



SOLUTION PROFILE

MUSEUM GIFT SHOP

COUNTERPOINT

CounterPoint is a complete retail management solution that gives you power and control over every aspect of your museum 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.
- **AUTOMATED PURCHASING**
Calculate current stock levels and automatically create PO’s.
- **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.
- **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 CPOne store and download orders into CounterPoint for fulfillment.
- **ACCOUNTING INTERFACE**
Update financial statements and payables and exchange the data with accounting packages.



Success Story: Corning Museum of Glass

The Corning Museum of Glass needed a break. And you have to choose your breaks carefully when you are the world's most comprehensive collection of glass—with more than 35,000 objects. Located in the Finger Lakes Wine Country region of New York, this unique museum preserves the history and heritage of an art form etched in time.

The Corning Museum of Glass attracts up to 2,500 tourists a day during its peak season. And with over 18,000 square-feet of gift shops to browse through in the GlassMarket, these tourists line up to take home souvenirs of art glass, jewelry, telescopes, paperweights, and more. The museum gift shop processes an average of 700 to 1,200 transactions per day.

"We can have 20 or 25 buses arrive within minutes of each other," says John Fish, Retail Technology Supervisor for the museum. "When that happens, we go from 200 visitors to over 1000 visitors. Our 21 registers can be six to eight people deep, and we'll generate 300+ transactions per hour."

The museum was using a system that John admits had good point-of-sale features, but gave them no control over their inventory. "Believe it or not, we had no idea of our inventory values. We had to have numbers we could trust."

So Retail Control Systems, a CounterPoint Business Partner, presented the museum with CounterPoint—a point-of-sale and inventory management solution. And for the first time in over a year, the museum's inventory control was crystal clear. And how does CounterPoint rate at the register? "Our employees love CounterPoint," says John. "The ease of use makes it a plus for us—we can train sales associates to operate a register in 20 minutes. And the through put time is fantastic. CounterPoint keeps our lines moving—which improves our customer service and total sales volume. In our busy summer months (June, July, and August), we can expect over \$1,800,000 in sales from our gift shops, so you can imagine how important it is that we have a system that doesn't slow us down."

The museum's online store, glassmarket.cmog.org, had its grand opening in June 2002. The GlassMarket uses CPOnline, the integrated ecommerce solution designed especially for CounterPoint merchants. The GlassMarket commissioned Radiant Systems for a custom template that shows off their multiple boutiques, each devoted to a different area of glass. John worked with Radiant to make their online store really shine. "Support for CPOnline is second to none, I have never worked with a product that has had better support."

The Corning Museum of Glass was fortunate to find CounterPoint—a complete retail solution that accurately reflects their inventory and allows them to sell their wares on the Web. And when you are in the glass business, those are the lucky breaks.

Selected Users

Airborne Special Operation
 AKTA Lakota Museum
 Anverse, Inc.
 Ansel Adams Gallery
 Autry Museum W. Heritage
 Baseball Hall of Fame
 Belle Meade Plantation
 Center for Southern Folklore
 Children's Museum of Memphis
 Colorado Springs FAC
 Corning Museum of Glass
 Country Music Hall of Fame
 Exploratorium
 Farnsworth Art Museum
 Flint Institute of Arts
 Florence Griswold Museum
 Florida Holocaust Museum
 Gulf Coast Exploreum
 Heard Museum
 Hiller Aviation Museum
 Honolulu Academy of Arts
 Hudson Museum Shop
 Hugh Moore Historical Park
 James A Michener Art Museum
 Joslyn Art Museum Shop
 Jule Collins Smith Museum
 Louisiana Art & Science Museum
 Louisville Science Center
 Louisville Slugger Museum
 Marietta Museum of History, Inc.
 Mark Twain House
 Memphis Museums, Inc.
 MS Museum Natural Science
 Museum of American Quilt

Museo de Arte de Puerto Rico
 Museum of American Quilting
 Museum of Contemporary Art
 Museum of Flight
 National First Ladies Library
 New York Hall of Science
 Norman Rockwell Museum
 Odyssey Maritime Discover
 Oklahoma City National
 Memorial
 Penobscot Marine Museum
 Phoenix Art Museum
 Portland Museum of Art
 Pro Football Hall of Fame
 Ray B. Smith Museum Store
 Rolling Hills Wildlife Museum
 Salvador Dali Museum
 Science Museum of Minnesota
 Scottsdale Center for Arts
 Seashore Trolley Museum
 State Historical Society
 Statehouse Museum Shop
 Strathmore Hall Foundation
 The Citizenship Trust and
 American Village
 The Museum of Mobile
 Thomas Gilcrease Museum
 Association
 Thomas Jefferson Foundation
 USS North Carolina Battleship
 Virginia Living Museum
 Virginia Sports Hall of Fame
 Wadsworth Atheneum
 Wisconsin Maritime Museum



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