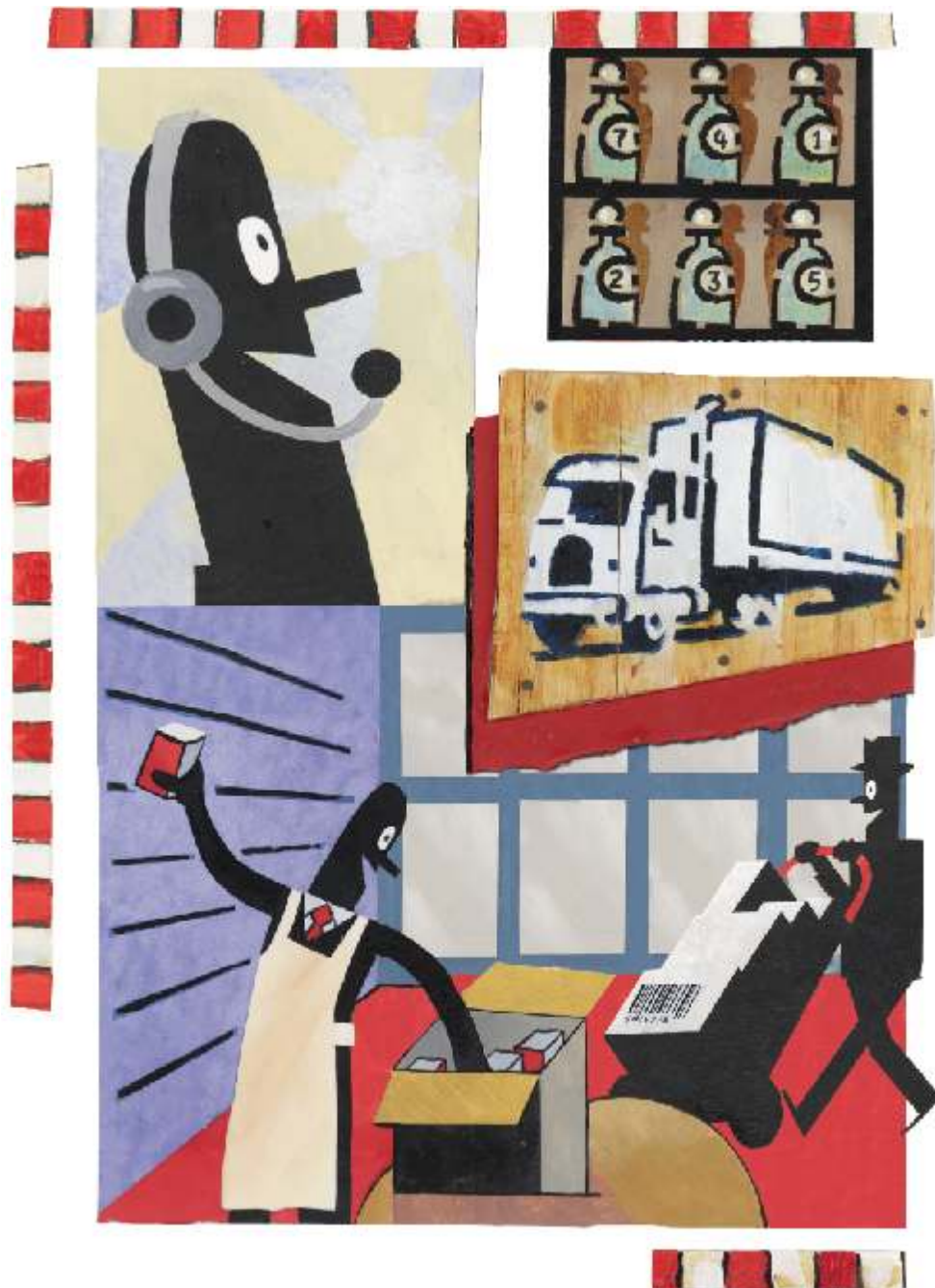


*Solutions for
Serious Wholesalers*

COUNTERPOINT

The Solution for Wholesale Distributors and Mail-Order Businesses



COUNTERPOINT

The Solution for
Wholesale Distributors and Mail-Order Businesses

Get your business in order—with CounterPoint Business Software from Synchronics. When your customer calls, instantly view open orders, account info, credit status, shipping instructions, and even detailed sales history. And there's no guesswork on inventory—you know what's in stock and at which warehouse, and whether to ship, substitute, or backorder.

