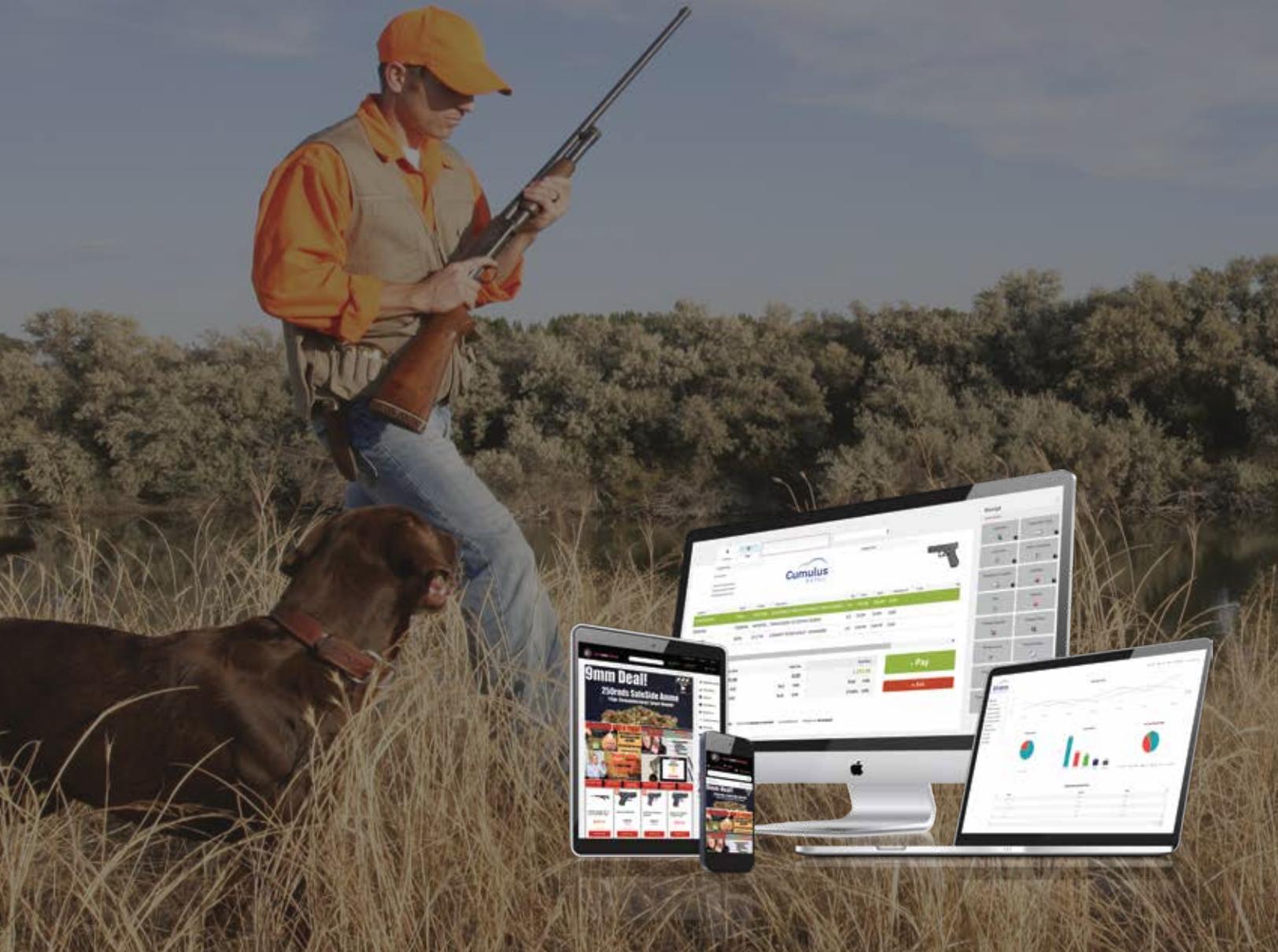# IN STORE.
ONLINE.
RANGE.

Celerant®
Retail Commerce Software

COMPLIANT, INNOVATIVE & SCALABLE
FFL RETAIL SOFTWARE

COMPLIANT, INNOVATIVE & SCALABLE FFL RETAIL SOFTWARE

Celerant Technology is the leading retail software provider for gun stores and shooting ranges, and is a preferred software provider of the NSSF and the NRA. Supporting the hunting, archery and outdoor industry for 20 years, our goal is to enable you to operate more efficiently, comply with firearm regulations, and expand your business through innovation and technology.

