Retail Software Solution for Firearm Dealers and Ranges
In Store. Online. Mobile.

Introducing Stratus Retail, the premier multichannel retail software by Celerant Technology. Stratus is fully integrated software that combines all channels of a firearms dealer or range in one complete system, including POS, inventory management, serial number tracking, Electronic 4473, range/lane management, E-Commerce, membership and more.

POINT OF SALE

Stratus Retail POS is the most flexible, powerful and advanced tool on the market, with full access to all functions, including inventory, transfers and receiving. This mobile point of sale solution can be accessed from any device with a web browser including tablets, smartphones and traditional legacy hardware. Transactions are completed in real-time and are available at once, throughout the enterprise. Stratus Retail POS is enabled with functionality that works with point-to-point encryption (P2PE) devices to secure your data at the point of entry, so that sensitive cardholder information never appears in your system’s memory. Celerant also offers a data tokenization option to further secure payment data sent between a merchant and their bank.

- Single, fully integrated platform
- Works with mobile devices or existing legacy peripherals
- Secure credit card processing and PCI compliance

ELECTRONIC A&D BOOK

Created with ATF guidelines in mind, our new A&D module provides an easier, more efficient way to electronically record gun logs. All data is stored within the system eliminating the need to keep physical records. Pull the history of any firearm in seconds rather than by searching through piles of bound book pages.

- All data is stored within system
- Pull the history of any firearm in seconds
- Meets the Requirements ATF 2013-5 Ruling
INVENTORY MANAGEMENT

The Inventory Management functionality was engineered to do one thing, make your business operate more efficiently. Keep track of inventory at multiple levels of hierarchy without the need to enter data multiple times, which saves time and money. Use the system to produce up-to-the-minute reports like top sellers, sell through, markdown levels, min/max and more to help allocate goods to the stores that need them most.

Features:
- Detailed reporting and analysis
- User friendly, easy for any employee to utilize
- Auto-replenishment tools use forecasting and analysis to optimize stock levels throughout any season

VENDOR CATALOG INTEGRATIONS

The Vendor Catalog Integrations in Stratus Retail were developed to provide retailers with an easier way to order inventory while reducing errors and increasing efficiency. With integrations to vendor catalogs, your staff can take advantage of browsing multiple catalogs and select the items they need, whether they are working on the sales floor or in the back office.

Features:
- Eliminate the need to manually enter data
- Browse vendor catalog on the sales floor with customers
- Update against catalogs at customized intervals

A Preferred software vendor of:
RANGE MANAGEMENT

Easily manage all aspects of your range through the new web-based platform, Stratus Retail. Within one system, you can create reservations, check in customers, assign specific ranges or lanes, define any required waivers needed with range or lane usage, and accept all major forms of payment. The new range management module can be easily accessed right from within the POS screen. Specify all times, split sales for multiple participants and schedule reservations.

Features:
- Create reservations and specify times
- Check in customers
- Assign ranges or lanes

COURSE SCHEDULING

The new Course Scheduling module in Stratus Retail allows retailers to manage and register students, from registration to multiple course enrollments. Easily create training classes and assign customers to specific sessions, while tracking which courses have been completed. Additionally, retailers can schedule, assign and view usage for resources, including range lanes, classroom or training rooms, and accept payment all in one system.

Features:
- Easy to manage calendar view lists types of open classes
- Assign resources and training areas
- Create class rosters and track attendance
Having integrated E-Commerce and M-Commerce is an integral part of any modern retail operation. Celerant offers a variety of options to place your store in the online space. Contemporary designs combined with state-of-the-art functionality make your site easy to navigate, increasing conversions. Every Celerant E-Commerce site can be optimized to be viewed on mobile devices to ensure that your products are available to consumers when and where they demand them. As an added option, fully integrate to eBay or Amazon and manage all settings directly through your existing E-Commerce site to quickly and easily market goods.

Features:
- Custom design and layout
- Integrated to POS system with no need to re-enter data
- Responsive design for optimal viewing on most mobile devices

ONLINE RANGE SCHEDULING

Allow consumers to view and book open lanes by type directly on your website. A calendar view shows available lanes that customers can easily reserve on your website. Returning users to your site will have their information auto-populated into the customer checkout form for convenience. This feature can be added to a new or existing Celerant site, or as a stand-alone “mini-site”.

Features:
- Added to an E-Commerce site or as a ‘stand-alone’ site
- Select number of people on reservation in multi-hour blocks
- Lane availability is updated in real-time as reservations are made
Membership Management provides a number of services to members and retailers alike. Manage memberships, track points, email members, create clubs, print custom club ID cards, sell or renew memberships and run reports on both member activities and financials.

Features:
- Memberships can be listed as products on website allowing for easy checkout
- Print custom club ID cards
- Address and email management for promotions

INTEGRATED ELECTRONIC 4473

Easily complete form 4473 via a customer facing portal completely within the Stratus Retail system. Forms can be accessed immediately upon request and are clearly legible, reducing errors. View pending, completed, and canceled forms quickly and easily from the back office. Populate NICS information based on firearms logged into your Electronic A&D Book to help reduce audit risk. Electronic input is more convenient for customers completing the form and for employees assisting the customer.

Features:
- Customer facing portal available on mobile and legacy hardware
- View pending, completed and cancel forms
- Populate NICS info from A&D Book
“Firearms retailers are very highly regulated. We have to be compliant beyond belief sometimes, so the firearms integration is a very important, dynamic piece of what we do. Celerant has really focused on putting the time and energy to make sure that those pieces of the puzzle—working with the FBI and the ATF—match what the retailers need. And Celerant’s staff is doing a very good job of keeping up with a moving target.”

-Jeff Poet, Owner - Jays Sporting Goods

### GUNBROKER.COM INTEGRATION

Access GunBroker.com through direct integration to your website to manage all of your auctions in a central location. View your open auctions, closed auctions, recently created auctions as well as auctions that are closing today. Auctions can be easily added, removed, or relisted, and bids can be changed, all without ever leaving your own E-Commerce site. Mass imports can be completed, and templates can be made and compiled for faster future submissions, with set restrictions for shipping methods.

**Features:**
- Direct integration with your website
- Easily manage all auctions
- Create templates for convenient submissions to the site

### ORDER FULFILLMENT

The comprehensive fulfillment module in Stratus Retail reduces order processing time by half, enabling you to maintain rapid turnaround time. Integrated shipping tools are available, including UPS, FedEx and USPS, allowing you to pack shipments and print labels in one step. High volume retailers can streamline fulfillment by setting up a pick wave so you can pick merchandise for multiple orders more efficiently and expedite the fulfillment process.

**Features:**
- Pick waves for multiple orders
- Integrated shipping tools including UPS, FedEx, and USPS
- Ship from one or multiple locations
Stratus Retail is a fully integrated software that combines all channels of a firearms dealer or range in one complete system, including POS, inventory management, serial number tracking, range/lane management, E-Commerce, membership and more.

**COMPLETE RETAIL SYSTEM**
- Point of Sale
- E-Commerce/M-Commerce
- Inventory Management
- Sales Back Office
- Order Fulfillment
- Reporting & Analysis

**FEATURES & BENEFITS FOR FIREARMS**
- Maintain Electronic A&D Books
- View Firearms History Instantly
- Integrate with GunBroker.com
- Comply with ATF Requirements
- Schedule/Assign Range Lanes
- Define & Assign Waivers
- Import Vendor Catalogs
- Manage Memberships
- Print Club ID Cards
- Scan Driver’s Licenses
- Create Class Rosters & Track Attendance

#1 Recommended Software Vendor
RIS Leaderboard 2014

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