

The Shoe Gallery Expands Business and Sales with Celerant Technology



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Celerant Provides Integrated E-Commerce Platform
for www.shoegalleryonline.com



Staten Island, NY (April 21, 2009) – Celerant Technology, a leader in the retail software industry, recently completed the web development and retail software integration for their long time client, C&W Shoes, dba The Shoe Gallery. Celerant launched The Shoe Gallery’s E-Commerce site, www.shoegalleryonline.com in September 2008, and it has proven to be a very successful and profitable addition to their business.

“The Shoe Gallery has shown exceptional growth over the years, first with their expansion to 5 brick and mortar footwear stores and now with the launch of their newly designed and fully integrated E-Commerce site” said Celerant Technology President and CEO, Ian Goldman. “Our team of web developers works closely with The Shoe Gallery, as well as each of our other E-Commerce clients, both creatively and developmentally, to ensure that the custom website is created based on their individual needs and specific functionality. We are proud that www.shoegalleryonline.com has been able to

achieve such an increase in sales and visibility in such a short amount of time.”

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. Celerant’s E-Commerce platform is completely integrated within the same real-time database as the Celerant Command Retail system in the store(s) and offers a wide array of innovative web features and functionality. The www.shoegalleryonline.com website was developed with Celerant’s intuitive web technology to be user friendly and visually appealing.

“We are extremely pleased with the design and functionality of our E-Commerce site” stated Will Brooks, Shoe Gallery Controller. “Since going live with the site six months ago, we have experienced increased sales and have seen an exceptional number of new orders. The existing search engine optimization already embedded into the design of the site, along with the ability to feed into price comparison sites, have aided in increasing our sales without spending excess money on marketing. It has been fabulous working with Celerant’s web design team because they work with us to figure out innovative ways to improve the site, such as adding a zoom feature to our images and a special webpage where you can sift through the popular brands we sell. We are very pleased with the trajectory of our growth and look forward to our future Web business with Celerant by our side.”

The Shoe Gallery provides customers with a huge selection of name brand shoes, accessories, and ready to wear for women and men at a lower cost than department stores. They currently have 5 locations across Georgia, Oklahoma, and Mississippi. Visit Shoe Gallery at www.shoegalleryonline.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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