Celerant Technology Enhances E-Commerce Offering with Integrated CMS

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Celerant Implements Content Management System to Simplify Web Updates and Advance SEO

Staten Island, NY (April 21, 2010) – Celerant Technology, a leader in the retail software industry, recently completed the integration of its content management system (CMS). The Celerant CMS was designed to simplify the task of editing web content, allowing updates to be made quickly and easily, with little technical knowledge.

"Our new, customized CMS enables effortless content authoring and provides an advanced tool to easily promote your marketing initiatives on your site," stated Ian Goldman, Celerant Technology President and CEO. "This integrated system, which can be accessed via a web browser, enables our E-Commerce clients to manually make changes

and additions to their site on a continual basis. Employees have the ability to frequently modify content for news and announcements, upload an unlimited amount of media files, create blogs, job postings and event calendars, and create browser titles and SEO tags that help to increase search engine performance. The CMS ensures that website content is kept fresh and up to date."

Celerant Technology, www.celerant.com, provides a complete multichannel solution for retail organizations; from point of sale, inventory management, warehousing, E-Commerce, mail order and more. The integrated CMS provides retailers the opportunity to maintain the content of their E-Commerce sites, allowing them to keep it updated with an unlimited amount of news articles, press releases, images, and videos. Blogs can be created to increase interaction between the company and its consumers, and can also feature related products that link back to product pages. Brand pages can be created, complete with customized brand headers, allowing clients to increase that brand's relevance on the web and improving their own SEO ranking in the process.

"We have been using the Celerant CMS to make frequent changes and additions to our e-commerce site" stated Don Beck, CFO of The Farm Basket. "We are constantly updating the site with recent news and events, which we feel will increase exposure of The Farm Basket and help with search engine optimization. The CMS has proven to be very user friendly and we look forward to continuing our work with Celerant to find new ways of improving our retail environment and adding new features to further advance our website."

For over 45 years, the Farm Basket has provided specialty food, beverage, kitchen accessories and gift items through its brick and mortar location in central Virginia. To further its reach, the Farm Basket employs Celerant's advanced E-Commerce to sell their products on a wider scale. For more information, please visit www.thefarmbasket.com.

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. For information on the Command Retail product, visit www.commandretail.com.

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