

SaaS Retail Software & eCommerce

Simply Powerful Commerce™



MANAGE YOUR ENTIRE RETAIL BUSINESS WITH ONE SYSTEM

With so many Cloud-based, SaaS options in the retail software market, it can be overwhelming to research and find the right solution for your business. While there's many emerging technology companies, Celerant Technology prides itself on being a mature and reputable company providing advanced retail software and services for over 20 years. We know retail - inside and out - and have brought our expertise, innovation and outstanding customer service to our latest retail platform - Cumulus Retail.

Designed for smaller retailers, Cumulus allows you to efficiently manage your store and online sales with one system, while offering advanced features to help your business grow.



TOP REASONS RETAILERS CHOOSE CUMULUS RETAIL OVER OTHER CLOUD SYSTEMS



Retail Experience

Celerant prides itself on being a mature and reputable company providing advanced retail software and services for over 30 years. We know retail - inside and out - as a result of servicing thousands of clients.



'Always On' Cloud POS

Unlike most cloud systems, Cumulus Retail offers an 'Always On' POS, ensuring ALL POS functions can perform if internet is lost; not just retail sales but customer look-ups, pricing, promotions and more.



eCommerce & POS as ONE

Cumulus allows you to merge your online and store operations as one, with integrated coupons, promotions, pricing, gift cards and more. With drag and drop editing tools, new web pages can be created without a web developer.



Personalized Email Marketing

Send the right message at the right time and significantly increase the success of your email marketing. With integration to sales/CRM data, personalized workflows can be set up based on multiple scenarios.



Vendor Integrations

With vendor integrations, catalogs can be easily imported with descriptions and images directly into your database. Purchase orders can be automated based on your minimum/maximum inventory levels preset in your Cumulus system.



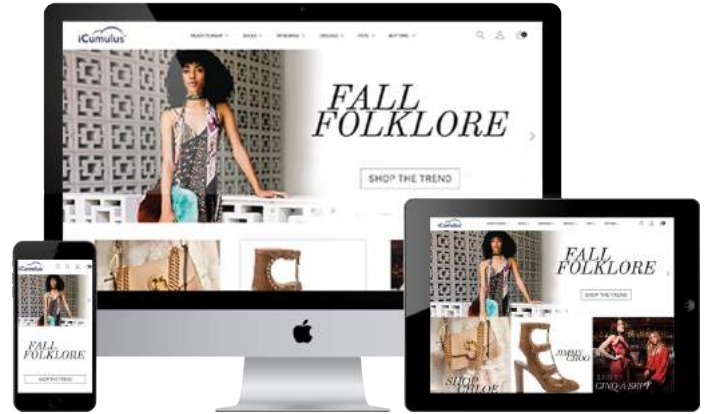
Upgrade Path to Enterprise System

Cumulus Retail offers three levels and can support unlimited store and license counts, with a seamless upgrade path to an enterprise retail system, supporting your business as you grow without restrictions.

CUMULUS eCOMMERCE

OPERATE YOUR STORE AND WEB AS ONE

Cumulus is an advanced, mobile eCommerce platform for small-to-mid size retailers with no upfront fees. Integrated seamlessly into Cumulus POS, retailers can operate their store(s) and web as ONE. Products can easily be added to your website in just a few clicks from within the POS, and new web pages can be created in minutes using an easy-to-use, drag-and-drop editing tool. Online orders flow through the Cumulus Retail system so you can review all sales transactions in a single place, while eliminating the need to manually enter orders. With real-time integration, products, pricing, promotions, gift cards and loyalty rewards are consistent both in-store and online. Online orders can be picked up and/or returned in-store.



AVAILABLE FEATURES:

- Responsive design templates
- Drag & drop web editor
- Real-time inventory & pricing
- Vendor feeds
- Cross-channel promos & gift cards
- Loyalty reward programs
- In-store pick up & returns
- Refunds, exchanges & credits
- Cart abandonment
- Quick product views
- Product comparison
- Suggested products
- Wish list
- Product reviews
- Drop shipping
- Integrated shipping tools
- Currency conversion
- PayPal integration
- Guest/social media checkout
- Embedded videos
- SEO-friendly URLs & meta tags
- Google Analytics tracking
- Online marketplace integrations
- Personalized email marketing

ADDING YOUR OWN PAGES IS EASY

Create product pages without a web developer

Cumulus is a fully-customizable system which allows retailers to put their own personal touches on it. Choose from a number of professional templates to enhance the design/look of the system, while helping you look more professional. Our responsive templates detect the visitor's screen size and orientation, and changes the layout accordingly, whether on a smartphone, tablet or desktop.

Updates to your website are easy and can be completed in minutes - without the need of a web programmer. Products can be easily added to the website with a few clicks from within the POS, and new webpages can be created in minutes with an easy-to-use, drag-and-drop editing tool. The editing tool also allows you to create and add banners, headers and side images to any webpage.

