

ViewPoint

Q3
2007



CounterPoint User Conference 2007 Recap

Nearly 250 CounterPoint users and Retail Partners attended the 2007 CounterPoint User Conference, the ninth consecutive year of the event and second since Radiant Systems purchased Synchronics in 2006.

With breakout sessions ranging from exciting new features like Dashboard (See article on features coming in 8.3.6) to Implementing and Maintaining Loyalty Programs to the always popular 25 Things You Didn't Know CounterPoint Could Do, there was something for CounterPoint users of all levels.

Andrea Lanz of the Hamilton County Park District in Harrison, OH felt the conference was a worthwhile experience.

"We will be implementing CounterPoint in four other stores in our organization, so we learned a lot," she says. "The Radiant staff is always so friendly and approachable. The most important thing we brought home was the information on the loyalty programs. We'll be doing a lot with that in other areas of our business."

In addition to the breakout sessions, CounterPoint users also had the opportunity to sit down one on one with a software support rep and get some hands on feedback about their system. The vendor fair which ran for most of the conference offered a chance to check out products compatible with CounterPoint.

Other Radiant products were on display, such as the retail-ready hardware, CPGateway, which returns card transactions in less than two seconds, and CPOne, Radiant's fully integrated ecommerce solution.

For Amanda Leahy of ITEC attractions, the information she left with about CPOne made the trip from Branson, MO, worth the time.

"The CPOne information is by far the most important piece of knowledge that I brought back with me," she says. "The Conference is very helpful to get the information about the updates and ask questions that our rep might not be able to answer for us, and it's also a lot of fun."

CounterPoint users can expect a brand new conference in 2008. After several years of battling frigid temperatures in February in Memphis, the conference heads south to Atlanta, and will be held Wednesday through Friday, May 7-9, 2008. To further accommodate users, Friday's activities (breakout sessions, meals, etc.) will conclude in the early afternoon, making travel more convenient. Check the website for more details as they're announced. ■



Letter from Chris



Dear CounterPoint users:

I hope everyone enjoyed their Independence Day. We've passed the midway point of 2007, and we continue to work hard to add value to our Radiant products and services as your solution provider. There are several ways we do this: 1) We add features to products that already exist. 2) We add new products or offerings that you need for your business. 3) We add or improve services to help you be a more effective retailer. Then, as a solution provider, we spend time certifying the integration of our offerings so that everything works together as simply as possible.

As you read in the last newsletter, our hardware offerings are now available and selling like hotcakes – over 1,000 have been installed with CounterPoint already! When you need a POS terminal, be sure to give us a call. Our terminals will last twice as long as the average POS, they look great, are user-friendly, and have a simple all unit replacement maintenance program.

Another recent addition to our solutions portfolio is the joining of RBS Lynk to our Preferred Merchant Program with CPGateway. With RBS Lynk and CPGateway, you'll get super fast, highly secure and reliable credit processing, along with discounted rates that beat most anything in the market for processing through RBS Lynk. Call your partner for a quote, or contact Beverly Emerson at beverly.emerson@radiantsystems.com and we'll work with you to lower your credit card transaction costs.

Look for more solutions to help you run your business effectively later this year!

Sincerely,

A handwritten signature in black ink, appearing to read 'Chris Lybeer', with a large, stylized flourish at the end.

Chris Lybeer
President, Radiant Retail Division

RBS LYNK Partnership

One of the biggest announcements at the CounterPoint User Conference this year was the addition of RBS Lynk to the CounterPoint Merchant Program (CMP). RBS Lynk joins PNC Merchant Services as CMP-approved processors.

For CPGateway users, this means they can process card transactions through RBS Lynk without the purchase of the credit card option. For more details regarding fees and other information, talk to your Radiant Systems Retail Partner. ■



Reduced CPG rates for merchants on the CMP

Radiant Systems recently announced lower prices for all CPGateway merchants processing through PNC Merchant Services or RBS Lynk. In addition to the great service provided by these processors, CPGateway rates have been dropped to as little as \$.04 for more than 4,000 transactions per month. For less than 4,000 transactions per month, the rate was lowered to \$.05.

Those CounterPoint customers not processing through a CMP, the rates remain \$.075 per transaction up to 4,000 per month, .07 for 4,001-7,000 transactions, and .06 for more than 7,000 transactions per month.

Don't forget, CPGateway delivers excellent reliability, high speed credit, with the security of CISP which provides protection for you and your customers. We will continue working hard to bring CPG rates down while still ensuring the integrity and speed of your credit solution. ■

Training Classes

CounterPoint V7

Course 110

CounterPoint V7 Training Pack
9/10/07 – 9/20/07 | Memphis, TN

Course 111

CounterPoint V7 Fundamentals
9/10/07 – 9/15/07 | Memphis, TN

Course 111-1

Introduction to CounterPoint
9/10/07 | Memphis, TN

Course 111-2

Setting Up Users, Printers, and Security
9/11/07 | Memphis, TN

Course 111-3

Setting Up Items
9/12/07 – 9/13/07 | Memphis, TN
9/17/07 – 9/18/07 | Memphis, TN

Course 111-4

Selling in CounterPoint
9/14/07 | Memphis, TN

Course 111-5

Customer Tracking and Receivables
9/15/07 | Memphis, TN

Course 112

Managing Inventory in CounterPoint V7
9/17/07 – 9/20/07 | Memphis, TN

Course 112-1

Inventory Transactions
9/19/07 | Memphis, TN

Course 112-2

Purchasing
9/20/07 | Memphis, TN

Course 113

Configuring and Administering CounterPoint V7
9/24/07 – 9/28/07 | Memphis, TN

Course 113-1

Accounting in CounterPoint
9/24/07 | Memphis, TN

Course 113-2

Configuring the Selling Environment
9/25/07 – 9/26/07 | Memphis, TN

Vertical News

Museum

Chris Derderian, head of retail operations at Washington National Cathedral in Washington, DC, received a Cultural Commerce Award from *Museum Store* magazine.