Make your customers happy. Make more money. Make the move to CounterPoint.

CounterPoint Includes:

Order Entry

Fast, easy to use, and easy to learn—includes commission tracking and fast (2-second!) credit card authorizations (supports AVS and CVV2/CVC2). Accept deposits and payments. Print customizable receipts, picking tickets, shipping labels, packing lists, work orders, and invoices. Process standing orders, quotes, backorders, special orders, drop ships, credit memos, and RMA's.

Inventory Management

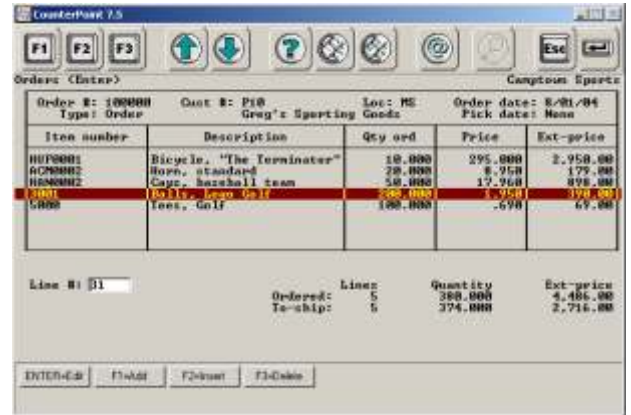
Your inventory picture is "up-to-the-minute." You'll know what's in-stock, on-order, and in-transit. Track serial numbers, kits, and gridded items (for color/size apparel items). Fill and prioritize backorders by ship date. Automatically print picking tickets.

Customer Tracking

Know who your customers are and what they're buying. Print mailing labels for special promotions. Track user-defined profile information, credit limits, multiple ship-to addresses, contract prices, and sales reps.

Sales History

Retain, view, and report complete details of every sale you make. Know what you sold today, this week, this year, and last year. Print duplicate invoices months or even years after the actual sale.



Item number	Description	Qty ord	Price	Ext-price
HIF0001	Bicycle, "The Terminator"	10,000	295.000	2,950.000
HCF0002	Born, standard	20,000	8.950	179.000
HMAN002	Caps, baseball team	50,000	17.960	898.000
SH01	Golf, Logo Golf	200,000	4.950	990.000
SW00	Tees, Golf	100,000	.670	67.000

Line #1: 31
Ordered: 5
To-ship: 5
Quantity: 300,000
Ext-price: 4,485.000

Automatic Purchasing

Automatically restock items—control costs with multi-vendor, lowest-cost comparison.

Pick Verify

Ensure that the picked items match the items to be shipped. Enter picked quantities using a workstation or barcode scanner, or import from a handheld device.

Serial Numbers and Warranties

Track detailed records of unique items—ideal for big ticket items and product warranties.

Kits

Group related items with pre-built kits. Use work orders to initiate assembly of goods from component inventory.

Basic Accounting

Integrated Accounts Payable, General Ledger, and Check Reconciliation.

Retail Stores

Manage retail and wholesale divisions with one, easy-to-use system—CounterPoint!

Too many features to list!

Go Global. Get Online.

It's easy. It's affordable. It's built-in. Whether you are B2B (Business to Business) or B2C (Business to Consumer), you can open an online store with CPOne—an e-commerce and web-hosting service designed especially for CounterPoint merchants. Upload CounterPoint inventory and pricing to your CPOne store. Download orders into CounterPoint. It doesn't get any easier than this!

