

Celtech™

# Company Profile



# Welcome to our world.

Celtech are the pioneers of true real-time retail management. We are a world-class business that since its foundation 20 years ago has focused exclusively on the retail sector.

Our clients trust Celtech's mission critical true real-time retail solution to run their business.

Unparalleled levels of innovation and simplicity are built-in giving our clients ultimate flexibility to create winning customer experiences in the retail sector.



We believe in...

Celtech is a world-class retail technology company that is renowned for inventing true real-time retail.

Its pioneering core real-time retail system '*ab-initio*' is regarded as 'the future of retail'.

It is the only solution which gives retailers total visibility over their stock, sales and cash reporting, in true real-time. *ab-initio* has a comprehensive set of best in class product modules which offer retailers every application they need to create winning customer experiences.

Its customers benefit from growing their business by seeing how it is performing in real-time, and can optimise operations and sell more product through taking inspired actions supported by intelligent reporting.

...simplifying retail technology



For our customers who have...

Multiple platforms

Distributed systems

Multiple solutions - hardware and solutions

No core visibility across their business


No any-time reporting

End of life products

Dependency on programmatic software

Training, hardware and software challenges

...a myriad of complicated  
and legacy systems



Who need a solution that offers...

A complete retail business management solution.

A suite of fully functional integrated retail  
and customer touch-point solutions.

Excellence in its core mission critical product *ab-initio*,  
and excellence in all connected products.

Physical store and digital store functionality.

True real-time stock, sales and cash reporting.

Installation on premise or in the cloud.

...positive customer experiences  
at its very core

And want...

To work with a strategic partner,  
not a supplier

To be never more than one step away  
from access to the team who develop it

...constant innovation on their behalf

For our customers...

CTO, CFO, CMO, COO and the CEO

**Who are reassured by:**

- A world-class company who truly understand retail
- A robust solution which is entirely scalable for the future
  - A proven track record for major retail groups
    - Access to the senior team when needed
    - A capability to deliver bespoke solutions for their business

...who span the 5 key areas  
of a retailer's business

And who demand

**Simplicity**

**Visibility**

**Control**

**Efficiency**

**Agility**

**Over sales, stock and cash**

**In true real-time**

...its I.T department transforms to being  
a proactive service provider



Supported by services

### **Consultancy**

Managing migration, ROI on stock and cash management, integration with other systems

### **Infrastructure**

Hardware and software consultancy

### **Services**

Training, data analysis on behalf of retailers

...that eliminate the traditional pain points to allow business growth

With support from fellow  
world class brands...

**CASH BASES** 

  
**CISCO**

 **DATALOGIC**™

  
ergonomic solutions

 **HERBERT**

**IBM**

  
**PayPoint**

 **Transaction  
Network Services**

**TOSHIBA**  
Leading Innovation >>>

 **ZEBRA  
TECHNOLOGIES**

...all working in harmony  
for our clients

Because we invented true real-time retail management



DUNNES STORES



FORBUOYS

GREAT MILLS



Chelmsford Star -  
the Co-operative



wilkinson



...and we are revolutionising the retail sector



Celtech™

World Class

[www.celtechgroup.com](http://www.celtechgroup.com)