



SOLUTION PROFILE

SPORTING GOODS STORES



We understand your business. You must buy what sells, turn what doesn't, control costs, and track your customers. It can be a real workout.

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. CounterPoint has the tools you need to get your business in shape.

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 part-time help. Includes touchscreen, order processing, layaways, and 2-second 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 apparel grids, multiple barcodes, substitute items, multiple price levels, and more.

➤ AUTOMATIC PURCHASING

Calculate restocking orders and track receivings from your vendors.

➤ CUSTOMER LOYALTY

Know who your customers are and what they're buying. Keep detailed sales history—great for analyzing past sales or printing mailing labels for special promotions. Track schools, team colors, etc. with user-defined profile fields. Increase loyalty with charge sales, gift certificates, store credits, and more.

➤ ORDERS AND DEPOSITS

Create tickets and accept deposits for customers' orders and track them from point-of-sale to receiving.

➤ SALES HISTORY

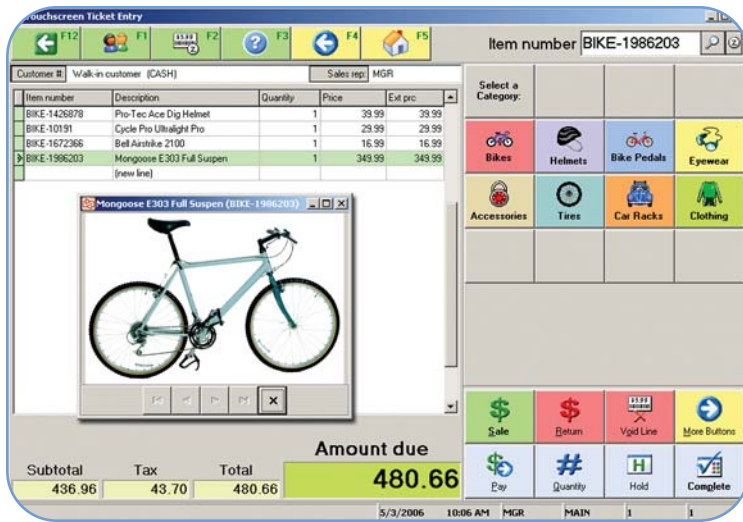
Retain, view, and report complete detail of every sale you make, or look at summaries and cross-analyses.

➤ ECOMMERCE

Upload inventory, customers, and prices to your CPOne store and download orders into CounterPoint.

➤ LABELS

Print item labels and barcodes on demand or automatically as part of purchasing or receiving.



Selected Users

Alabama Outdoors Inc.	Northway Sports
Alpine Sporting Goods	Now Sports
Arizona Hiking Shack	Omni Fitness
Arizona Sportsman, Inc.	Palos Sports
Barron's Outfitters	Plaine's Bike Ski Snowboard
Bicycle Warehouse	Play at the Bullpen
Boston Rock Gym	Prairie Cycle & Ski
Brands Cycle & Fitness	Pro Golf of Lexington
Buffalo Arms Co.	Recob's Target Shop
Center Sporting Goods, Inc.	Red Top Sporting Goods
Chicago Tennis & Golf	Rex's Cycle Shop
Creekside Angling Co.	Rugby Imports
Curt Smith Sporting Goods	Rush River Outfitters
D&R Sports Center	Skater's Paradise
Destination Sports	Skirack
Diver's Supply	Snorkel Bob's
DJ GOLF of Eau Claire, Ltd.	Soccer House
Edge Athletics	South Beach Xtreme Sports
Forest & Field Outdoor Sports	Southport Rigging, Inc.
Golf & Tennis World	Sports Traders
Golf USA	Steiner's Sports Center
Golfer's Closet	Surf N Sea
High Mountain Sports	Swim & Sweat, Inc.
Honolua Surf Co.	Texas Outdoors
J & L Golf Shop	The Alpine Shop
John A. Biewer Sporting	The Boundary Waters Catalog
Little Jon's Archery World	The Kayak Center
Middleton Cycle & Fitness	The Sled Shop
Mountain High	The Sportsman's Guide, Inc.
MSD Sports	Waialele Golf Club
Muenzers Cyclery & Sports	WHPenny Co.
Nevada Bob's Golf	Wind, Waves & Wheels
New Horizon in Sports	Wisconsin Sports

Success Story: Spokes Etc.

When Spokes Etc., Inc. was founded in 1985, Jim Strang wanted something different for his bicycle store. Other bike stores at the time were poorly merchandised and concentrated almost exclusively on bicycle sales and service—accessory and clothing were an afterthought. He wanted a shop that would bring bicycle retailing up to par with other specialty retailers.

In 1994, vice president Bob Fadel began searching for a point-of-sale system. A cutting edge shop such as Spokes Etc. couldn't settle for lackluster software.

"We wanted a system we could tailor to meet our diverse needs," Fadel says. "We wanted an easy to use point-of-sale front-end and one that handled layaways and special orders robustly. We were also looking for full-featured purchasing and inventory control modules."



CounterPoint was able to deliver on all counts, allowing them to make better purchasing decisions, decrease their inventory costs, and improve their customer service.

"CounterPoint allows us to deliver superior customer service through the use of technology," Fadel says. "CounterPoint has evolved as retail has evolved. It has allowed us to put in place systems for special order handling so we can deliver what we promise to our customers in a timely fashion. This has reduced the lines at our counters dramatically and improved the shopping experience for our customers."

After more than 10 years on CounterPoint, Fadel couldn't be happier. With an ever-evolving software package coupled with the support of J&M Systems, his CounterPoint Business Partner, Fadel knows CounterPoint is the perfect fit for his stores, as well as the bike industry in general.

"Our employees enjoy having all the data they need at their fingertips to perform their job and deliver superior customer service," Fadel says. "We highly recommend CounterPoint to other bicycle retailers. We believe it is the most robust solution offered for point-of-sale, purchasing, and inventory management."



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