



ALL-IN-ONE

RETAIL SOFTWARE

101

How retailers can offer a more unified shopping experience while saving time and streamlining all sales channels within one system.



Celerant[®]
Retail Commerce Software

ALL-IN-ONE RETAIL SYSTEM

WHAT DOES IT MEAN?

Retailers who use a system that combines their entire business- from multiple sales channels, from to reporting and analytics, to digital marketing efforts- can save time while selling more.

With a unified retail software solution, you can offer a unified shopping experience. It's that simple.

WHAT NOT USING AN ALL-IN-ONE RETAIL SYSTEM MIGHT LOOK LIKE:

	SCENARIO:	CHALLENGES:
	POS & eCommerce not integrated	Data errors due to ongoing manual entry Overselling & canceling orders Gift cards & loyalty programs not in sync
	POS, eCommerce, Mobile App & a CRM system with minimal integration	Frequent data integrity issues Delays in connectivity Communication issues across channels
	POS, ERP, eCommerce, App with custom-built, multiple 3rd party integrations	Very expensive Ongoing development & budget needed Delays in timeline & continuous issues Failed installations due to all of the above

YOUR ENTIRE RETAIL BUSINESS IN ONE RETAIL SYSTEM



With an all-in-one system, ALL aspects of your retail business are managed in one system, with your inventory, sales and customer data all connected.

"Having all of our channels handled with one provider helps us have a smoother operation which allows our employees to do their jobs easier making customers happy. From POS, inventory, eCommerce, Amazon & eBay integrations- anything related to inventory and sales."

-Bruce Cromartie, Founder,



BEST OF BREED VS. ONE VENDOR: WHICH IS BETTER?

The best of breed vs single-vendor approach is not a new debate. There are pros and cons to both. The important factor is for you, as an independently owned retailer, to determine which approach will work best based on your needs and budget.

Best-of-breed means you might choose different vendors for each aspect of your retail business, and then attempt to integrate all aspects for an integrated experience, both for your customer and your staff.

Single vendor involves a suite of products and services from the same vendor, where all aspects of your retail business are developed and serviced by a single retail technology partner.

WHICH APPROACH IS BEST? LET'S BREAK IT DOWN:

SOLUTION

PROS:

CONS:

SINGLE VENDOR

- ✓ More simplicity
- ✓ Lower initial and ongoing costs
- ✓ Natively integrated
- ✓ Reduced maintenance
- ✓ One vendor to call for help

- ✗ Potential software issues can affect entire system
- ✗ Integrations may be vendor specific
- ✗ Software might have more than you need

BEST OF BREED

- ✓ Excels at very targeted, individual areas
- ✓ Potentially more options in that one area
- ✓ Might be ideal for retailers with very complex needs

- ✗ Expensive with ongoing higher costs
- ✗ Complex with steep learning curve
- ✗ Challenging managing multiple vendors
- ✗ Multiple vendors may not be responsive
- ✗ Multiple vendors tend to blame each other

MULTIPLE SYSTEMS RESULTS IN MULTIPLE VENDORS NEEDING YOU TO MANAGE THEM!

89%

Companies struggle with data and system integration.

[Martech Series >>](#)

70%

Business owners find it challenging to measure data across channels with best-of-breed solutions.

[Triple Pundit >>](#)

47%

*Agile projects are late, go over budget and result in unhappy customers and **11% fail entirely.***

[Scrum 2021 >>](#)

50%

Software projects run over budget/time due to poor management and lack of focus.

[Finances Online >>](#)

63%

SMB retailers experienced ERP project failures mainly due to integration ongoing issues.

[Triple Pundit >>](#)

BE THE DIRECTOR OF YOUR PROJECT OR ONE PARTNER TO MANAGE IT ALL

With one technology partner, they understand all aspects of your business and the project, resulting in faster implementations with less technical setbacks later. You don't have to manage the project all along the way.

When integrating disparate systems, you end up with multiple vendors that blame each other and give you the run around when things don't work as expected - wasting your time and money!



***Business owners are displeased with their team's
project management***
[Finances Online >>](#)

“As an all-in-one system, Celerant’s software really is the central nervous system of our business. Not one decision is made in our business, without using the data from our Celerant software.”

