ViewPoint

Q1 2007

Radiant SYSTEMS   COUNTERPOINT

CounterPoint User Conference 2007 Preview

With each new year, retailers across the country make New Year's Resolutions to be a more profitable business. Often though they don't where to start, and the year merely brings frustration.

For CounterPoint users, the best place to jumpstart the year is the annual CounterPoint User Conference. Held every year in Memphis in February, the conference offers a chance to network with peers, sit down one-on-one with a CounterPoint support rep, attend topic-specific breakout sessions, and many other activities, all centered around CounterPoint.

Nearly 250 CounterPoint users from 42 states and seven countries attended the 2006 CounterPoint User Conference.

With sessions geared towards both CounterPoint V7 and CounterPoint SQL, the Conference offers all CounterPoint users the chance to learn from Radiant staff members as well as fellow CounterPoint users.

"Networking with other users… is a wonderful learning experience," says Michelle Devaney of Longhorns Cavern State Park. "Where else can you have this kind of experience, except at the CounterPoint User Conference? If we learn something new on a regular basis then we will continue to move ahead and have the opportunity to grow."

Ron Goodknecht from Pure Digital agrees. "The most important piece of knowledge I gathered was the piece of mind that Radiant has a road map for the future," he says. "They will stand behind their product. The staff was awesome putting up with the many questions I had. The staff is always professional, friendly, and helpful."

With new breakout sessions added each year, there's always something new to learn. Denise Witthaus of Stone Hill Winery says she'll probably be back at the 2007 CounterPoint User Conference.

"I felt there is a lot more to learn," she says. "Other users told me they attend every year and there is always something new to learn. I plan to bring some additional staff along next year." ■

Hardware Grand Prize Winner
Congratulations to CounterPoint user Mace Coleman of IMER USA, in Capitol Heights, MD. He was the lucky grand prize winner of the hardware special we ran late last year. He opted for the $1,000 AMEX gift card. ■

CounterPoint User Conference
February 16–17, 2007
Marriott Hotel and Cook Convention Center
Memphis, TN

Letter from Chris

Dear CounterPoint users:

We know it's a hectic time of year for most retailers – we sincerely hope that your business had a successful holiday season! Radiant is staying busy as well. In addition to product releases – V8.3.5 in December and V7.5.13 in January – we're also finalizing preparations for the 2007 CounterPoint User Conference. Held each year in February, the Conference is a great chance for you to network with other CounterPoint users and to share your ideas with us.

With breakout sessions, group sessions, and one-on-one support time, this is your best opportunity to learn more about CounterPoint, the retail industry, and to let us know how we can make CounterPoint better work for you.

We've also added to our comprehensive line of retail hardware with the recent launch of the P1520. The P1520 is a 15" touchscreen terminal, with some of the impressive features of the P1550, but at a lower price point. You can find out more about it later in this issue of Viewpoint.

I hope you and yours had a happy New Year and I'll see you in February!

Sincerely,

Chris Lybeer
President, Radiant Retail Division

CPOnline

New CPOnline Features

Have you signed up for CPOnline? Were you waiting on new features? Well, the CPOnline Team is pleased to announce the release of two new, highly-requested features! These are both powerful tools that will help market your site and convert traffic to sales.

HTML Email

Before now, CPOnline merchants have been limited to only sending text-based email newsletters. With new functionality in CPOnline, you can now send HTML emails! Imagine how you can market your site better using emails that include your company logo, pictures of your products, links to your store, and anything that you can think of! HTML Email looks and functions like web pages, complete with images, links, and special formatting. HTML Email is created in CPOnline Store Management using the new and improved WYSIWYG (What You See Is What You Get) Editor. To start using this new feature today, log in to Store Management and go to Marketing Tools / Send HTML Email.

Quick Checkout

Are you losing sales because your shoppers don't want to create a login and password? Well, not any more! Quick Checkout is a single page checkout that allows shoppers to purchase the items they want without taking the time to create an account or remember a username and password. The shopper only needs to provide his or her shipping information. Guest shoppers will still receive emails with order status and tracking information as their orders are shipped.

Are these some of the features you have been waiting on? If so, your wait is over! Sign up today!

To Get Started….
Register Online at www.counterpointonline.com.