Celerant offers two retail solutions for the firearms industry- *Stratus Enterprise*™, a comprehensive and customizable solution integrating all channels in real-time; and *Cumulus Retail*™, an affordable and scalable SaaS point of sale with eCommerce. With these solutions, you can more effectively manage your store, range, website, marketplace integrations and ATF compliance- within ONE system.

Manage your Store & Range with Mobile Point of Sale

Celerant's mobile POS allows you to quickly assist customers anywhere– in-store, range, gun shows and tent sales. Through the POS, you can look up prices, access inventory levels, process sales transactions with mobile EMV chip card readers, accept returns, put sales on hold, offer gift receipts, sell/accept gift cards, create layaways, and so much more.

- Process sales with mobile EMV chip card readers & Apple/Android Pay
- Look up prices & access inventory levels in real-time
- Manage your range, course / lane reservations, rentals, repairs & memberships
- Secure payment data with point-to-point encryption (P2PE), tokenization & EMV

Streamline ATF Compliance with Integrated A&D & e4473

Celerant was one of the first retail technology providers to offer an integrated electronic A&D book. Dealers also have the flexibility to leverage Celerant's integration to FastBound™ for their electronic bound book and e4473, which is backed by *FFLGuard*® for ATF compliance. The integrated A&D Book records every gun sale, allowing you to easily view the history of any firearm and produce ATF-formatted reports for auditors, without the need to keep physical records.

- Automatically populate the A&D Book with every gun sale
- Complete Form 4473 on any device
- Process NICS background checks in minutes
- Scan driver's licenses & detect fraudulent IDs
- Prevent transactions when form data is invalid

Celerant is a preferred software provider of:

Manage your Range & Course Scheduling

With Celerant, you can effectively manage your range and firearm courses; create classes and reservations; check-in customers; define any required digital waivers; accept payment and split group sales– all through the POS. Members can reserve lanes and classes on your Celerant eCommerce or standalone range website.

◈ Allow members to reserve range lanes, both in-store & online

◈ Scan driver's licenses & member IDs for fast registration

◈ Display courses online in a calendar view for easy reservations

◈ Integrate with Smartwaiver™ to create & track digital waivers

Increase Revenue by Offering Memberships with Recurring Billing

To increase sales and loyalty, firearm dealers can offer memberships to individuals, families, law enforcement or military who frequent your shooting range and classes- with the convenience of recurring billing. You can sell multiple levels of membership; print custom photo ID cards; track member data for promotional marketing campaigns; and more – all from the point of sale.

◈ Sell multi-level memberships with recurring billing

◈ Print custom, photo ID cards for members

◈ Track member data for promotion & email/postal mail marketing

◈ Allow members to purchase & manage their memberships online

Import Distributor Catalogs, Automate Purchasing & Manage Inventory

Celerant offers the flexibility to carry products from your preferred vendors. Through our integrations, you can import products from your vendors' catalogs, and replenish inventory with automated purchase orders based on min/max levels. You can manage and maintain tight control over your inventory, and complete physical inventory with Celerant's mobile inventory application, available on the Apple App Store.

◈ Access & import products from your vendors' catalogs

◈ Replenish stock with automated purchase orders based on min/max inventory levels

◈ Integrate with multiple vendors & set priority for automated reordering

◈ Access your vendors' inventory in real-time via in store kiosks to offer an 'Endless Aisle' of products

◈ Scan & look up inventory anywhere via Celerant's mobile inventory application

◈ Forecast optimal stock levels for any season

And more!

Manage Firearm Rentals & Repairs

Celerant offers comprehensive modules for work orders and rentals for dealers that rent out and/or repair firearms and other merchandise. You can track rental items; assign and prioritize specific tasks; and accept deposits/payment in full- all through the point of sale- whether the service is provided in-house or by the manufacturer.

◎ Manage rentals & repairs directly from the POS

◎ Track, assign & prioritize work orders for timely completion

◎ Provide quotes or estimates for services to customers

◎ Collect deposits or payment in full

Manage Second-Hand Firearm Sales via Buy/Trade & Consignment

With Celerant, buy/trade & consignment sales of used items, including non-serialized antique firearms, are handled with ease, allowing you to offer cash, store credit and trade cards. Customer information can be scanned into the CRM from a driver's license in order to complete the cash/trade or consignment redemption.