-Mitchel Tyler, President



SAYING THE SYSTEMS IS INTEGRATED VS NATIVELY ONE SYSTEM

Many retail software platforms say they can integrate, but when your entire business is developed on a single platform, your overall experience is much smoother. With instant access and visibility across your entire operation, you can ensure accuracy by avoiding system discrepancies, while saving time by making updates in one place.



YOUR BACK OFFICE SYSTEM AS THE CENTRAL BUSINESS HUB

When all aspects of your retail business are connected on a single system, in real-time, it simplifies everything. Your platforms are all managed from a single database, so you can save time and eliminate making updates in multiple systems.



IN STORE

From pricing, loyalty rewards, contactless payments and mobile point of sale, your all-in-one retail system enables you to serve customers faster and from anywhere.



ONLINE

Simplify product posting and updates across all channels with an all-in-one retail system, including cross-channel promotions, gift cards, and loyalty programs.



INVENTORY

Access on-hand inventory and product data across locations. Eliminate overselling and canceling orders by ensuring online sales channels reflect the stock that store(s) has on-hand.



ORDER FULFILLMENT

Streamline order fulfillment and automate the best location for each order with an all-in-one system. Print packing slips and shipping labels in one step directly from your retail software.

UPDATES IN ONE PLACE ACROSS YOUR ENTIRE BUSINESS

When your business operates in a connected environment, you can save time and eliminate all of the back and forth in between multiple systems across your channels.

MAKE UPDATES IN ONE PLACE

Products & pricing updated easily in one place, your back office software, & reflected instantly at your stores' point of sale, eCommerce, mobile app & more.

OFFER A UNIFIED SHOPPING EXPERIENCE

Gift cards, loyalty rewards, coupons & promotions are connected both in store & online, allowing your customers to shop wherever they like.

TRACK ALL OF YOUR ORDERS CENTRALLY

Customer preferences & purchase history is tracked & consolidated, across all of your channels, within a central CRM & at your fingertips for future marketing.

PREVENT OUT-OF-STOCKS

With your inventory in-sync across all of your channels, your website knows exactly what you have in stock, so you can avoid overselling & having to cancel orders.



YOUR STORES ARE ALWAYS ‘ON’ WITH ACCURATE ON-HAND INVENTORY

Utilizing a hybrid point of sale system means that your POS system can keep up with you, no matter where you go. When your retail business is connected across each medium where transactions happen, EVERY sale goes into ONE system.

CLOUD-BASED POS SYSTEMS

A cloud-based SaaS POS system stores all your data and information remotely on the cloud. It allows you to access data from anywhere with an internet connection.

ON-PREMISE POS SYSTEMS

An on-premise POS system, also referred to as a traditional or legacy POS stores all your POS data locally, usually in an on-site server or on your computer’s hard drive.

HYBRID POS SYSTEMS

A hybrid POS system offers the best of both worlds. It combines the accessibility of cloud-based POS with the reliability of an on-premise POS system.

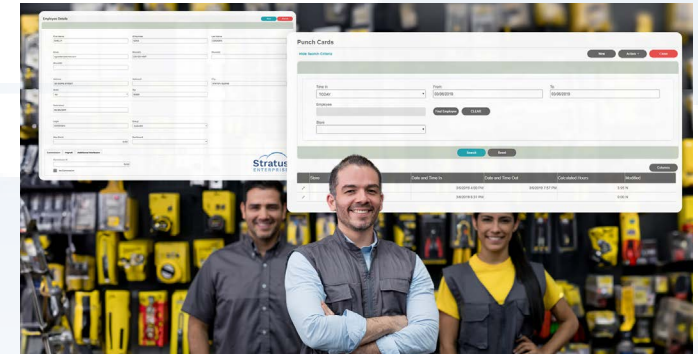


IMPROVE STAFF EFFICIENCY FROM THE CHECKOUT TO REPORTING

Execute strategic business decisions utilizing real-time data, with staffing, accounting and reporting all managed in one retail system.