CPOnline Special Newsletter Price Promotion?
More Sales with an Online Store
• **Store Setup** (normally $300.00)
• **Your own Domain Name** (purchase, setup, and SSL Certificate – normally $325.00)
• **2 Months FREE Hosting** (normally $250.00 – $1400.00, depending on store size)

All for just $500.00
Enter Promo Code = **MORESALES**
*expires April 30, 2007

To Learn More…
Visit www.counterpointonline.com to learn more about CPOnline and request a web demo. Or contact a CPOnline team member at 800-932-1058 or email cponline@radiantsystems.com. ■

Training Classes

CounterPoint V7

Course 112
Managing Inventory in CounterPoint
2/12/07 – 2/15/07 | Memphis, TN

Course 113
Configuring and Administering CounterPoint V7
3/19/07 – 3/23/07 | Memphis, TN

Course 205
Using Crystal Reports with CounterPoint V7
2/18/07 | Memphis, TN

Course 206
Basic Accounting for CounterPoint V7
2/18/07 – 2/19/07 | Memphis, TN

Course 111-3
Setting Up Items
2/12/07 – 2/13/07 | Memphis, TN

Course 112-1
Inventory Transactions
2/14/07 | Memphis, TN

Course 112-2
Purchasing
2/15/07 | Memphis, TN

Course 113-1
Accounting in CounterPoint V7
3/19/07 | Memphis, TN

Course 113-2
Configuring the Selling Environment
3/20/07 – 3/21/07 | Memphis, TN

Course 113-3
Configuring Startup and Using File Utilities
3/22/07 | Memphis, TN

Course 113-4
Customizing Forms and Lables,
and Using Data Interchange
3/23/07 | Memphis, TN

Vertical News

Crafts
CounterPoint user The Blue Dolphin House (Ephraim, WI) was among *NICHE* magazine's top 25 retailers for 2006.

Sporting Goods
CounterPoint user Efinger Sporting Goods (Bound Brook, NJ) was listed as the largest family owned sporting goods retailer in the northeast United States by *Team Intelligence* magazine.

Pool/Spa
CounterPoint user Carlton Pools (Richboro, PA-based) was listed as the 24th largest pool builder in the country in *Pool & Spa News'* Top 50 Builders for 2006. ∎

Training Classes (continued)

CPOnline

Course 203
Directed Training: CPOnline for V7 or CounterPoint SQL
2/18/07 | Memphis, TN

CounterPoint SQL

Course 305
CounterPoint SQL Fundamentals
2/12/07 – 2/15/07 | Memphis, TN

Course 306
Configuring CounterPoint SQL
2/18/07 – 2/20/07 | Memphis, TN

Course 307
Customizing CounterPoint SQL
1/22/07 – 1/23/07 | Memphis, TN
2/21/07 – 2/22/07 | Memphis, TN

Course 308
Advanced Customizing CounterPoint SQL
1/24/07 – 1/25/07 | Memphis, TN

Course 309
Multi-Site and Offline Ticket Entry for CounterPoint SQL
1/26/07 – 1/27/07 | Memphis, TN

Retailer Spotlight: *Drysdales*

Since opening in 1981, Tulsa, OK's Drysdales has become the region's largest dealer of western wear, selling everything from cowboy boots and hats to vintage shirts and pants. Before June 2005, their business management software belonged in the Old West as well.

Prior to purchasing CounterPoint SQL, both the 55,000 and 32,000-sq. ft. retail locations operated on an outdated point-of-sale system that was beginning to take its toll. SKU lookups were not available, pricing options were very limited, and check out process was painfully slow. The system was so unreliable, management wouldn't even order through it and the inventory was frequently inaccurate.

Drysdales manager Eric Clevenger compiled a list of these problems – and many more – they were facing with their old point-of-sale system and features they desired in a new system, and began meeting with different software providers. After seeing numerous demos, Clevenger and staff purchased CounterPoint SQL from MainSpring Retail Solutions, an authorized CounterPoint Business Partner.

"When we decided that we needed to upgrade our system, we did a lot of research into what was best for our needs now and into the future," Clevenger says. "CounterPoint SQL struck us as the best choice. (Other) systems basically did what we wanted them to do, so we had to make our decision based on other factors, such as price, people, support/training, and other companies' feedback. CounterPoint SQL was an easy decision at that point."

Since going live in June of 2005, Drysdales has seen significant return on investment. Over Thanksgiving weekend 2005, typically their busiest weekend of the year, Clevenger was able to decrease the number of open registers for one store by 1/3. Despite fewer cashiers working, they still posted a 25% increase in business over the previous year.

"Our old system forced us to do business the way it was designed," Clevenger says. "The flexibility of CounterPoint allows us to work the way we want, when we want."

In addition to improved efficiency at the registers, Drysdales has also experienced great improvements in their ability to manage inventory between stores, efficiently buy and reorder stock, and properly track their merchandise. Clevenger and staff can now utilize gift certificates, on-the-fly-updating at the register, and multiple pricing levels.

CounterPoint SQL's flexibility has allowed MainSpring to develop a custom application to provide Drysdales' buyers a simple and efficient process for sending EDI purchase orders and shipment details to/from their major suppliers. That feature alone saves Clevenger and staff hours of time every week.

Perhaps the most important feature of CounterPoint SQL is the relationship Drysdales maintains with MainSpring. In addition to the installation and training, MainSpring continues to provide Drysdales with a highly-skilled front line of support.

"I cannot say enough about the people at MainSpring," Clevenger says. "They have been an excellent team from day one and are still today." ∎

Ask Andee

Send your questions to askandee@radiantsystems.com. If you need immediate assistance, contact your CounterPoint Business Partner. Or ask your peers in the CounterPoint Users Forum at forum.synchronics.com.

