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Celerant Technology Celebrates its 19th Anniversary Supporting The Retail Industry

The most compliant and scalable retail solution has enabled the shooting, hunting and outdoor industry for nearly two decades

Staten Island, NY (November 6, 2018) – [Celerant Technology](#), a leading provider of innovative retail solutions for the firearms industry, celebrates nearly 20 years enabling firearm dealers to manage and grow their business, while staying compliant. Over the years, Celerant has kept up with rapid changes in the industry, along with advancements in technology, and has become known as the “omnichannel powerhouse” for small and medium-sized retailers, and a preferred software provider of the National Shooting Sports Foundation (NSSF) and National Rifle Association (NRA).

“In partnering with hundreds of firearm clients, it has become evident that dealers desire enterprise-level features but at a fraction of the price,” stated Ian Goldman, President and CEO, Celerant Technology. “As a result, we introduced Cumulus Retail to the market in 2017, providing a powerful, yet cost-effective SaaS solution as the entry-level gateway to our premier retail management solution, Stratus Retail.”

#1 Retail Software

Celerant’s retail software solution, which ranks #1 on the RIS LeaderBoard, offers everything a firearms retailer needs to manage their business in-store, online and on the range. In addition to robust retail technology, such as point of sale and integrated E-Commerce, Stratus Retail offers a plethora of firearm-specific functionality including vendor integrations, an electronic bound book (A&D book), electronic form 4473 integration, range management, membership management with recurring billing, marketplace integrations, and much more.

As a result of Celerant’s commitment to customer service, technology and innovation, [Celerant has topped the Retail Software LeaderBoard charts for the past 15 years](#), and the company thanks its long-term clients, partners and dedicated staff for their contributions.

Digital Capabilities – A True Differentiator For Dealers

As a main differentiator, Celerant provides dealers with the ability to be more competitive on the web. With ‘live vendor feeds’, dealers can display their distributor’s available inventory online in real-time, giving the impression of an ‘endless aisle’ of products, and allow their vendors to drop ship orders directly to their customers or to an FFL dealer. Dealers can also post products to popular third-party marketplaces and auction sites such as GunBroker,

SlickGuns, [Guns.com](#) (coming soon), and [Amazon, eBay and Facebook](#) for firearm accessories, and manage the sales from each channel in a single place. Dealers with a shooting range can provide members with the ability to reserve lanes, sign up for courses and renew memberships online.

To further differentiate Celerant's digital capabilities, Celerant offers full-service digital marketing, which encompasses search engine optimization (SEO) and integrated email automation. Celerant's in-house digital marketing experts work very closely with each client to maximize their marketing efforts and drive traffic and additional sales on their website, physical stores and range. Celerant's email marketing tool pulls real-time sales/customer data to personalize and send automated emails and promotions to customers based on their prior purchases and demographics.

"Celerant offers digital marketing to help dealers promote and grow their business," stated Michele Salerno, Director of Marketing, Celerant Technology. "This is one of my favorite features; not just because I'm a marketing professional, but because of the results our firearm clients have achieved. Dealers find it particularly helpful that the same company that built their website can market it too."

Industry Partnerships

To enhance the experience for dealers, Celerant continues to make significant investments in industry partnerships, including trade associations, distributors and technology providers. Partners such as [Smartwaiver](#), [Sports South](#), [RSR](#), [Zanders](#), [United Sporting Co.](#), [Lipsev's](#), [Davidson's](#), and others- all enable dealers to more effectively operate their business. More recently, Celerant partnered with [FastBound, stamped by the FFLGuard](#) for ATF compliance, providing clients with the option to integrate with the most reliable and secure A&D book and e4473 on the market.

Coast-To-Coast Support

Celerant has evolved from a NY-based software firm, to a leading retail technology provider, almost 20 years later, with office locations coast-to-coast; NY, GA, CA and TX. Celerant understands that each second a retailer faces an issue, the costs to that retailer can be excruciating, and so Celerant took strides to provide experienced support teams from coast-to-coast.

Visit Celerant At The Shot Show

To kick off the start of its 20th year serving the industry, Celerant will showcase its premier solution, [Stratus Retail](#), as well as its SaaS solution designed for the smaller dealers, [Cumulus Retail](#), at the SHOT Show in January 2019. Visit Celerant at Booth #3003 or at the SHOT Show University, along with [FastBound and FFLGuard](#), to learn how our innovative technology can improve your firearms business.

About Celerant Technology

Celerant Technology is a retail technology provider offering unparalleled and seamless multi-channel integration to retailers across all industries. Since 1999, Celerant has consistently accelerated business growth and efficiency through unique innovations such as: POS, inventory management, advanced analytics, integrated E-Commerce, mobile applications and back office - to name a few. With an open and collaborative environment, the company focuses on each retailer's specific integration needs to form genuine, enduring partnerships. Celerant supports firearms merchants with functionality to address their unique needs: e4473, Smartwaiver integrations, electronic A&D book, range management, vendor integrations, marketplace integrations (i.e., Gunbroker.com, Slick Guns) and more. Celerant is a preferred vendor of the National Shooting Sports Foundation (NSSF) and National Rifle Association (NRA). For more information, please visit www.celerant.com/firearms.