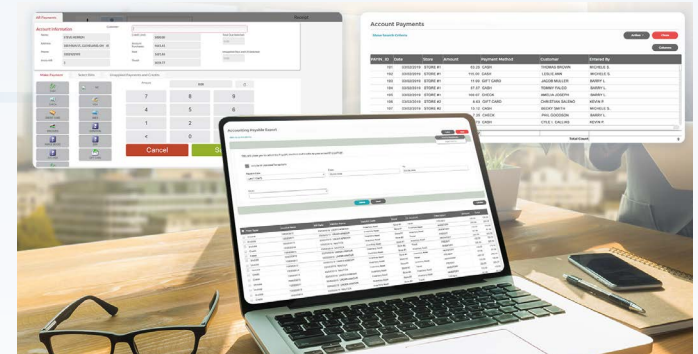
LABOR MANAGEMENT

Schedule and manage your employees; define user permissions within your software and track employee punch cards.



ACCOUNTING AND ERP

Manage your general ledger and accounts receivable within your POS, or integrate with complete accounting systems.



ADVANCED REPORTING

Analyze built-in reports leveraging data from all of your retail channels with intuitive dashboards based on your KPIs.



VENDOR INTEGRATIONS TO POWER SALES EVERYWHERE

Imagine leaning on your suppliers to gain access easily and be able to make every product they have available in their massive warehouses- available for sale at your business, without even stocking the merchandise.

That is the benefit of vendor integrations fueling ALL channels of your business.



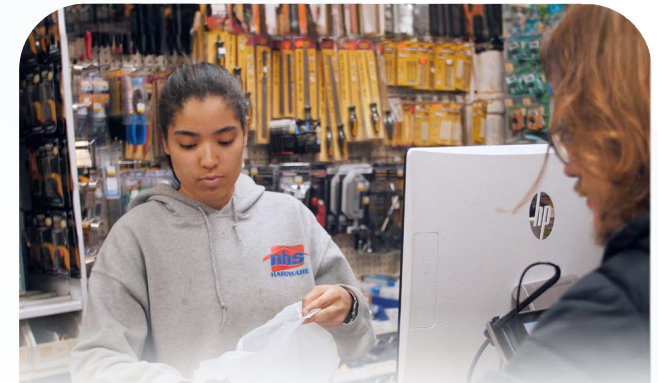
eCommere Websites

Updates the eCommerce site with accurate product information and stock availability, enhancing the shopping experience and online sales.



Mobile Shopping Apps

Branded mobile shopping apps reflect the same product data as the eCommerce site and physical store, allowing customers to access up-to-date information from anywhere.



Brick-and-Mortar

Customers can use kiosks to explore the entire product catalog, including items not physically stocked. This “endless aisle” approach allows stores to offer products without needing additional shelf space.

RETAILER SUCCESS STORY

SAVE 20 HOURS WEEKLY ON DATA ENTRY!

New Heights Supply streamlines the management of their 20 stores inside ONE cloud-based software connecting them to their vendors.

They are able to meet the diverse needs of customers in multiple industries around the New York metro area. Inventory is viewable at all locations, and they can transfer merchandise when necessary.



The video player thumbnail is divided into two main sections. The left section features the Celerant logo (a blue arc over the word 'Celerant' with a registered trademark symbol) and the text 'Retail Commerce Software' in a smaller font. Below this, it reads 'HARDWARE RETAILER' in blue, 'EXPANDS' in large red letters, 'WITH' in small blue letters, and 'ENTERPRISE SOFTWARE' in large blue letters. At the bottom left of this section is a small icon of crossed wrench and screwdriver. The right section shows a man with short dark hair, wearing a grey blazer over a light pink shirt, speaking. Below him is a blue nameplate that reads 'Nunez' in white, with 'Supply' partially visible underneath. A large red play button icon is centered over the bottom of the thumbnail. A red rounded rectangle at the bottom of the thumbnail contains the text 'WATCH VIDEO' in white.

Celerant[®]
Retail Commerce Software
HARDWARE RETAILER
EXPANDS
WITH
ENTERPRISE SOFTWARE

Nunez
Supply

WATCH VIDEO

PROVIDE CUSTOMERS FLEXIBILITY WITH A UNIFIED SHOPPING EXPERIENCE

These days, most sales start online even when they end in your store- so you need to meet your customers everywhere.

