

The Toy Space Inc. Expands into the E Commerce Market with Celerant Technology



Released on: August 14, 2009, 10:27 am

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Industry: [Software](#)

Celerant Provides Integrated Retail and E-Commerce Platform

Staten Island, NY (August 13, 2009) – Celerant Technology, a leader in the retail software industry, recently completed the web development and retail software integration of its client, The Toy Space Inc. Both channels are a reflection of the youthful atmosphere of The Toy Space Inc. and maintain a strong focus on its key retail market, selling quality educational toys to children of all ages.



"In addition to the implementation of Celerant Command into their brick and mortar operation, The Toy Space Inc. website is feature rich with current functionality that assists consumers who are looking for a unique and educational toy for their child or a gift for a loved one" said Ian Goldman, Celerant Technology President and CEO. "Our developmental team implemented advanced functionality such as extensive categorization lists and dynamic searches, enabling web visitors to quickly navigate through the site and find the right products based on the child's age or interest regardless of locale, thanks to our foreign currency conversion. Additionally, the Toy Space Inc. features a robust gift registry that gives customers the ability to create and add an extensive amount of products to registries, based on a variety of events. To improve the customer experience, our developers have also included links to social networking websites. All of these features add to the e-commerce site's efficacy while maintaining a flow of new and returning customers."

Celerant Technology, www.celerant.com, provides a complete multi channel solution for retail organizations; from point of sale, inventory management, warehousing, E-Commerce, mail order and more. Celerant offers an array of advanced e-commerce features, including multiple product categorizations, foreign currency conversion,

dynamic searching, and integration into social networking sites to enhance the usability and functionality of an e-commerce site. Celerant also offers a gift registry, which is integrated into the e-commerce site and point of sale at the store, allowing customers to easily create a new registry, find a registry, or make changes to an existing registry.

“When developing the concept for our retail website, we worked with Celerant’s team of web professionals to give it a colorful, aesthetic appeal, while keeping a strong focus on site navigation and informational value” stated Shelley Goldschlager, Vice President of The Toy Space Inc. “The playful design is aesthetically pleasing and also emphasizes the content of the site, highlighting our different categories, events, and product offerings. We look forward to continuing our work with Celerant to find new ways of further advancing our [e-commerce](#) site and retail operation.”

The Toy Space Inc., based in Toronto, Canada offers a wide selection of safe, educational, and environmentally friendly toys for children of all ages. The retail store also encourages a family friendly environment by hosting special events, providing hair salon services for children and adults, and selling ice cream on premises. For more information on The Toy Space Inc., visit www.thetoyspace.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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