

Celerant Technology's Retail Management Software Brings out the Big Guns



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The Latest Version of Command Retail is Feature-Packed for FFLs

Staten Island, NY, March 05, 2013, 10:10 am -- [/EPR NETWORK/](#) -- Celerant Technology Corp has been a premium retail software provider for over 13 years, and has served the firearms industry for the past seven. Celerant was one of the first software companies to provide ATF compliant Electronic Acquisition & Disposition books to help gun retailers access their sales history faster and keep more accurate records.

"The firearms industry is heavily regulated and requires retail management software that enables efficiency and compliance," said Ian Goldman, President and CEO of Celerant Technology. "In order to allow firearm dealers to run their businesses from one complete system, Command Retail has integrated Electronic A&D books to eliminate redundancy and error, as well as customized reporting that make it easy to provide the right data for the ATF's Industry Operations Investigators."

Celerant Technology's latest version of its retail software, Command Retail v6.4, has added new features to expedite daily procedures for FFLs (Federal Firearms Licenses). At the point of sale, serial numbers are automatically incremented and the firearm is added to the integrated Electronic A&D book upon purchase, eliminating the manual process of the physical bound book. Driver's license scanning verifies a customer's age and ensures that the sale of restricted items is compliant with ATF regulations, as well as populates the Customer Relationship Management (CRM) module with customer demographics and purchase history. To improve customer-facing services and reduce wait times at the register when making a purchase, Celerant also offers a Mobile POS that runs Command Retail's redesigned, user-friendly POS screen.

"We have been using Celerant's retail management system for our firearms company since 2008. The Point of Sale in Celerant has been a tremendous help in quickly processing our customer while populating the disposition of the firearm instantly into the [Electronic] A&D book," said Celerant client Jeff Poet, owner of Jay's Sporting Goods. "All the data is consistent across our two store locations and integrated E-Commerce site, making it a great tool for finding detailed information quickly."

Celerant's new features in the recently released version of Command Retail is a step in the right direction, but talks of future versions will be the total package for the firearms industry. During the 2013 Shooting Hunting Outdoor Tradeshow (SHOT Show), Celerant met with the board members of the ATF to discuss improving the retail software. Celerant developers are now working on several advancements, including a Form 4473 that auto-populates customer demographics from Command Retail's CRM. Range scheduling is also anticipated.

About Celerant Technology

Celerant's Command Retail is an advanced real-time retail management system, which manages all areas of retail including POS, Inventory Management, Warehouse, Distribution Center, Allocation, Multi-Channel/E-Commerce/Kiosk, Mobile Applications, Data Mining, and Back-office, in a single, integrated system. Our advantage is the flexibility of our Java platform, allowing Celerant professionals to conduct cost-effective analysis and adaptation based on the individual needs of each retailer. The result is a better system that meets the needs of retail businesses and gives them the tools to take Command of their success. For more information regarding Celerant Technology, go to www.celerant.com. For information on the Command Retail product, visit www.commandretail.com.

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