Your customers want to shop in a combination of ways, be able to quickly search for the right products, and be assured the product will be in stock. An all-in-one retail system offers a seamless shopping experience by integrating all sales channels into a cohesive platform.

BOPIS

Buy Online, Pickup In Store

Allows customers to purchase items online & pick them up at a nearby store. It saves time for customers & drives foot traffic to physical locations, where additional purchases may occur.

ROPIS

Reserve Online, Pickup In Store

Customers can reserve items online, guaranteeing that the product will be ready for pickup when they arrive at the store. This feature makes it convenient & reduces the chances of stockouts.

Curbside Pickup

Text Message Notifications

Curbside pickup offers customers the convenience of collecting their purchases without leaving their vehicles, & you can simplify the process with text message notifications and clickable links.



PRO TIP:

By making returns on purchased merchandise from online to any physical store, this simplifies the return process. This flexibility increases the likelihood of future purchases because they know they won't have to jump through hoops to make the return.

REWARD CUSTOMERS FOR LOYALTY REGARDLESS OF WHERE THEY SHOP

When points and rewards can be accessed and tracked in any channel, customers will use them.

When customers can sign up for rewards, memberships, and loyalty clubs and use their perks across channels, they'll return more frequently. By making it easy, they will shop more!

CRM

Save time by consolidating all of your customer data -brand preferences, birthdays, sales and more- from all of your retail channels, in one, central place.

INCENTIVE PROGRAMS & REWARDS

Encourage customers to buy more, in store and online, with cross channel loyalty rewards programs where customers can earn loyalty points across all channels.

CUSTOMER DATA & MARKETING

Build brand loyalty and increase sales with targeted marketing utilizing valuable customer insights and metrics.



CHANGE HOW YOU MARKET WITH A UNIFIED DIGITAL STRATEGY

With an all-in-one retail system, not only can you save time and offer a unified shopping experience, but you can also revamp your digital marketing strategy to help drive customer engagement and increased sales.

From personalized and triggered emails, to introducing mobile marketing with push notifications and text messages, to comprehensive search engine optimization- with a unified system and unified data, you accelerate your marketing initiatives to bring more ROI.



PRO TIP:

It doesn't hurt to have a social profile that works across platforms and establishes a single, recognizable identity for your products. Integrating these profiles with an eCommerce website builds an effective social strategy and should focus on three key areas: optimized social profiles that tie back to your blog and eCommerce site, engaging content highlighting your unique offerings, and analytics to track and refine your content, engagement, and product performance on all platforms.



GET IN YOUR CUSTOMERS' POCKETS WITH A MOBILE SHOPPING APP

You might not think you have time and the resources to launch your own branded mobile app.

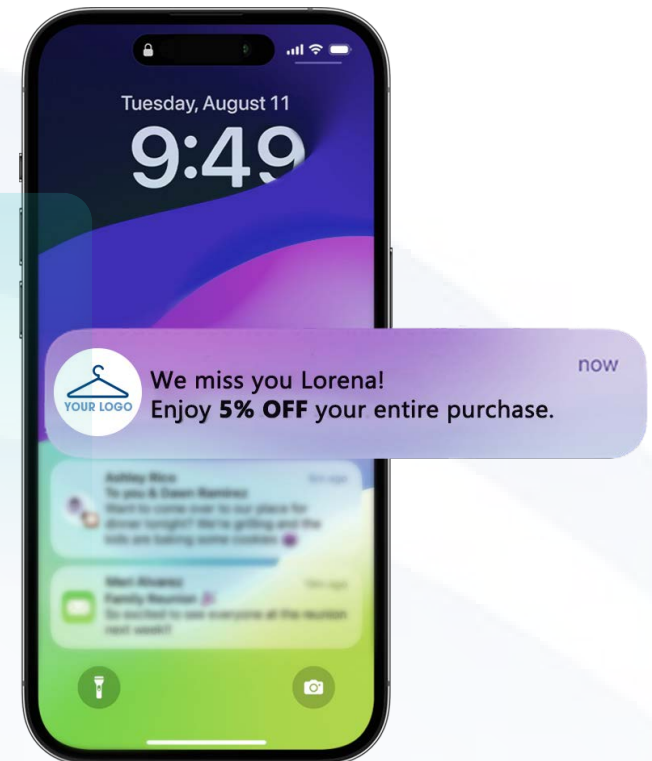
Or you might already have an app developed by a third party.

