

# Celerant Technology's 2010 User Conference in San Antonio

***An Interactive Learning Experience, Introducing Command Retail's New Functionality to Clients***



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Staten Island, NY (May 18, 2010) - Celerant Technology's 2010 User Conference was held April 29-30 at the beautiful Grand Hyatt Hotel in San Antonio, TX. This year's conference included interactive break-out sessions, training sessions, and workshops, all of which introduced the new features and functionalities which have been developed this year and made available to the Celerant client base.

"This year's conference proved to be our most successful yet, with a record number of attendees" stated Ian Goldman, CEO/President of Celerant Technology. "As an advanced [retail software](#) company with a dedication to technology and innovation, we develop multiple versions each year and introduce new functionality based on the needs of our clients, market trends and the ingenuity of our development team. At this year's event, we were pleased to announce the introduction of our new data warehouse, further advanced dashboard reports, redesigned point of sale screen, our own integrated General Ledger and a complete Content Management System for the web, along with several advances to our website analytics."

The 2010 Celerant User Conference was an educational opportunity for clients to learn about the advancements in the Command Retail system, as well as an effective networking opportunity to interact and learn from other retailers. Along with the increase in the number of attendees, there were also more Celerant trainers and moderators than ever before, thanks to the 20% increase in staff the company has

experienced this year. Additional training sessions and hands-on workshops were made available, and clients were able to create their own schedule, providing the most effective learning experience for each individual client.

"I enjoy attending the Celerant conference because the information is not one sided," stated Callie Wilson, General Manager of Internet and Operations for Chinese Laundry. "In addition to the overview and break-out sessions, it's an opportunity to see (listen) to what other clients using the same product are doing and I find this the most beneficial. I always look forward to the conference because the networking with other clients is priceless and I know I will leave with a lot more knowledge and information than when I arrived, and that my business will be the better for it."

Chad Stearns, Vice President of Operations for Jay's Sporting Goods, said "Thank you for organizing such an insightful, smooth-running event. It is tremendously helpful for our business as we learn more about the software and its capabilities, in addition to spending some personal time interacting with you and your colleagues. This year's client appreciation dinner was phenomenal; literally the icing on the cake. We enjoyed the entire event tremendously."

"The highlight of the conference was meeting other users and discussing their struggles in retail and their victories in using the system" said Jeff Jones, CFO for David's Western Store and Saddle Shop. "Knowing other people have similar problems is comforting but finding ways to operate better using Celerant is a great thing. I now have contacts with other retailers I can call and kick ideas around to better leverage the abilities of the Celerant Solution. Also meeting so many from the Celerant staff and having access to support people all the way to the owner makes Celerant "real" and more than just a product. I look forward to future User Group meetings for the ability to connect with retailers and the Celerant staff to learn how I can improve my business and share ideas for how to further advance the system to help us become better at what we do."

Research has already begun to determine the location for next year's User Conference and the Celerant clients will again vote on their city of choice. With the clients' feedback from this year's event, there will be many new concepts introduced to make next year's event an even greater success.

**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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