

# Celerant Technology Launches Redesigned Celerant.com



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Staten Island, NY (December 15, 2009) - Celerant Technology, a leader in the retail software industry, launched the redesign of [www.celerant.com](http://www.celerant.com) to the web. The site has been updated with an entirely new design which offers new functionality and system screenshots, creating a more aesthetic and user friendly appeal while remaining informative.



"As with our retail software and E-Commerce sites that we develop for our clients, we continuously strive to keep our own website up-to-date and maintain our commitment to employ newly available technology" stated Ian Goldman, Celerant President and CEO. "Celerant.com is a valuable source of information for prospects who are exploring our website for the first time and also for existing clients who wish to increase their current knowledge of our company and retail system. Our internal web team has developed and utilized progressive functionality to enhance the navigation of the site and add to the overall experience of our visitors."

The new Celerant.com provides visitors with valuable information from the previous version of the site, such as access to the demo video library, product overview and company news. In addition to the new design and layout, the site also features quick views, Flash technology, newsfeeds, a

search box, added content and images, the ability to download product brochures, and more.

"We've given Celerant.com a makeover to provide a fresh, new look while maintaining the advanced search engine optimization practices from our previous site, along with new techniques that we've acquired," stated Michele Salerno, Celerant Marketing/Communications Manager. "We are excited about the launch of our new site and look forward to providing the industry with a more efficient tool to learn about our company and multichannel software solutions."

Celerant.com, along with CommandRetail.com, provides an overview of the retail software company and of their multichannel system, Celerant Command Retail. The redesign of the site is a symbol of the company's growth and advancement toward new forms of technology, a growth that maintains Celerant's position as a leader in the retail software industry.

### **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, 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](http://www.celerant.com). For information on the Command Retail product, visit [www.commandretail.com](http://www.commandretail.com).

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