◎ Manage your used-item buying, selling & trading

◎ Calculate consignment percentages based on sale price

◎ Offer fee-free trade cards with higher incentive values

◎ Scan driver's licenses & capture eSignatures

Promote your Gun Shop, Range & eCommerce with Digital Marketing

Celerant offers full-service digital marketing, encompassing SEO and personalized email automation, to increase traffic and sales to your website and physical stores. Celerant's integrated email marketing platform pulls real-time customer/CRM and sales data to dynamically segment consumers, and send promotional emails based on their past purchases, brand preferences and demographics.

◎ Optimize your website for higher keyword rankings

◎ Segment your email lists based on customer preferences & past purchases

◎ Automate email workflows for abandoned carts, upsell opportunities, online reviews & more

◎ Send personalized emails as opposed to mass, blind emails

Launch an Integrated eCommerce Site

Celerant offers two eCommerce solutions- *Stratus eCommerce*, a custom, responsive design with advanced functionality; and *Cumulus eCommerce*, a modern, responsive design that can go-live quickly with 'ready-made' databases, pre-built website department structure; and vendor integrations. Both solutions integrate with the point of sale, allowing you to manage your store and website as ONE.

◎ Launch an integrated eCommerce site with a responsive design

◎ Leverage 'ready-made' databases & pre-built web taxonomies

◎ Sell firearms online via a 'FFL Locator' on your site

◎ Enable customers to purchase gift cards, memberships & accumulate loyalty rewards online

Sell More Products Online with Drop Shipping

Celerant's vendor integrations allow you to display and sell your vendor's available stock on your website, and have them drop ship orders directly to your customers with your custom branding. With 'online inventory feeds' from your distributors, current stock levels are automatically reflected on your Celerant website, along with product descriptions and images.

◎ Display & sell your distributor's available inventory online with drop shipping

◎ Set fulfillment preferences for specific products by distributor &/or your store

◎ Display products from multiple distributors, plus your own stock, in a centralized department structure

Expand Sales via Online Marketplaces & Auction Sites

Dealers can expand online sales by leveraging Celerant's seamless integrations with leading third-party marketplaces such as GunBroker, SlickGuns, Guns.com, and Amazon, eBay, Walmart and Facebook for firearm accessories. Through our integrations, you can easily upload products and track orders from each channel all in ONE place- and with NO manual entry. Celerant will also send you an alert on all third-party sales activity.

◎ Increase sales via GunBroker, SlickGuns & Guns.com

◎ Easily upload products from the POS with no manual entry

◎ Track & manage all marketplace orders in one place

◎ List firearm accessories with Amazon Prime free 2-day shipping

◎ Offload fulfillment & customer service to the 3rd-party

TOP 10 REASONS TO PARTNER WITH CELERANT

SCALABLE. Start small, add on features & upgrade to an enterprise solution when ready.
INNOVATIVE. Twenty years of experience developing innovative retail technology.
ATF COMPLIANT. Integrated electronic A&D, e4473, backed by *FFLGuard* & digital waivers.
TRUSTED. A preferred software provider of the NSSF & the NRA for close to 15 years.
HIGHLY-RATED. Top-5 retail software provider for 10 years in the RIS LeaderBoard.
FLEXIBLE. Multiple distributor integrations for catalogs, automated ordering & drop shipping.
MOBILE. Cost effective, mobile technology for tablet POS with EMV credit card processing.
DIGITAL. Unparalleled online capabilities allowing dealers to be more competitive online.
FULL-SERVICE. Digital marketing to help promote your gun shop, range & eCommerce.
COAST-TO-COAST. Experienced support & implementation with offices in NY, GA, CA & TX.

"We use Stratus for all aspects of our range and store operations, from range reservations to gift cards and POS with EMV. One of our favorite features is our integration with our distributors, and the fact we can leverage auto-ordering, which has eliminated 5-10 hours of manual counting and ordering each. We are very happy with our relationship with Celerant, and would recommend the system to any dealer."

MITCH TYLER, OWNER

Since we went with Celerant, we about doubled our size without having to increase our infrastructure in order to handle those sales. We were looking for a good platform and a company we can grow with. Celerant grows with us and is adaptable. The touch screen POS is intuitive and easy to train new employees on."

KEVIN CHANDLER, CFO

Point of Sale

Electronic A&D

Automated Ordering

Range Management

Course Scheduling

eCommerce & Drop Ship

CONTACT US TODAY:

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