Your Local Synchronics Dealer

LOCAL • PERSONAL • PROFESSIONAL

Your Authorized Synchronics Dealer will analyze your business needs, help establish goals, deliver and install your CounterPoint system, and follow up with training and ongoing support. Your Synchronics Dealer is nearby with personalized service—the key to your successful business!

www.synchronics.com





Quarry House Distributors

When Donna Frost purchased Quarry House Distributors, the paint wholesaler came equipped with a single computer running an outdated accounting and inventory management package. In 1999 Frost upgraded her old software to CounterPoint with the help of Any Business Systems, Inc., an Authorized Synchronics Dealer. Frost knew that the move to CounterPoint would paint herself—and her customers—out of a corner.

The Bow, New Hampshire-based distributor deals primarily with independent decorative painting shops and home studios. Quarry House sells supplies for tole painting and stenciling, including paints, brushes, stencils, and instructional books.

With thousands of SKUs from different manufacturers, Frost relies on CounterPoint to keep her inventory and pricing under control. “The date-sensitive sale pricing makes it a cinch to run promotions. And we can ship items that just came off the truck an hour ago—CounterPoint keeps our inventory information up-to-date.”

Most of Quarry House’s customers don’t use computerized point-of-sale systems and rely on Frost for historical sales information. CounterPoint’s LookUp functions make it possible for employees to take phone orders, even if the customer doesn’t know the item numbers. “Most of our customers would give us an A+ for service, but we couldn’t do it without CounterPoint.”

CounterPoint also allows Frost to show her customers which items are “hot” or “cold” during certain times of the year. “In the decorative painting business, there are a lot of products that might lie fallow until a fad starts,” Frost says. “Because the inventory view shows recent history plus the past two years of history broken out by month, I can easily see any changes in usage.”

Whether dealing with a customer’s order history or keeping her customers abreast of the latest paint trends, CounterPoint has simplified business for Frost.



“CounterPoint helps us keep our customers happy,” says Frost.

companyoverview

Quarry House Distributors
specialty: **paint and supplies**

location: **Bow, NH**

number of stores: **1**

years in business: **13**

years on CounterPoint: **5**

“What I’ve discovered is that CounterPoint is designed to cover all aspects of a business,” Frost says. “We’re small, but we’re able to compete with much larger distributors because we offer great customer service. We bend over backwards to keep our customers happy. CounterPoint helps us keep our customers happy.”

With CounterPoint on their side, Quarry House has a full palette of features to help their business grow.

Wekiwa Gardens, Inc. IMER USA, Inc. Watkins Pet Supplies
ERG International Packaging Systems-Indiana
Quarry House Distributors
Drill Co. Firestik Antenna Bassotech
BMS Paper Company Adirondack Electronics, Inc.
Virginia Department of Transportation
Diver's Supply, Inc. Holliday & Holliday
Florida Microfilm Corporation
The Paper People St. Jude Distributors, Inc.
Western Plastics Hamilton Distributing Enterprise Country Club
J&M Tackle Berger Plumbing **Schumacher, Inc.**
AGS Electronics
Carolina Custom Golf Miles Furniture
American Camper Shells Bardstown Electric Supply
Castle Pines Colorado Railroad Museum
Image Business Systems Carkem Products
Harris Music & Sound Paradise Distributing
Huelsmann Distribution Interior Concepts
American Importing Co. Oil Supply Co.
Mickey's Sales & Service Pat's Archery
Storkie Express Parsons Chain Company USA
Tri-State Plant Food
Jones McIntosh Colorado Kayak Supply
Specialty Premiums Plus
Jewelry Display, Inc. Kast-A-Way Swimwear
Peterson Industries Southwest Motorsports
Millers' School Supplies Dynamic Turbo **Aqua EZ**
Overhead Door Company Audiophile Systems Ltd.
Aim Electronics US Beverage Vogelzang International
Vend Services Henrich Equipment

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