



SOLUTION PROFILE

SCHOOL SUPPLY AND EDUCATION

COUNTERPOINT

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

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 and fast (2-second!) internet credit card authorizations.

➤ INVENTORY CONTROL

Your inventory picture is “up-to-the-minute.” You’ll know what’s in-stock, on-order, and in-transit. Define substitute items, alternate units, multiple barcodes, non-taxable items, and more.

➤ CUSTOMER LOYALTY

Know who your customers are and what they’re buying. Print mailing labels for special promotions. Retain tax-exempt numbers. Track schools, mascots, or events with user-defined profile fields. Increase loyalty with frequent shopper programs, gift certificates, and more.

➤ AUTOMATED PURCHASING

Calculate current stock levels and automatically create PO’s.

➤ PRICING

Define multiple price levels, contract prices for teachers, markdowns, quantity discounts, package prices, and location-specific pricing.

➤ SALES HISTORY

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

➤ ECOMMERCE

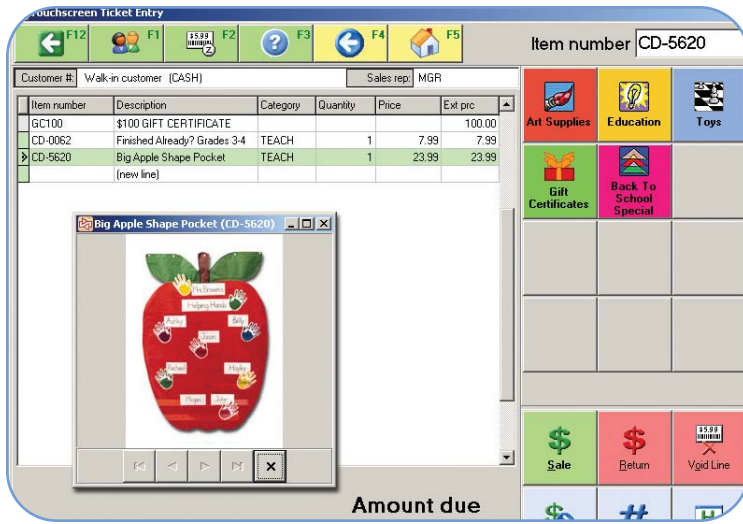
Upload inventory, customers, and prices to your CPOnline store and download orders into CounterPoint for fulfillment.

➤ ACCOUNTING INTERFACE

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

➤ 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: Millers' School Supplies

Founded in 1987 by former teacher, Cynthia Miller, Millers' School Supplies has grown into a first-class operation. Cynthia recognized the need for a good school supply store in her hometown of Longwood, Florida. "We began with a 900 square-foot store that soon grew to its present 5,000 square-feet, plus a second store and an office/warehouse complex."

In the beginning, Millers' School Supplies used old-fashioned paper and pencil to control their inventory and issue P.O.'s. "We had a very good paper system. It was great, but very time consuming. I knew we had to computerize if we were to grow." After studying her options, Cynthia chose Strategic Solutions, Inc., a local CounterPoint Business Partner, to install CounterPoint in 1996. With CounterPoint, Cynthia was able to automate her retail operation and watch her business expand.

Today Millers' primary customers are teachers, parents, day cares, churches, and nursing homes. Cynthia knows that great service brings her customers back. And CounterPoint's built-in customer tracking and flexible pricing options have helped them rally in the sales. "We have great customer service – do lots of special ordering. We have great sales twice a year and offer a special every month. Many promotions are used throughout the year." Now that Millers' has a computer system that accurately tracks their customers, they're prepped for grade-A performance. And CounterPoint includes all the tools they need to take their customer service to the next level – gift registries, gift certificates, a frequent shopper program, and the ability to print labels for promotional mailings.

With CounterPoint, Cynthia is in control of her business – she knows what's in stock, what her customers want, and how to sell it to them. "I love the ability to categorize products. Teachers often teach by theme – I can plug in 'apple' to 'zebra' and get lists of products on hundreds of themes. Great!"

As a member of NSSEA (National School Supply and Equipment Association), Cynthia keeps up with industry trends and hopes to continue the expansion of her business. "There is room for growth in our area. I have great spots in mind for two more stores." CounterPoint has proven to be more than just a smart choice for Millers' School Supplies – it was an investment in their future.

Selected Users

Bay State College	School Tools
Bondurant School of HPD	Southwest Mississippi Community College
Brame Specialty	St Charles North
Campus Corner, Inc.	Students Council at University of Western Ontario
Carol School Supply	Teacher & Parents Store
Creative Studies College	Teacher's Pet
Crown Educational	Teaching Stuff
Douglas Diamonds	The Den
Dublin Coffman Rock Shop	The Learning Corner
Five Towns College	The Learning Shop
Get Smart, Inc.	The Learning Stop
Green River High School	The Learning Tree
GW School Supply, Inc.	The Paper People
Jonathan's Educational	The Teachers Aid
Knowledge Tree	University Center at University of Tennessee
Learning Express	University of Houston
Millers' School Supplies	University of Minnesota
Mississippi Job Corps	Virginia Episcopal School
North Carolina Justice Academy	Yale University
Paramount Unified School Parent/Teacher Tools, Inc.	



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