OFFER MORE PRODUCTS WITH VENDOR INTEGRATIONS

Import Vendor Catalogs & Drop Ship with Cumulus Retail

Cumulus Retail offers integrations to vendors so you can easily import product catalogs, saving you time and eliminating manual entry. Build your database in minutes by selecting the products you want to sell. Import products, product descriptions, images and more into your Cumulus Retail System.

Sell wider product lines on your website without stocking inventory or fulfilling the orders. Cumulus Retail allows you to pull available inventory levels from your distributors and display product details and images on your website. When your customers make purchases, the orders are sent directly to your distributor for fulfillment via drop shipping.

EMAIL MARKETING AUTOMATION FOR RETAILERS

SEGMENT CONSUMERS BASED ON SHOPPING BEHAVIOR, PAST PURCHASES AND BRAND PREFERENCES

Send your customers the right message at the right time! Cumulus Retail provides a fully-integrated digital marketing tool to promote your business. Using in-store and online CRM/sales data, you can automate and personalize email campaigns based on your shopper's preferences. Personalized email marketing can drive more traffic to your retail store and website by delivering up to 6x higher open rates.

The power behind Cumulus' marketing automation is its ability to dynamically segment consumers based on their shopping behavior, past purchases, brand preferences, and demographics. The marketing tool pulls CRM/sales data from every retail channel they visit including your POS, eCommerce, and third-party marketplaces (i.e., Amazon, Walmart, eBay), and consolidates all email addresses. By leveraging this data, you can segment and automate personalized email campaigns. That way your consumers will receive the right message at the right time.

TYPES OF EMAIL WORKFLOWS:

- Up-sell & cross-sell
- Recover abandoned carts
- Bring back lapsed customers
- Encourage online reviews
- Boost customer loyalty
- Redeem gift card balances

These are examples of the types of personalized email campaigns you can create and automate with Cumulus Retail.



MARKETPLACE INTEGRATIONS

INCREASE ONLINE SALES WITH MARKETPLACE INTEGRATIONS

Cumulus Retail integrates with 3rd-party marketplaces such as Amazon, Walmart and eBay - allowing retailers to easily expand sales via new outlets on the web. Through these integrations, you can easily upload and sell your products directly on 3rd-party marketplaces, and track those sales - all in a single place. Choose to fulfill your own orders or have the marketplace fulfill the orders for you. Cumulus Retail is a true omnichannel solution where you can manage your stores, website and marketplaces all within ONE very flexible system.

BENEFITS:

- Gain access to Amazon & Walmart's growing market shares
- Easily post products from within Cumulus
- Outsource fulfillment & customer service to Amazon
- List your products with Amazon Prime free 2-day shipping
- Track & manage all marketplace orders within Cumulus
- Receive real-time alerts on sales data & inventory

CUMULUS RETAIL

ADVANCED POS FOR SMALL-TO-MID SIZE RETAILERS

Cumulus Retail is a Cloud SaaS solution for your retail business with low monthly maintenance and NO upfront fees. With over 20 years experience, Cumulus Retail offers more extensive features compared to newer, emerging platforms. Cumulus allows you to manage your store(s) and website anywhere, anytime in an easy-to-use mobile Cloud system.

Some of our advanced retail features include: unlimited product attributes, 3-dimensional size/color matrix, loyalty rewards, vendor catalog imports, drop shipping and much more.



AVAILABLE FEATURES:

- Mobile POS
- Integrated eCommerce
- Customer management (CRM)
- Inventory management
- Vendor management
- Vendor catalog imports
- Marketplace integrations
- Integrated shipping
- Fulfillment & drop shipping
- Pricing & promotions
- Coupons & markdowns
- Loyalty rewards
- Gift cards/stored value cards
- Memberships with ID cards
- Unlimited product attributes
- 3-dimensional size/color matrix
- Return online orders in-store
- Product bulk changes
- In-store transfers
- Serial numbers & bar codes
- Accounting
- QuickBooks Online integration
- Shopify eCommerce integration
- Canned & custom reporting

WE SUPPORT YOU AS YOU GROW

Innovative features & add-ons anytime you need them

Cumulus Retail offers innovative features, plenty of add-ons and unlimited user licenses - supporting your business as you grow. As you expand, we can support you with simple version upgrades or convert you to our Enterprise system, with no data conversion required.

Looking to add another store or additional users to your current store? Want to add temporary users for the holidays? Add on an integrated eCommerce site? Integrate with Amazon? It's easy and can all be managed within Cumulus. We offer many innovative add-ons, providing you with an advantage over your competition.

'ALWAYS ON' POS

Ensure retail stability if the internet is down

Unlike most cloud solutions, Cumulus Retail offers 'Always On' POS, ensuring reliability at the point of sale if the internet goes down in your store.

While most Cloud POS software allow you to ring sales transactions if the internet is lost, not many retail systems allow for complete functionality at the point of sale. With Cumulus Retail's 'Always On' POS in-store server, you continue to have access to all POS capabilities, including customer look-ups, pricing, promotions and more. When internet is restored, all updates and sales transactions get updated to your main Cloud server.