



## SOLUTION PROFILE

# PARTY & PAPER

# COUNTERPOINT

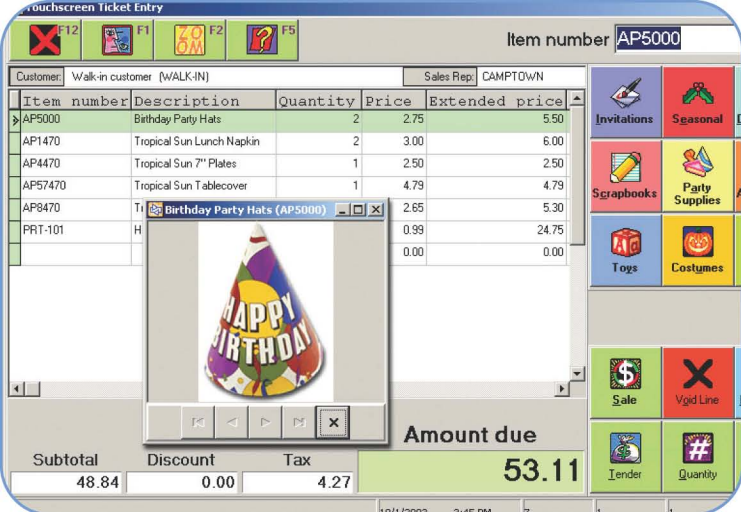
CounterPoint is a complete retail management solution that gives you power and control over every aspect of your party and paper store.

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, fast (2-second!) credit card authorizations, and offline checkout (great for sidewalk sales).
- **INVENTORY CONTROL**  
Your inventory picture is “up-to-the-minute,” so you’ll always know what’s in-stock, on-order, and in-transit. Track kits, coupons, alternate units, and even user-defined fields. Stock costumes with one item number and multiple colors and sizes.
- **CUSTOMER LOYALTY**  
Know who your customers are and what they’re buying. Print mailing labels for special promotions. Increase loyalty with coupons, frequent shopper programs, store credits, and special orders.
- **SALES HISTORY**  
Retain, view, and report complete detail of every sale you make, or look at summaries and cross-analyses.
- **PRICING**  
Define multiple price levels, markdowns, contract prices, package prices, customer-specific pricing, quantity discounts, and location-specific pricing.
- **AUTOMATED PURCHASING**  
Calculate current stock levels and automatically create PO’s.
- **BARCODE LABELING**  
Print labels for on-hand inventory or automatically as part of purchasing or receiving.
- **ACCOUNTING INTERFACE**  
Update financial statements and payables and exchange the data with accounting packages.
- **REPORTING**  
Monitor trends with six-week sales analysis. Print activity reports for specified periods. Daily exception reports monitor your voids, price overrides, etc. Analyze item sales history and know what’s hot (and what’s not).



## Success Story: A Partyworld

Florida business owners Frank and Esther Gleason know that planning parties can be lots of fun, but when it comes to running their successful business, they need a serious software solution – like CounterPoint Business Software.

In 1984, A Partyworld started out like many party and paper retailers as a small, 1,500 square foot party store. “Now we operate out of a 12,000 square foot store, with a large selection of party supplies, paper plates, napkins, and decorations for birthdays, weddings, and holidays,” says Frank. And with over 20,000 different items, they needed a solution that would not only keep their inventory under control, but that would grow with them.

“Before choosing CounterPoint, we talked to other people in business that we knew and computer people for suggestions.” In 1999, they invited Arachne Business Systems, a local CounterPoint Business Partner, to install CounterPoint software to help manage their business. And A Partyworld has been celebrating their decision ever since.

CounterPoint has the key features that every party and paper retailer needs: fast point-of-sale checkout, accurate inventory tracking, customer-specific pricing, sales and cost analysis, barcode labeling, coupon tracking, and so much more. “My employees like the fact that CounterPoint is easy to learn and that they can check stock on an item if they don’t see it on the floor. I like the fact I can instantly get a picture of what the store is doing in sales as well as what is being sold,” adds Frank.

One of the biggest challenges they face is maintaining an adequate cash flow by keeping proper inventory levels and turns. “CounterPoint has helped us by reporting the slow moving items and what items need to be reordered.”

Does Frank recommend CounterPoint to others? “Yes! It’s easy to learn, fast at the checkout counter, and easy to see your best selling items.” All party people need a serious software solution like CounterPoint.

## Selected Users

17th Street Paper Plus	Mickey's Sales & Service
A Partyworld	Middle Georgia Paper Co.
Alin Party Supply Co.	National Coatings, Inc.
All Occasions Parties	New Orleans Party and Costume
American Paper & Supply	Paper Resources, Inc.
Birthday Express	Party Boy
BMS Paper Company	Party Fair
Broadway Paper Store	Party Pig Superstore
Candela Sales Co., Inc.	Party Suppliers
Celebrations	Partyland
Celebrations Party Store	Peabody Papers, Inc.
Christmas is Everyday	Picture Perfect Scrapbook
Chuck's House of Magic, Inc.	Product Promotions
Creative Arts	Rapps Packaging
Decor Party Supplies, Inc.	Sam Flax Stores
G&L Christmas Barn	Schorin Company, Inc.
Ideal Stationers, Inc.	Strauss Paper Co., Inc.
Johnson Paper & Supply Co.	Taylor Stationery
Joon Stationery	The Norfolk Stationery Co.
Lasting Legacy	The Party Place
Lavore Party Goods, Inc.	Xpedx
Media Sales Limited	



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