COUNTERPOINT V7

More Information on Tales from the Encrypted!
In the last newsletter I talked about setting up CounterPoint V7 so that certain users could see encrypted credit cards. I received a lot of follow-up emails about that article! The information not included is that you will never be able to go back and view credit cards that were used prior to making the changes to view encrypted cards. Once the changes are made you can view credit cards that were entered *after* the changes were made.

Dear Andee,
I run a golf shop in Utah and I want my clerks to remember to ask customers to purchase golf balls. Short of brainwashing the clerks, is there anything I can do in CounterPoint to help?
　　　　　—Upselling in Utah

Dear Up,
You can setup item notes and then have them display automatically in ticket entry! Go to **Setup / Inventory / Control** and enter the ID of the note you want to automatically display in the **Item auto-display note ID**. For example, you can use **DISPLAYME** as the note ID. Then go to **Inventory / Items** and for each item you want a note to display, press **F5** to enter a note. Press **F1** to change the note ID to **DISPLAYME** (or whatever you used in Inventory Control). Now when you sell those items in ticket entry, the note will display automatically. Make sure you change the note ID before you save the note. You won't be able to change the ID after you've saved the note.
　　　　　—Andee

COUNTERPOINT SQL

Dear Andee,
I run an electronics store in Delaware, and we use CounterPoint. Because we stock so many items, my purchase orders are lengthy. Our purchasing clerk enters the purchase orders based on what needs restocking and never remembers we need them entered in item # order. She quite frequently has to delete and re-enter the information to get it in the right order. What can we do?
　　　　　—Deleting in Delaware

Dear Deleting,
Starting with Version 8.3.4, when it's time to print the purchase order you can now choose to print it in item number order – regardless of how the data was entered! Go to **Purchasing / Purchase Requests / Purchase Request Forms** and on the **Order by** drop box select **PR #**, **Item #**.
　　　　　—Andee

Dear Andee,
I have a gift shop in Racine and I want to open a remote store for the holidays. I've purchased a remote store license, but I'm curious if there's an easy way after the holidays to move the inventory back to my main location.
　　　　　—Remote in Racine

Dear Remote,
You can use the Transfer Advice Report to help! Go to **Inventory / Transfers / Transfer Out / Transfer Advice**. As long as you select only one (but different) location for the "to" and "from" locations, you'll get an option under **Quantity to transfer out** and of **As needed (all)**. See the image to the left. Happy Holidays!
　　　　　—Andee
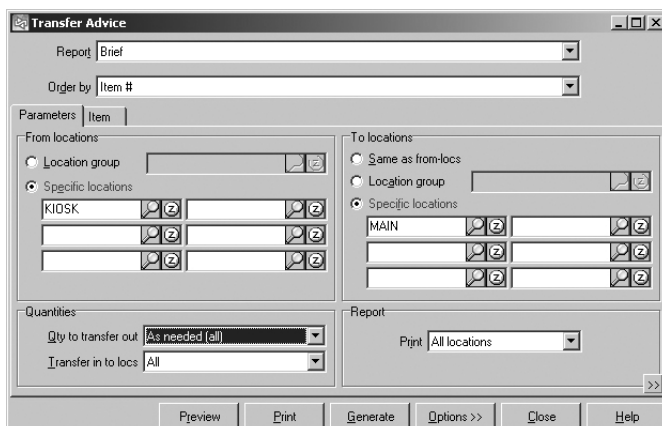
COUNTERPOINT

1727 Kirby Parkway
Memphis, TN 38120
(800) 852–5852
Fax (901) 683–8303
www.CounterPointPOS.com

Tradeshows

SEMA Spring Expo
Sepcialty Equipment Market Association
3/23/07 – 3/24/07
Atlanta, GA
Booth #1835

Retail Systems 2007
6/5/07 – 6/7/07
Boston, MA
Booth #1025

SGMA Spring Market
Sporting Goods Manufacturers Association
6/11/07 – 6/13/07
Las Vegas, NV
Booth #1104

OFA Short Course 2007
Ohio Florists Association Short Course Trade Show
7/15/07 – 7/17/07
Columbus, OH
Booth #1647

1520 Announcement

Earlier this month, we added to our comprehensive line of hardware with the launch of the P1520. Our new "mainstream" model, the P1520, provides many of the premium features the P1550 offers but comes with a more affordable price tag.

The 15" double-bright touchscreen interface is the same technology featured on the P1550, as is the Pentium M processor. With its intuitive design and lower power consumption than its competitors, the P1520 offers speed and convenience to retailers of any size in any industry. It provides very tight integration of core point-of-sale hardware including touchscreen, magnetic stripe reader, and much more.

Backed by the same warranty as the P1550 and the P1220, the P1520 offers retailers the lowest cost of ownership in the industry. ∎