



## SOLUTION PROFILE GREEN INDUSTRY

COUNTERPOINT

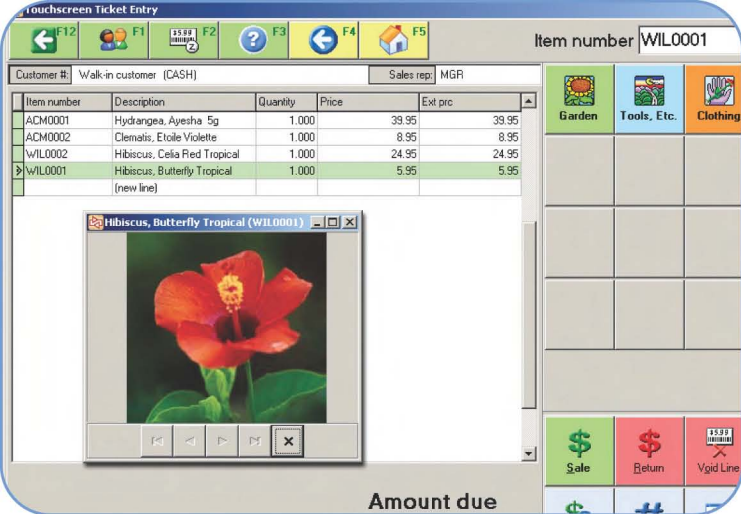
CounterPoint is a complete retail management solution that gives you power and control over every aspect of your lawn and garden business.

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**



## 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](http://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).

## 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 &<br>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<br>Center |
| Laspina Equipment                             | Wholesale Flower Market           |
| Major Irrigation Supply                       | Yamagami’s Nursery                |



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