Professionally built, fully integrated E-Commerce solutions.

Celerant develops robust E-Commerce platforms designed to seamlessly work alongside existing Command Retail or Stratus Retail retail software systems. Easily manage sales, inventory and fulfillment for your online and brick-and-mortar operations from a single system.

Celerant offers two “ready-made” E-Commerce options as well as several “a la carte” features, allowing retailers to build out a website that best fits their business strategy.

STANDARD 2.0

A standardized web package for retailers making the transition to E-Commerce. The features within Standard 2.0 are designed to provide all the tools to successfully run an online store.

**Integrated Gift Cards:** Increase sales by allowing interchangeable gift cards to be purchased and redeemed online, as well as in stores

**Soft Add to Cart:** Add items to the shopping cart while looking at a particular style, without going away from the product page

**Quantity Discounts:** Encourage customers to purchase higher quantities by offering quantity discounts. Online shoppers can take advantage of the same group quantity discounts that are offered in stores

**Custom Product URLs:** Create custom URLs for all category levels as well as custom URLs for product levels. For each product, the individual descriptive keyword can be inserted into the URL in order to provide optimum SEO results

**Estimated Shipping:** Shoppers can view their total purchase amount, including the estimated shipping, without having to register on the site. The grand total can change depending on the shipping address provided, because of the flexible tax calculator

**Flexible Tax Calculator:** Set up unlimited tax exceptions, which can be determined by your business. Sales tax is calculated based upon the shipping zip code entered

**Order Confirmation/Summary:** Provide a complete purchase summary after an order is placed online. The summary, including all of the items and charges (taxes, shipping, etc.), is displayed for the shopper in a printer friendly format and a copy is simultaneously emailed to the shopper

**Product Search:** Search products based on style, brand, keywords and description

**Dynamic Navigation Bar:** Efficiently browse through the site with the dynamic navigational tool bar that is cross browser compatible
STANDARD 2.0 (continued)

Category Page Sorting: Dynamically sort your products on the category page based on from the brand (A-Z/Z-A), price (high to low), Average Review, Name (A-Z/Z-A), and top selling

Social Media Integration: Connect to Social Media via Facebook, Pinterest, and Twitter. Incorporate logos for these websites, and link back to your posts, pins, and tweets using a feed that ties directly to these sites

SEO Friendly URLs: 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

Alternative Add to Cart: Display product sizing in a more visually appealing way, rather than drop down menu choices

Guest Checkout: Allow customers to check out on your site without creating an account. The email address and customer information will still be stored in your database

Form Validation: Notify customers instantly if the information entered in a form is valid. If the address or email that was entered is invalid, color coded fields, icons & helpful text will alert the user

PayPal: Provide a faster check-out option for your shoppers by integrating with PayPal. Customers with existing re-enter their billing or shipping information, and you can minimize your fraud risk, as these third parties share potential fraud liability

Customized Arrival Date: Shoppers can select the arrival date for their order shipment. This feature keeps track of weekends and holidays based on the selected shipping method. For example, the shoppers can only request Saturday delivery if they select UPS Next Day as the shipping method

Denial of Service (DOS) IP Logging: Track IP addresses and if any IP address passes a threshold it is flagged as malicious and is prevented from accessing the website

Real-Time Shopping Cart Dropdown: Allow users to add an item to cart without leaving their current view. Once a user hits the “Add to Cart” a mini version of the shopping cart will dynamically appear (typically an ‘animated’ dropdown) with the items, quantities, prices, and totals as well as links for checkout and adjusting the cart. The cart can disappear after a set time (10secs, 30secs, etc.) and reappear after a user ‘clicks’ or ‘hovers’ on the Shopping Cart

3rd Party Newsletter Integration: Designate a section on your site for customers to sign up for your email newsletters. You must use a 3rd party solution for this. The most common are Mail Chimp and Constant Contact. They will provide you with a code snippet that we can hard code onto the site

Unlimited Product Images: Enhance your customer shopping experience by providing unlimited views of each item. You also have the ability to display a different image for each color and or style

(continued)
STANDARD 2.0 (continued)

**Integrated Coupons:** Run enterprise level promotions and provide the ability to redeem the same coupons online as in your stores

**Web Content Manager:** Quickly detect areas of your website where content is not fully described, images are not properly uploaded, or where your production team has missed key display elements. Use this tool set to efficiently evaluate and update your web content