When your all-in-one retail software provider can also develop your mobile shopping app, you can save time, ensure branding consistency, and quite literally - get in your customers pockets!

With an app, you can send marketing in a new way.

Mobile Marketing

- ✓ Send marketing messages directly to your customers phones
- ✓ Bypass email SPAM filters all together
- ✓ Increase customer engagement, while promoting sales
- ✓ Personalize messages based on past purchases and preferences



SEND THE RIGHT EMAILS, AT THE RIGHT TIME TO INCREASE SUCCESS BY 6X

Are you sending mass emails to your entire customer list and hoping for the best?

Think about how much more successful your emails can be if you **send personalized emails based on past purchases and customer preferences.**

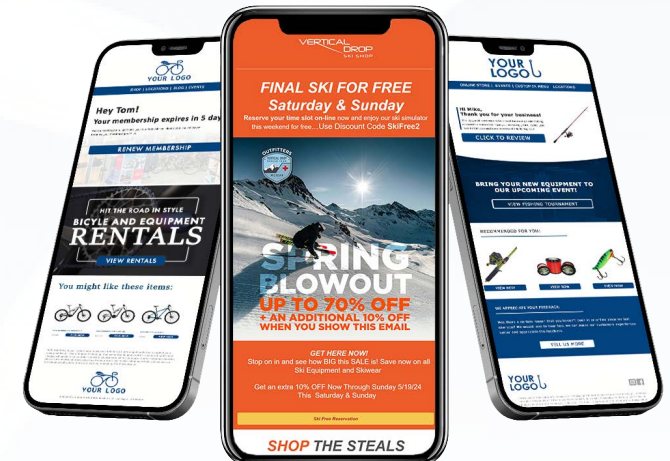
With an all-in-one system, your sales and customer data are connected across all your channels. Your emails can be set up as automated workflows, enabling you to send triggered emails based on customers' actions in your store and across your channels.

Benefits of Automated Emails:

- ✓ Seamless integration & consolidation of customer data across POS & online channels
- ✓ Customer & sales data collected & unified based on email address without manual intervention
- ✓ Create email segments based on 45 data points with real-time data
- ✓ Eliminate weekly manual effort of data exporting & importing
- ✓ Reduce opt-outs, increase deliverability & ROI

Did you know? Personalized emails get **6X Higher Transaction Rates, but only 30% of brands use them!**

Experian Marketing >>



POWER SALES EVERYWHERE WITH **OPTIMIZED SEO STRATEGY**

Search engine optimization (SEO) helps your website gain visibility online to increase website traffic.

The SEO process takes time and expertise, and depending on your strategy, you either save time or prolong the process even more.

LET'S COMPARE THE TWO MOST COMMON OPTIONS BELOW:

	3RD PARTY SEO	UNIFIED ECOMMERCE + SEO
EFFORT	You are the intermediary between the SEO team & eCommerce provider to ensure alignment & coordination.	You no longer need to mediate between vendors, resulting with less stress, reduced workload and conflicts.
COST	You tend to pay higher rates for your SEO team & extra costs for your eCommerce team to implement the SEO recommendations.	Your SEO costs tend to be below market average, with necessary SEO changes included in the service fee, saving you time & budget.
TIME	SEO is a long-term strategy and with multiple vendors, the process is extended with prolonged back and forth processes.	Having a single provider who can quickly & efficiently implement changes directly on the site they have developed.

RETAILER SUCCESS STORY

MORE SALES & LESS OPT-OUTS, INSTANTLY

“With our prior 3rd party email platform, we always had to upload our lists and do things in a much more general way. With Celerant, we can really target our emails, as opposed to sending out mass emails to our entire list. We have seen our unsubscribes go down, our open rates go up, and see the sales coming in.”

