



SOLUTION PROFILE GREEN INDUSTRY

COUNTERPOINT

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

Whether you have one location or hundreds of locations, 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, fast (2-second!) credit card authorizations, hold and quote tickets, and offline checkout.

➤ 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.

➤ CUSTOMER LOYALTY

Know who your customers are and what they’re buying. Print mailing labels for special promotions. Increase loyalty with A/R charge accounts, frequent shopper programs, customer-specific pricing, gift certificates, and more.

➤ AUTOMATED PURCHASING

Calculate current stock levels and automatically create PO’s.

➤ SALES HISTORY

Retain, view, and report complete detail of every sale you make, plus look at seasonal and yearly analysis.

➤ ECOMMERCE

Upload inventory, customers, and prices to your CPOnline store and download orders into CounterPoint for fulfillment.

➤ LABELS

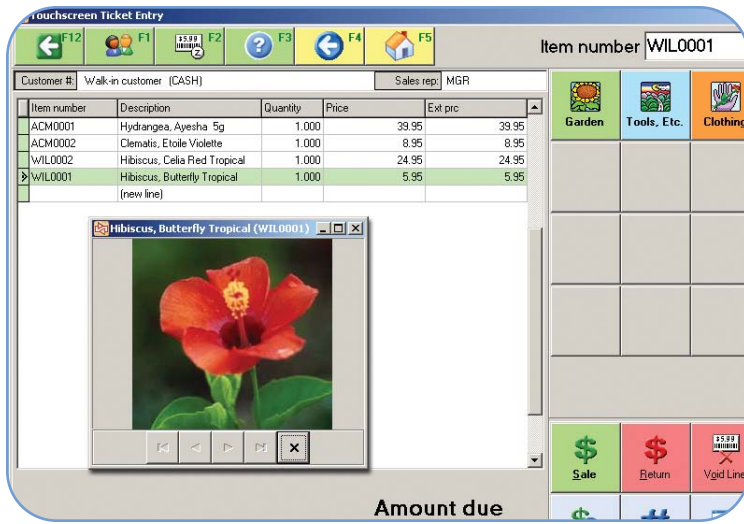
Print barcoded tree tags, pot stakes, and other waterproof labels for on-hand inventory or automatically as part of purchasing and receiving.

➤ ACCOUNTING INTERFACE

Update financial statements and payables and exchange the data with accounting packages.

➤ 16 OF NURSERY RETAILER’S TOP 100 LAWN AND GARDEN RETAILERS IN THE COUNTRY USE COUNTERPOINT

➤ 14 OF THE TODAY’S GARDEN CENTER’S TOP 100 REVOLUTIONARY GARDEN CENTERS FOR 2006 IN THE COUNTRY USE COUNTERPOINT



Selected Users

ACME Florist Supply Inc.	Marblehead Garden Center
Aspen Valley Landscape	Mid-Island Floral Supply
Atlantic Garden Center	Milarch Nursery, Inc.
Barber Brothers Florist	Nelson Water Gardens
Buschkoetter's Nursery	Newport Farm & Garden
Canada Gardenworks, Ltd.	Ogden Lawn & Garden
Chester Brown Wholesale	Pacific TopSoils, Inc.
Christensen's Plant Center	Quinlan Wholesale Florist
Cooperative Growers	Ravenna Gardens
Corso's Flower & Garden	Shades of Green, Inc.
D'Angelos Farms	Sloat Garden Center, Inc.
Davidson-Wilson Greenhouse	Soil Service Nursery, Inc.
Diamond Head Sprinkler	Sonnenberg Landscaping
Earth Products	Southwest Landscape Nursery
Eckert's, Inc.	Stonehedge Landscaping
Effinger's Garden Center	Straders Garden Supply
Fifth Avenue Greenhouses	The Enchanted Forest
Forney's Supply Inc	The Harvest Exchange
Front Range Gardens	The Planter's Palette
Gallagher Floral Supply	The Rose Shop
Hammond Farms Landscape	Timberline Gardens
Hicks Nurseries, Inc.	TLC Florist & Greenhouses
Iowa City Landscaping	Trees by Touliatos
Island Garden Center	Tri State Plant Food Inc
J&J Wholesale Florist	Valley Nursery Inc.
Jackson's Greenhouse & Garden Center, Inc.	Valley View Farm
Kale's Nursery & Landscape	Wagner Greenhouses, Inc.
Lake Erie Lawn & Garden	Wallitsch Nursery & Garden
Lakeland Yard & Garden	Wentworth Greenhouses
Landscape Supply, Inc.	Whiffle Tree
Lane Forest Products	White's Old Mill Garden Center
Laspina Equipment	Wholesale Flower Market
Major Irrigation Supply	Yamagami's Nursery

Success Story: Hicks Nurseries

Founded in 1853, Westbury, New York-based Hicks Nurseries is a family-owned garden center that has deep roots in the lawn and garden industry. Currently managed by the sixth generation of family members, Hicks has also seen several generations of cash registers and business systems. Continually updating and modernizing the operation has always been a part of the success of Hicks Nurseries.

In 1998, Hicks purchased CounterPoint from Gunning Business Services, a CounterPoint Business Partner. President Stephen Hicks recognizes the speed of checkout as a primary reason they chose CounterPoint.

"We are sort of a strange animal in that we need to have the efficiencies of a supermarket in the month of May," says Stephen. "With CounterPoint, we can really move people through the line." By way of confirmation, the garden center records more than 2,500 transactions on a busy Spring day. And the addition of CPGateway (www.cpgateway.com) has "greatly improved our credit card authorization process," adds Stephen. CPGateway authorizes credit cards over the Internet in under two seconds. "CPGateway is the single biggest improvement to CounterPoint since our installation in April of 1998. I sleep much better at night knowing that Synchronics is behind the service."

Another favorite feature is the Offline Ticket Entry Option. Cashiers can continue ringing up sales when the CounterPoint server is down or unavailable (it's also useful for sidewalk sales, trade shows, and portable kiosks).

Stephen adds, "We've had better morale with our cashiers than ever before because of the system. It's a very flexible system and it has many capabilities that allow you to configure it—almost tailor-make it—to your business."

Hicks has seen tangible business success thanks to CounterPoint. At Christmastime, the nursery sells cut trees. By analyzing their sales and inventory information each day and comparing this year's numbers to last year's, they've been able to time their reorders so that they're bringing in the right quantity at the right time. They get extra sales by having enough inventory to last through the season, and extra profits by not having leftover inventory.

Hicks Nurseries turned over a new leaf with CounterPoint. And since then they've watched their profits grow (and their long checkout lines shrink).



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