**Product Comparison:** Provide a custom side-by-side comparison tool, allowing your customers to quickly and easily compare related products. Unlimited custom, comparative criteria can be set by you and your customers to determine which products to highlight within the comparison chart

**Deal of the Week:** Feature products in an exclusive setting at specialized pricing

**Multiple Stock Locations:** Organize your warehouse operations by assigning unlimited stock locations to the items in your system backend, including warehouse zone, aisle and bin

**Live Shipping Rates:** Provide online shoppers with live shipping rates via UPS, FedEx and USPS, based on dimensional weight and shipping zip code. You also have the ability to add handling fees in dollars or percent

**Product Reviews:** Build your customers’ confidence within your products by generating a completely configurable product review tool. Allow your customers to answer product questions which can be customized by you, to be posted online for additional viewing

**Wish List:** Simplify your shopper’s experience by enabling them to log onto your site and create a wish list, which can then be emailed to anyone, for simple, one step purchasing. After receiving the email, the customer simply clicks on “Add to Cart” and is automatically taken to the website where the item is directly added into the shopping cart

**Back Order Notifications:** Allow shoppers to request future notifications for out-of-stock items. A utility runs on demand and scans through each item in the inventory which has a notification request and automatically checks the status of each item. The shopper will then either be notified when the item is available or if the item has been discontinued

**Advanced Coupons:** Customers are able to use coupons at checkout, but several exceptions are in place when one is used during the sale. If cart contents are changed after the promotion is applied then the promotion is removed and it must be re-entered. Only one coupon may be used per session and there is an error checking for negative prices, individual items can be blocked from use on any coupon via a style level flag, and coupons now automatically determine whether they are limited to a group of items

(continued)
STANDARD 2.0 (continued)

**Multiple Regions:** Provide your online shoppers with various regional options, which they will need to select only once because it will be stored on their computer. Based on this region selection, different products will be shown and a different warehouse will be used to fulfill the order.

**Additional Category Page Filters:** Manage and maintain custom filters on the category page to make it easier for customers to find products.

**Product Icons (New, Sale, Free Shipping, etc.):** Feature particular item(s) in an ‘iconic’ way. Some recommended choices are “New Arrivals”, “Sale”, “Free Shipping”, “Limited QTY Available”, “Exclusive”, etc.

**Advanced Dynamic Product Filtering:** Filter products based on any combination of the 20 open fields in your database. Decrease search time and increase your overall conversions by providing the ability to search for products on multiple criteria such as size, color, heel height, brand, price, country of origin, metal type, etc.

**Shipping Restrictions Notification:** Provide shipping options which can be based on the ship to address entered by the shopper or certain products ordered with specific restrictions. For example, if the United Kingdom is entered as the “Ship to County,” the only shipping option offered can be UPS Worldwide, or if a very large or heavy item is ordered, a surcharge can be applied.

**International Shipping:** Allow international customers to checkout on your site.

**Web Admin:** Access the back end of your website by using tools to make edits to web taxonomy, manage product reviews, and update product information.

**Category Page Featured Item Flag:** Manage and maintain featured items on your product landing pages. These can vary from landing page to landing page.

**Address Verification:** Reduce fraudulent orders and customer errors by validating the customer’s billing address zip code with the zip code associated with the credit card entered into the site. If they do not match, the customer is prompted to fix the error.

**Discontinued Flag:** Tag an item as “discontinued” when a size or color sells out, then the item will no longer be available for a customer to add to cart. This feature is only necessary for clients who allow customers to purchase out of stock or back ordered items.

**Drop-Ship Logic:** Tag an item as “dropship” so it will always show in-stock to the customer regardless of the quantity on hand.
STANDARD 2.0 (continued)

**Top Sellers Department:** Display in your top navigation a department for top selling items based on quantity or dollar amount. Once clicked on, it will take shoppers to a page with all top selling items, which can then be filtered based on category, price, brand, color, size, and any additional custom filters.

**Shipping Surcharge Flag:** Add additional freight charges for one shipping method. For example, you can tag an item as $5.00 and it will add $5.00 to the cost of ground shipping. A message will appear to the customer on the product detail page, cart page, and checkout page informing them of this surcharge. There is also the ability to remove any air options when an item tagged with a surcharge is in the order.

