



SOLUTION PROFILE

APPAREL AND ACCESSORIES

COUNTERPOINT

CounterPoint is a complete retail management solution that gives you power and control over every aspect of your apparel and accessories business.

Whether you have one store or hundreds of stores, CounterPoint runs your business efficiently and profitably. Instant inventory updates let your clerks know what's in stock, on order, and in transit. Track your customers, control your purchasing, retain detailed sales history, or open an online store—it's all built into CounterPoint.

CounterPoint will meet your needs now and is flexible enough to grow with you into the future.



- **POINT OF SALE CHECKOUT**
Fast, easy to use, and easy to learn—includes optional touchscreen, multiple currencies, and fast (2-second!) credit card authorizations.
- **LAYAWAYS, ORDERS, AND HOLDS**
Track status and deposits on layaways, special orders, and backorders. Place tickets on hold or print quotes.
- **INVENTORY CONTROL**
Maintain optimum inventory levels, control costs, and track merchandise turns. Your inventory picture is “up-to-the-minute”—you’ll know what’s in-stock, on-order, and in-transit. Define substitute items, multiple price levels, sale prices, and more.
- **APPAREL GRIDS**
Stock a single inventory item in multiple colors and sizes (or widths and lengths, etc.). Each cell can have a unique barcode as well as an “oversize” price.
- **CUSTOMER LOYALTY**
Know who your customers are and what they’re buying. Print mailing labels for special promotions. Track birthdays, favorite brands, etc., with user-defined profile fields. Increase loyalty with charge sales, store credits, gift certificates, and more.
- **AUTOMATED PURCHASING**
Calculate current stock levels and automatically create PO’s.
- **LABELS**
Print item labels and barcodes on demand or automatically as part of purchasing and receiving.
- **SALES HISTORY**
Retain, view, and report complete detail of every sale you make, or look at summaries and cross-analyses.
- **ECOMMERCE**
Upload inventory, customers, and prices to your CPOne store and download customer orders into CounterPoint for fulfillment.
- **MERCHANDISING REPORTS**
Analyze merchandise and make decisions on whether to markdown or reorder items—various reports focus on turn rates, profitability, weeks of supply on hand, and sell-thru-%.



Selected Users

Academy Plaids, Inc.	Looby Loo LLC
Atlantis Trading Corp.	Luke-Avery, Inc.
Bay Street Inc	Mac Pherson Leather Co.
Bendinger Industries	Maison Weiss
Birthday Suits Barn	Manrico Cashmere
Buffalo Gap	Maverick
Cotton Tails	Metropolitan Uniform
D & G Uniforms	Napoli's Man's Shop
David & Goliath	Nathan Industries, Inc.
Drapoel	Nokomis Shoe Shop, Inc.
Educational Apparel, LLC	Oak Hall, Inc.
Elaines One Size Up	Orthofeet
Fleet Feet	Oscar De La Renta
Funk & Standard Variety	Oshkosh Truck
George & Phillips, Inc.	Paradise Sportswear, Inc.
Guidry's Uniforms, Inc.	Pembroke Stride Rite
Haute Baby	Pep's of Aspen Inc.
Hickory & Tweed	Pierre LaFond & Co.
I. Samuels & Sons	Red Wing Shoes SLC
In The Pink	Resident Shoppers Service
Indiana Joan's	Sahuaro Girl Scout Council
Jackson's Western Store	Sea Gallery Stores, Inc.
Jimmy Buffett's Margaritaville	Smokey Mountain Hat Co
Joan Vass	Sonnie of St Paul, Inc.
John Allen Shoes	Steel Toes
Jones & Jones	The Freedom Company
KAPS, The Men's Store	The Good Feet Store
Kast-A-Way Swimwear, Inc.	Timberline Distributors
KBC International	Uniform Depot
Kemo Sabe	Wasserman Uniform Co.
La Epoca Department Store	Wolff Shoe Company
Laparkan	Work Wear Safety Shoes
Little Lambs & Ivy	Youngland Kiddie, Inc.

Success Story: Oscar de la Renta Boutique

For high profile retailers such as Oscar de la Renta, reputation is predicated on the level of service provided. The New York-based boutique clothier has thrived on top-quality items as well as the buying experience it gives customers.

After looking at several other point-of-sale systems, Susan Mathieu, store manager, turned to CounterPoint SQL, a system that she had previously used. She knew it would live up to the Oscar de la Renta name while simplifying her business structure. She purchased CounterPoint SQL from Retail Business Management Systems, a New Jersey-based CounterPoint Business Partner.

"Customer service and inventory management are the two essential elements of a luxury retail store," Mathieu says. "CounterPoint is an invaluable tool for customer service. For inventory management, the procedures for receiving, transfers, and RTVs (returns-to-vendor) are easily mastered."

In addition to a wide array of features that custom fit the apparel industry, CounterPoint's ease of use make it a great fit for a store of any size.

"The most important feature of CounterPoint is the way it empowers the sales staff," Mathieu says. "Their ability to access the past history of their clients at the point-of-sale enables them to better serve each client's needs by recognizing patterns and preferences. They're able to isolate their own clients by using the Sales Rep feature which allows me to coach them individually."

The robust reporting capabilities of CounterPoint SQL provide useful information for keeping up with the hottest trends. The Merchandise Analysis Report examines merchandise at the item level or by group (vendor, category, etc.), and the Hot/Cold Analysis evaluates, for example, the "hottest 40 items based on quantity sold" or the "coldest 20 items based on turn rate."

The combination of CounterPoint's breadth of functionality and the local support from Retail Business Management Systems made CounterPoint SQL the easy choice for Mathieu. With CounterPoint's bi-annual updates and the ability to grow with her store, she knows that CounterPoint is the last point-of-sale system she'll ever need.

"We recommend CounterPoint because of the ease of use as well as access to information at both the management and sales associate level," Mathieu says. "The support of a local dealer is an additional benefit. They are responsive to any problems we have had and have provided excellent training and support."



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