- Teresa Miller, Owner/Founder, Treats Unleashed



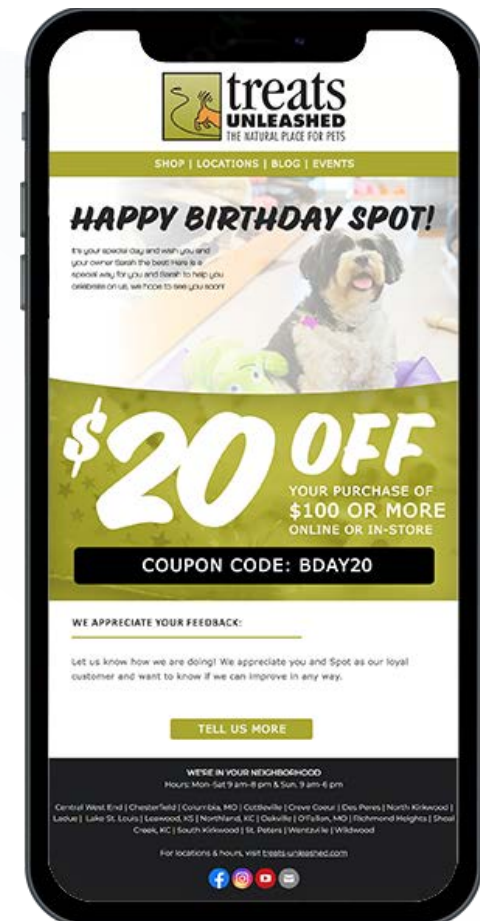
treats UNLEASHED
THE NATURAL PLACE FOR PETS

Celerant
Retail Commerce Software

TREATS CUSTOMERS

WITH
**PERSONALIZED
EMAILS THAT PULL
CRM & C...**

WATCH VIDEO



MANAGE INTRICATE SERVICES RIGHT AT CHECKOUT!

If you are a retailer who offers rentals and/or repairs, using a separate system results in increased manual effort and data entry.

Streamline your operations by managing rentals, repairs, and work orders directly at the point of sale. An all-in-one retail system enables you to efficiently handle customer service needs, keeping lines moving and ensuring a seamless experience.

Rentals

- ✓ *Manage inventory efficiently*
- ✓ *Monitor pickups & returns with simple invoicing*
- ✓ *Eliminate time consuming manual forms*
- ✓ *Instantly access customer rental history*
- ✓ *Checkout large rental groups faster*

Repairs

- ✓ *Improve efficiency with precise estimates*
- ✓ *Determine whether work can be done in-store or at manufacturer*
- ✓ *Apply discounts and reconcile accounts*
- ✓ *Assign technicians and email customers when ready for pickup*

SIMPLIFY AND CONSOLIDATE FROM BUY/TRADE TO CONSIGNMENT TO SCHEDULING

It can be a challenge finding the right system to manage your retail sales AND your buy/trade and consignment, or even scheduling classes and reserving resources.

But when you can manage all of this in an all-in-one system, it results with more seamless transactions for your staff and your customers- from negotiations to payouts to reservations.

Resale & Buy-Trade

- ✓ *Process trade-ins, cash purchases, and retail sales in one system*
- ✓ *Track SKUs, facilitate negotiations, and manage consignment compliance*
- ✓ *Negotiate more profitable buy/trade agreements*

Reservations & Classes

- ✓ *Simplify class scheduling and resource reservations with a user-friendly calendar view.*
- ✓ *Allow customers to book online or in-store, manage memberships*
- ✓ *Handle payments and waivers digitally, giving them the flexibility*

RETAILER SUCCESS STORY

SAVE TIME AND MONEY WHILE GROWING YOUR BUSINESS

“We were using pen and paper kind of a cash register system. With our complicated trade conversions and taxation- we needed to move to an automated system.

Ultimately, now we are faster, thanks to Celerant.”

- Sabrina Barger, Business Manager, Buffalo Exchange



The video thumbnail features the Buffalo Exchange logo (New & Recycled Fashion) and the Celerant logo (Retail Commerce Software) at the top left. The main text reads: "CONSIGNMENT STORE SUCCEEDS WITH RETAIL POINT OF SALE SOFTWARE". On the right side of the thumbnail is a photo of Sabrina Barger, Business Manager at Buffalo Exchange, smiling in a clothing store. At the bottom of the thumbnail is a large red button with a white play icon and the text "WATCH VIDEO".