**Foreign Currency Conversion:** International shoppers can view prices and the grand total of their purchases in their local currency.

**New Arrivals Department:** Create in your top navigation a department for new items on the arrival date of the product. Once clicked on, it will take you to a page with all new items, which can then be filtered based on category, price, brand, color, size, and any additional custom filters.

**UPS/FedEx Export:** Simply export your online orders in an excel format to UPS Worldwide and/or FedEx for one step shipping. Retailers utilizing a third party warehouse can automate their order fulfillment process efficiently.

**Order Status:** Keep your customers informed via automatic emails sent by your system, notifying them of any change in status. Allow your customers to log-in, at their convenience, to check the status of their order and track their shipment.

**Rich Snippets Integration:** Improve search result listings with content-meaning relationship information.

**Product Zoom:** Magnify your product images to the thread level with the Zoom feature. Allow your customers to have a closer view to examine the finest details, as if they were viewing from inside the store.

**Custom Out-of-Stock Message:** Display different out-of-stock messages for different items. Messages such as “Estimated 2-3 weeks delivery” can appear on the product detail page.

**Blow Out:** Feature products in an exclusive setting at specialized pricing. The stock level can also be displayed for your shoppers to view availability and they can request email and/or text notifications.

**Content Management System (CMS):** Manage and maintain your own site content; such as homepage banners, job postings, upcoming events, blog posts, and press releases, or any other frequently changing news or announcements. This built-in, integrated CMS module provides you with the ability to update your site content regularly and easily.

(continued)
STANDARD 2.0 (continued)

Order History: Promote repeat business by providing your customers with the ability to log-on to your website and access their complete order history. Returning customers can view all of their past purchases and make decisions for future purchases.

Product Specs: Create more detailed and gridded out product specifications in a formatted table. The specifications will appear in the compare feature on the category page. Specs must be entered manually.

Google Trusted Store Integration: Easily integrate your site with Google Trusted Stores. Attract customers through Google Shopping and provide confidence to your customers with Google’s Trusted Store logo.

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.

Seamless Integration with Price Comparison Sites: Explore new venues by interfacing with Google Shopping, Shopzilla, Nextag, Bizrate, Shopping.com, or Pricegrabber. Interfacing with these prices comparison sites can help to dramatically increase your e-commerce business by expanding your customer base, and increasing traffic and conversion rates.

Store Locator: Show maps with markers and popup windows containing relevant store information and directions. This may be searchable by state, zip code or address and the results can be limited to remain within X number of miles from your search criteria. There is also a built in latitude/longitude conversion and distance calculation.
For operations that demand an advanced web presence, the Enterprise option contains all of the features found in the Standard 2.0 offering, coupled with cutting edge features to make and keep a competitive online business.

**Product Configurator:** Utilize the Drag and Drop tool to assist with merchandising your products in a visual matter

**Integrated Player Pak:** Provide companies, schools and coaches with the flexibility to create custom websites for corporate or team sales. These 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 any double order entry. This integrated feature can be utilized by uniform companies, coaches and teams, and any other organization selling to various companies or groups

**Fraud Scoring Parameters:** Manage your fraud scoring logic by adding or removing fraud factors, based on reoccurring patterns. Learn from your experiences and make necessary changes to your fraud scoring as needed

**Advanced Smart Search:** Apply the latest technology with a sophisticated search tool, which indexes your database and returns the most relevant products and or web pages, based on customer searched keywords. This includes but is not limited to CMS created pages. Different word variations, including singular and plural, bring the same return, simplifying your customer’s search, and in turn, increasing the overall shopper satisfaction

**Custom HTML Emails:** Send emails from the website that are heavily stylized via HTML/CSS and the content is dynamically controlled via CMS

**Multiple Store Fronts:** If you have multiple stores (websites) that all sell unique items, a customer will be able to add items from any of your stores to one unified shopping cart in one easy checkout process. For example, if you have 3 websites (a men’s only clothing store, a shoes only store and a women’s high end fashion store) a customer can add a men’s polo shirt, a pair of shoes and a women’s dress all from the 3 different sites and then checkout via one streamlined shopping cart

**Gift With Purchase:** Customers may receive a gift with purchase of a qualified item and opportunity messages can be displayed with links to the items. If a customer qualifies for a gift with purchase, a scrollable list of options dynamically appears in the shopping cart

**Gift Registry:** Provide customers with the convenience of creating, managing and purchasing from gift registry both online and in the store for any occasion. The online registry is integrated with the store registry, and all updates are in real-time
**ADDITIONAL SERVICES**

Enhance your Standard 2.0 or Enterprise website with “a la carte” features that increase the reach and capability of your E-Commerce operation.

