

# Celerant Technology's 2009 User Conference in Orlando



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Another Successful Annual Conference for Clients!

Staten Island, NY (May 26, 2009) - Celerant Technology's 2009 User Conference was held May 7-8 at the beautiful Gaylord Palms Resort and Convention Center in Orlando, Florida! Last year we again allowed our clients to vote for where they wanted the event to be held and received an overwhelming response for sunny Orlando. This year's conference included a similar format to last year's line-up of break-out sessions, training sessions, and workshops. In an effort to enhance learning, more training sessions and open discussions were added to increase interaction between moderators and attendees.



Paul Rowe of Whole Earth Provision, based in Austin, TX said "The conferences get better every year. It's a great advantage to get a chance to talk personally with the people in sales, support, and development that we work with all year. There are levels of communication that just can't be achieved through email and telephone calls. We get a chance to compare experiences and share solutions, tricks, and shortcuts with other customers too, which is always valuable. This year, we got a chance for some hands-on time with the latest and greatest version just released. In sheer dollars, the

value of what we learn is more than the cost of attending. And, by participating in the customization breakout sessions, we also get a great chance to have input on a new feature and solidify our working relationship with those involved in development.”

“The 2009 User Conference was the first for our company and I am glad we went,” added Chris Simons, IT Manager for Mast General Store. “The sessions were all very informative and not only helped us with our everyday operations but we were also able to meet and talk with other users of the software. The ability to network with other companies facing the same challenges as we are is a tremendous asset that can only help us to improve and grow as a company. It was also great meeting the people we’ve been talking to but never had a face to put with the voice. I am looking forward to the upcoming changes in the software and to the User Conference next year.”

Tim Heinzen, President of Barney’s Police and Hunting Supply said “I thought the conference was GREAT! We always learn something new and it was very refreshing to see so many updates come to fruition. The company does listen to its customers’ needs. The conference in and of itself is awesome to be able to meet and collaborate with other users and it is more than worth it. Fantastic job and keep up the good work!” Kevin Senecal, President of Divers Direct agreed “It was very exciting to learn about the direction of future enhancements to the Celerant product. An additional benefit to this event was the opportunity to learn how other retailers are using Celerant. It was very enlightening for our entire team that attended.”

The 2009 User Conference was an educational and networking opportunity for clients, and also a way for Celerant professionals to create a closer relationship with each of the clients in attendance. More training sessions, break-out sessions and interactive workshops were added, including a hands-on workshop to look at the new features in Celerant Command. Every session was pre-selected by each attendee. More open discussions were also encouraged throughout each session.

“Our 2009 Celerant User Conference was a definite success,” stated Ian Goldman, CEO/President of Celerant Technology. “Every year we strive to make a positive impact on our clients and provide them with an educational and interactive environment where they can learn more about the system and work one-on-one with our staff. In addition to the New Features presentation, we introduced a hands-on workshop for users to actually ‘try out’ these new features, many of which were

suggestions for development modifications from last year's conference. At Celerant we strive to create retail software that exceeds the needs of our clients and look forward to the continued feedback throughout the year." Research has already begun to determine the location for next year's User Conference and we will once again allow our clients to vote on their city of choice. We hope that next year's conference will be another great success!

### **About**

### **Celerant**

### **Technology**

Celerant Command Retail is an advanced real-time retail management system, which manages all areas of an organization 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.

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