

The Celtrino Rebrand FAQ

1. What is Celtrino?

Celtrino is our new trading name and replaces Celerity. Both Celtrino and Celerity are trading names of EDI Factory Ltd. All existing customer contracts and agreements remain unchanged.

2. Does this affect login or password details?

There is no absolutely no change or interruption to Celtrino services. It is business as usual.

3. Why change name?

We are planning to expand the business into new industry and international markets and to do so, necessitated a name change.

4. Where does the Celerity name go?

Nowhere, it will remain in the background for the next 3-4 months while we complete the rebrand. You will still see remnants of Celerity in the Retail Exchange but there is a plan in place to change this.

5. What is Smart Admin?

Smart Admin is a name we have given to our solution set and it is also a way of doing business, smart business. All the Smart Admin solutions are delivered via Software-as-a-Service (SaaS) on our Celtrino Platform which offers a dramatically faster implementation process than the old school, single install, and manual update model.