**Best Store Fulfillment:** Apply fully customizable logic to make decisions on the fly based on order fulfillment location

**ChannelAdvisor Integration:** Ability to fully integrate with ChannelAdvisor for larger businesses

**Gunbroker Utility:** Enable retailers to optimize turnaround by providing an easy and unique way to sell firearms online via Gunbroker.com. Integration with Celerant Command’s E-Commerce offering allows retailers to sell these products directly from their inventory, in real-time

**Amazon.com Integration:** Gain exposure on the web and take your online sales to another level with our integration with the Amazon shopping site. Leverage your inventory by allowing products to be sold at multiple places, with no additional work for you. Orders placed on Amazon are automatically processed within your system and require little or no additional order entry

**eBay Integration:** Reach new customers and expand your online business by offering your products on eBay. We offer seamless integration with the top auction site, in which you can liquidate your merchandise quickly, without having an order entry

**SingleFeed Integration:** Enable integration into comparison shopping sites so that enrolling customers may populate all data outlets via SingleFeed

**Web-Based Order Entry for Catalog/Phone Orders or Remote Sales:** Utilize a customizable, web-based order entry module with customer management and embellishment capabilities. Manage 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

**Inventory Feed Updating:** Allows a dropship store to be dynamically populated with inventory from a 3rd party vendor. Website prices are dynamically updated based on whether the inventory is coming from a client owned warehouse or a 3rd party vendor

**Mobile Commerce:** Optimize your E-Commerce site to be viewed on mobile devices and reformatted to fit in a display area that conforms to a smaller screen size compatible with mainstream smart phones, tablets and iPads that support current standards for mobile devices. Celerant provides you with a fully functional mobile E-Commerce website, a further extension of your store that will run parallel to your regular E-Commerce site
Digital Marketing: Optional Monthly Services

In addition to providing customized, flexible retail software for brick and mortar stores, with advanced, integrated E-Commerce- all on a single platform- Celerant also offers extensive ongoing monthly services for digital marketing. Celerant partners with clients long after the web go-live, to provide the tools and marketing services to help increase site visibility, traffic to site (and stores) and, most importantly, conversions and revenue.

**Conversion Center:** Respond immediately to abandoned shopping carts and recover customers quickly with incentives or other service recovery options. Conversion Center also provides real-time visibility and access into live shopping carts, giving your customer service representatives (CSR) the ability to instantly correct customer orders and shipping options for an enhanced customer service experience when the customer contacts a customer service or live chat representative.

**SEO Services:** Meet as often as bi-weekly with one of Celerant’s SEO Specialists to create and analyze your strategy for Search Engine Optimization of your Celerant site. This service includes unlimited site audits, Google Web Master Tools clean-up, content quality reports, monthly SEO reports, analytics and more. You will gain insight into the SEO world and your website using the industry’s leading SEO Analytical Tools with specific instruction on how you can effectively increase your presence and organic keyword rankings, with before and after reports to gauge SEO progress. By leveraging Celerant’s SEO Services, you can more efficiently increase the effect of your SEO efforts, since our in-house specialists are already very familiar with your Celerant’s site and able to immediately make the needed SEO changes and updates directly on your site, as opposed to outsourced services who provide the recommendations for your team to complete.

**Email Automation:** Pull real-time CRM and sales data to segment customer email lists and send personalized emails based on automated workflows. The power behind Celerant’s marketing automation is its ability to dynamically segment consumers based on their shopping behavior, past purchases, brand preferences and demographics. The system leverages customer data from every retail channel they visit, including your physical store(s) and website. With Celerant’s marketing automation platform, email campaigns are personalized and sent based on automated workflows, ensuring that consumers will receive emails that are actually meant for them, increasing the chances they will click and convert into a sale. For example, invite customers to post online reviews for prior purchases; send suggested upsell items; remind shoppers with products in cart; offer targeted coupons; and reengage lost customers. These scenarios, plus many more, can be designed by your own marketing staff or by Celerant’s digital marketing experts who can make recommendations based on what works across multiple retail verticals.