



SOLUTION PROFILE

GIFT SHOPS

COUNTERPOINT

CounterPoint is a complete retail management solution that gives you power and control over every aspect of your gift shop.

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—even for seasonal employees and volunteers. Includes optional touchscreen, admission tickets, fast (2-second!) credit card authorizations, commission tracking, and offline checkout (great for sidewalk sales).

INVENTORY CONTROL

Your inventory picture is “up-to-the-minute.” You'll know what's in-stock, on-order, and in-transit. Track serial numbers, kits, and gridded items.

CUSTOMER LOYALTY

Know who your customers are and what they're buying. Print mailing labels for special promotions. Increase loyalty with frequent shopper programs, customer-specific pricing, gift certificates, gift cards, and store credits.

AUTOMATED PURCHASING

Calculate current stock levels and automatically create PO's.

PRICING

Define multiple price levels, markdowns, contract prices, quantity discounts, package prices, and location-specific pricing. Automatically give Museum Members discounts on their purchases.

SALES HISTORY

Retain, view, and report complete detail of every sale you make, or look at summaries and cross-analyses.

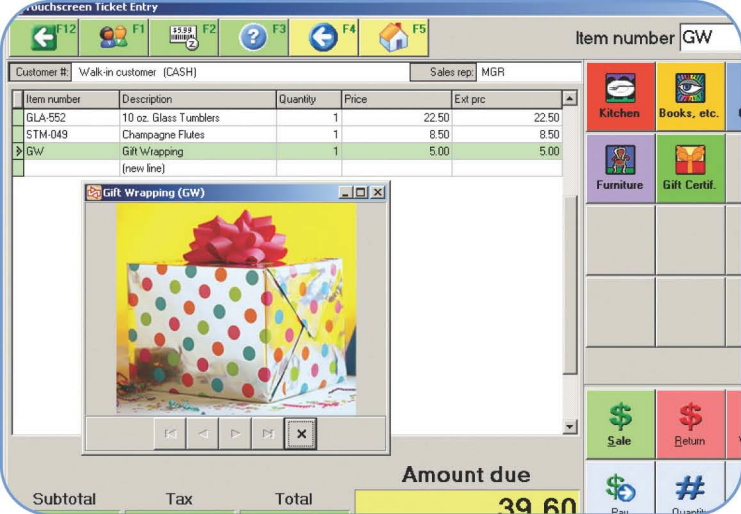
ECOMMERCE

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

ACCOUNTING INTERFACE

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





Success Story: Margaritaville

When Donna Smith opened Jimmy Buffett's Margaritaville in 1984 in Key West, FL, she wanted a shop that would pay homage to the man who symbolizes life on the islands.

The gift shop sold T-shirts, Buffett cassettes and some Key West novelties. As Margaritaville expanded to the mainland—namely New Orleans—the company needed a more comprehensive point-of-sale system. The package in place in the original location was quite literally wasting away in Margaritaville. Enter Radiant Systems.

“CounterPoint has allowed us to keep very detailed records and has an intensive inventory package,” says Robert Tomlinson III, regional manager for Margaritaville. “We depend heavily on historical data to forecast future sales trends on an item by item basis. We are able to extract history on a yearly, monthly, and daily basis for an individual product.”

With five locations in the U.S., four in Jamaica, and one in Mexico, Margaritaville has become an international phenomenon. By maintaining an active CounterPoint Subscription Service (CSS) with their CounterPoint Business Partner, Absolute Logic, Inc. in Metairie, LA, their point-of-sale system has matched them stride for stride.

“As CounterPoint has evolved, we have been able to take advantage of the additional functionality, which makes its ease of use critical to our business,” Tomlinson says. “Over time we have added credit card integration, barcode labeling, Order Entry order processing, CPOnline, etc.” CPOnline in particular has been a wonderful asset. By allowing Margaritaville's web site (www.margaritavillestore.com) to seamlessly interface with their in-store CounterPoint system, Parrotheads from around the globe can place online orders faster than they can say “Pencil-Thin Mustache.”

“Each year on CounterPoint, we have been able to automate or ‘computerize’ many tasks that would take many man-hours to complete before,” Tomlinson says. “Before CPOnline was available, we were manually printing orders from our website and having employees manually type each order into our system. Needless to say, we've been able to eliminate much wasted time by utilizing many of CounterPoint's Options.”

With millions of fans, Margaritaville shows no signs of slowing down. And neither does CounterPoint, which leaves Tomlinson happier than a Cheeseburger in Paradise.

“I don't see any reason why we would ever outgrow CounterPoint, and with its flexibility, it fits our stores—each with its own various needs and issues,” he says. “From a cost/benefit perspective, I can't find a reason why a small to medium size retail establishment could go wrong with CounterPoint.”

Selected Users

Alabama Coushatta Tribal	Love from Minnesota Inc.
Aquarium of the Pacific	M D Anderson Gift Shops
As Seen On TV	Michele's
Aunt Sally's Praline Shop	Morgan Imports
Auxiliary to Greenville Hospital	New England Aquarium
Best Wishes of Boca	North Carolina DOT Ferry
Bey-Berk International	North Carolina Zoological Park
Blues City General Store	Objets D'Art
Blumster's On Main, Inc	Oklahoma City Zoo
Boeing Gift Stores	Old Sod Irish Imports
Boston Symphony Orchestra	Pink Lady Gift Shop
Buffalo Zoo	President's Park
CBS Store New York	Primitives By Kathy
City of Chicago Store, Inc.	Rumson China & Glass Shop
College Traditions, Inc.	Rustic Hutch
Crowne Plaza Resort	Scandinavian Marketplace
Dana Farber Cancer Institute	Sisters of St. Benedict
Disney Direct Marketing Services	Snoopy's Gallery
Funk and Standard	Solomon's Mines Limited
Great Smoky Mountains Assoc.	Solon Enterprises
Irish Indeed Hub	St. Jude Children's Hospital
Isaac Hayes Studio Kitchen	St. Joseph Hospital Gifts
Jimmy Buffett's Margaritaville	Sun 'N Fun EAA Fly In
Judith McGrann & Friends	Taylor Creek The Idea Store
Kaanapali Estate Coffee	The BowerBird
Knorr Candle Shop, Inc.	The Candle Collection
Lagniappe	The Toledo Zoo
Lazy Gator, Inc.	Tickle's Country Shoppe
Le Bonheur Club Gift Shop	Trellis, Inc.
Leinie Lodge Online	University of Michigan Hospital
Longhorn Cavern	William Beaumont Hospital
Loop Online	Xanadu Distributing
Louisiana Hot Stuff	Zylo



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