS Commerce™ for advanced EDI



## Fulfill Orders from the ‘Best Store’ or Warehouse

Celerant’s ‘Best Store’ Fulfillment module automatically selects the optimal location to fulfill from, increasing turn-around times, and cutting order processing in half. The system determines the ‘best’ store based on location, stock levels, planned promotions, staffing, pickup frequency and other factors.

- Manage each store location as a ‘mini warehouse’
- Automatically select the ‘best’ location to fulfill from
- Rotate stores to prevent over-utilizing your stores’ staff & inventory
- Receive alerts when a store accepts, rejects & fulfills an order



Without Celerant’s ‘Best Store’ Fulfillment, it would have been impossible to maintain our 60% growth in online sales each year, for the past 3 years. We saved our eCommerce team over 4 hours/day by not manually splitting orders; as well as another 1 hour/day per store, eliminating all the back and forth between locations- and with 17 stores, that’s significant! We also eliminated weekend eCommerce payroll, since our stores have immediate access to their orders.”



- Ryan Kistler, eCommerce Director,  
Schuylkill Valley Sports





## Expand your Reach with Marketplace Integrations

Reach new customers through Celerant's seamless integrations to popular online marketplaces and auction sites, such as Amazon, eBay and Walmart. You can easily upload products to each channel; track all sales in a single place, alongside your web sales; and offload fulfillment to the third-party.

- Integrate with Amazon, eBay, Walmart, Channel Advisor, Facebook & others
- Offload fulfillment & customer service to the 3rd-party
- Take advantage of Amazon Prime Free 2-Day shipping
- Leverage price comparison integrations with Amazon & Google Shopping



## Increase Online Conversions with Personalized Email Marketing

Celerant offers integrated email marketing that's personalized for your customers. The platform pulls real-time customer and sales data to dynamically segment consumers; and sends promotional emails based on their past purchases, brand preferences and demographics. By sending the right message at the right time, you increase the chances they will click and convert into a sale.

- Segment your email lists based on live CRM & sales data
- Send personalized emails, as opposed to mass, blind emails
- Automate workflows for abandoned carts, upsells, online reviews & more



## Rank Higher with Ongoing SEO Services

Celerant offers ongoing Search Engine Optimization (SEO) services to help your Stratus eCommerce site compete on popular search engines and increase web traffic. Using industry-leading SEO and social marketing tools, our in-house digital marketing team can directly update your site based on keywords and the 'buzz' surrounding your business.

- Improve content on your site to increase search rankings
- Review your site's competitive analysis & performance
- Gain ongoing website audits to uncover opportunities



There are plenty of companies that offer SEO services, but since I was already using Celerant for POS and eCommerce, they were able to 'hit the ground running'. After about just 9 months of working with Celerant's SEO team, daily traffic has more than doubled, indicating higher page rankings are working to drive more visitors. What's even more impressive is the quality of traffic; conversion rates have quadrupled in under a year."

- Tim Stouffer, Marketing Director,  
Piragis Northwoods Company



## Choosing the Right eCommerce Package

Celerant offers two eCommerce packages **Standard** and **Enterprise**. Both packages offer robust, responsive designs and cutting-edge features, such as advanced fulfillment, digital marketing services, promotional tools and content management- providing tier-1 functionality at tier-2/tier-3 pricing. Download our extensive eCommerce feature list at [www.celerant.com/stratus-e-commerce](http://www.celerant.com/stratus-e-commerce).



### Standard Package

For retailers making the transition to eCommerce, offering the tools needed to successfully run an online store.



### Enterprise Package

For retail organizations that require advanced, custom technology and automation to have a competitive online business.

## Customer Success: Implementation & Beyond

Going live with a new eCommerce solution is only step one; successful sites require continuous monitoring and effort. Once your initial site is complete, Celerant provides ongoing professional services, training and support to help you utilize all of its features, increase web traffic and, ultimately, boost online sales.



### Implementation

- Requirements Gathering: Know your business
- Design Phase: Develop the site to your needs
- Beta Testing: Thoroughly test the site with you
- Go Live: Launch & monitor your site



### Training

- Ongoing webinar training & tips
- How-to training videos
- Training manuals on client portal
- One-on-one custom-tailored training



### Customer Support

- Solution experts for any technical issue
- 7 days/week support coverage
- Phone, email & chat support
- Holiday & after-hours support available



### Professional Services

- Custom Development: Scale for future growth
- Digital Marketing: Increase web traffic & conversions
- Security & Integration: Keep your site current & secure
- Hosting: Provide fast & secure eCommerce



The centralized system we use from Celerant allows our retail and online businesses to share inventory and customer data. Since using a single inventory database, we have gained a visible increase in sales across channels. Our implementation of an all-in-one software has solved many issues, including the time and costs we incurred by supporting separate operations and practices."

## Innovative Features for your Competitive Edge

Known for its innovation and advanced technology, Celerant is recognized as the #1 Retail Software Provider; has topped the RIS Leaderboard charts for the past 16 years; and has been named a Top Commerce Platform by Multi-channel Merchant. With the goal of expanding our clients' online presence, Celerant offers an intuitive platform with industry-specific features, integrations, and advanced functionality.



### 'Best Store' Fulfillment

Utilize each store as a 'mini warehouse' by automatically selecting the optimal location to ship from, based on location, stock levels, projected sales and other factors.



### Fraud Scoring

Use machine learning to identify and adapt to new patterns of credit card fraud, based on logic such as varying billing or multiple purchases of the same item.



### Conversion Center

Access real-time shopping carts to help minimize cart abandonment with incentives and recovery options; and correct customer orders and shipping options as needed.



### Email Marketing Automation

Integrate with live sales and CRM data to segment customers; and send personalized emails and targeted promotions based on their past purchases and preferences.



### Online Channel Integrations

Integrate with popular third-party online marketplaces, such as Amazon, eBay and Walmart, to easily post and sell products on new channels; and track all your sales in one place.



### Search Engine Optimization

Compete on popular search engines, and increase conversions with strategic SEO services provided by Celerant's in-house SEO experts, who are already familiar with your eCommerce site and understand retail.



**Point of Sale**



**Warehouse Management**



**CRM & Shopper Incentives**



**Custom eCommerce**



**Order Fulfillment**



**Marketplace Integrations**



**Inventory Management**



**Digital Marketing**

#### CONTACT US TODAY:

Office Locations:  
NY, CA, GA, TX

(718) 351 - 2000  
celerant.com



[www.celerant.com/stratus-ecommerce](http://www.celerant.com/stratus-ecommerce)



Our website took our regional stores to a national level. The real-time visibility lets us compare inventory across our 4 stores and online- we're able to see where styles are selling better, so we can allocate products where they are needed most. Without Celerant, I wouldn't be able to react to trends as quickly, and would have more stock-outs and over-stocks, driving customers to our competition."

**Shoe Gallery**  
Change your retail world

- Will Brooks, CFO,  
Shoe Gallery