OFFER A MORE UNIFIED SHOPPING EXPERIENCE

Your business deserves a retail system that not only supports growth but also simplifies your day-to-day operations. With the right tools in place, you can focus less on the technical details and more on what truly matters—serving your customers and driving success. The strategies and solutions covered in this

eBook are designed to help you streamline operations, boost sales, and create memorable customer experiences.

Schedule a consultation with our team today to learn more about how we can help you improve your content and SERP rankings and grow your business.

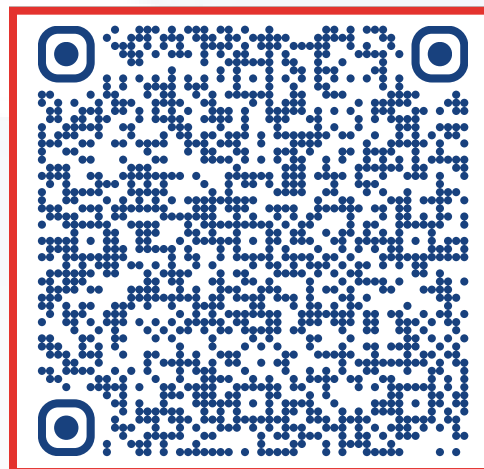


“With multiple stores & online channels, Celerant has been the best for for us to cover the wide range of diverse products that we sell. We have our distributors plugged into the software to ensure we are always stocked, no matter where our customers shop.”

–Jeff Poet, Jay’s Sporting Goods



SCAN THE CODE FOR EXCLUSIVE DISCOUNT





GLOSSARY / IMPORTANT TERMS

IN ALL-IN-ONE SOLUTIONS

To help educate you on commonly used content marketing terminology, we have included a list of terms below.

All-in-One Retail System: A software solution that integrates multiple functions such as sales channels, reporting, inventory management, and digital marketing into one unified platform.

Best of Breed: A strategy where a retailer selects the best individual software solutions for each specific business need and attempts to integrate them for a seamless experience.

Customer Relationship Management (CRM): A system for managing a company's interactions with current and potential customers, often storing customer data, sales history, and contact information.

Inventory Management: The process of ordering, storing, tracking, and controlling inventory to ensure the right amount of stock is available at the right time.

Unified Shopping Experience: An integrated retail environment where customers have a consistent and seamless experience across all sales channels, whether in-store, online, or via mobile apps.

BOPIS (Buy Online, Pick Up In Store): A service that allows customers to purchase products online and pick them up at a physical store location.

ROPIS (Reserve Online, Pick Up In Store): A service where customers can reserve products online and pick them up in-store, ensuring the item is in stock before visiting the store.

Cloud-Based POS System: A POS system where data is stored on remote servers (the cloud) and

accessible from any device with an internet connection.

On-Premise POS System: A traditional POS system where data is stored locally on the retailer's own servers or computers.

Hybrid POS System: A POS system that combines elements of both cloud-based and on-premise systems, offering flexibility and reliability.

Vendor Integration: The process of connecting a retailer's system with a vendor's system to streamline operations, such as importing vendor catalogs or processing orders directly through the vendor.

Endless Aisle: A retail strategy where customers can order products that are not physically in stock at the store, either through in-store kiosks or online, with the products being shipped directly from the vendor.

Digital Marketing: The use of digital channels, such as email, social media, and search engines, to promote products and services.

Search Engine Optimization (SEO): The practice of optimizing a website to rank higher in search engine results, driving more traffic to the site.

Social Media Marketing: The use of social media platforms to promote products, engage with customers, and build brand awareness.

Mobile Shopping App: A mobile application branded for a retailer that allows customers to shop online, view products, and make purchases directly from their mobile devices.

Triggered Emails: Automated emails that are sent based on specific customer actions or behaviors, such as making a purchase or abandoning a cart.

Customer Loyalty Programs: Programs designed to reward repeat customers with incentives such as discounts, points, or special offers, encouraging them to continue shopping with the retailer.