Green Industry

There were 18 retailers running CounterPoint among *Nursery Retailer's* IGC 100, which ranks the 100 largest Independent Garden Centers. They were:

- 6) The Bruce Company of Wisconsin (Middleton, WI)
- 10) SummerWinds Garden Centers (Boise, ID)
- 14) Mahoney's (North Chelmsford, MA)
- 22) Roger's Gardens (Corona Del Mar, CA)
- 23) Straders Garden Centers (Columbus, OH)
- 25) Oak Nurseries (Columbus, OH)
- 28) Sloat Garden Centers (Sausalito, CA)
- 34) Hicks Nurseries (Westbury, NY)
- 40) Valley View Farms Garden Center & Nursery (Cockeysville, MD)
- 49) TLC Florist & Greenhouse (Oklahoma City, OK)
- 58) Walter Andersen Nurseries (San Diego, CA)
- 62) Orchard Nursery & Florist (Lafayette, CA)
- 69) Tagawa Gardens (Aurora, CO)
- 70) Dundee Nursery and Landscaping Company (Plymouth, MN)
- T76) Berns Garden Center (Middletown, OH)
- T76) Johnson's Garden Centers (Wichita, KS)
- 94) Anderson's Home & Garden (Newport News, VA)
- 97) Briggs Nursery (North Attleboro, MA)

There were also 12 Green retailers running CounterPoint among *Today's Garden Center's* 100 Revolutionary Garden Centers.

They were:

- * Parker Gardens (Scotch Plains, NY)
- * Riverside Nursery (Collinsville, CT)
- * Williams Nursery (Westfield, NJ)
- * Roger's Gardens (Corona Del Mar, CA)
- * Buchanan's Native Plants (Houston, TX)
- * Arnold's Greenhouse, Inc. (LeRoy, KS)
- * Berns Garden Center, (Middletown, OH)
- * Knupper Nursery & Landscape (Palatine, IL)
- * Otten Bros. (Long Lake, MN)
- * Boulevard Flowers (Colonial Heights, VA)
- * L.A. Reynolds Garden Showcase (Winston Salem, NC)
- * Wallitsch Garden Center (Louisville, KY)

Additional congratulations to **Boulevard Flowers** and **Roger's Gardens**, as they were named the Regional Winners for the Southeast and West regions respectively.

Sporting Goods

There were nine bicycle retailers running CounterPoint were among *Bicycle Retailer & Industry News'* Top 100 Retailers 2007. They were:

- * Belmont Wheelworks (Belmont, MA)
- * Bike Rack (Omaha, NE)
- * Brands Cycle & Fitness (Wantagh, NY)
- * Danzeisen & Quigley (Cherry Hill, NJ)
- * Freewheel Bike (Minneapolis, MN)
- * Guy's Bicycles (Feasterville Trevos, PA)
- * Pedal Power (Middletown, CT)
- * Skirack (Burlington, VT)
- * Spokes, Etc. (Vienna, VA) ■

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Dollar for dollar, SEO brings a higher return on investment than any other form of marketing. Isn't it time you got noticed?

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1. Spread the Word

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2. Rewrite product descriptions

Include keywords that are likely to be used by customers searching for your products.

3. Send eNewsletters

Inform customers about new products and special offers.

4. Call Radiant for a FREE SEO consultation

Call (800) 932-1058 or visit www.counterpointpos.com/seo to sign up for a free, no-obligation SEO consultation.



Special Offer: Due to the overwhelming response from our merchants, we've extended the special offer for new SEO contracts. Sign up for CPOnline's SEO service by August 31, 2007, and SAVE \$500 off the price of the Basic Package!

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

Dear Andee,

I have a lot of employee turnover in my chain of battery stores. Allowing employees to view Customer information is very important. I train employees to use the Customer/View function, however, I have one problem. I do not want most employees able to edit the customer notes, but I don't see how to stop someone!

—Charged up in Georgia

Dear Charged,

Go to Setup/Customize/Control. Field 4 is "Editing of Notes in Customer View Functions". You can answer "Yes", "No", or allow to "Add Only".

—Andee

COUNTERPOINT SQL

Dear Andee,

I've been very successful running CounterPoint SQL in my Soccer store and for my catalog business. I've been thinking about opening up a web store and would like to know if Radiant has any recommendations.

—Help with the Hat Trick

Dear Hat,

CPOOnline is the way to go! It fully integrates with CounterPoint so you can have just one database of inventory to support your brick and mortar, catalog and web store. Orders placed on the web flow in to CounterPoint for fulfillment. You can download a demo on CPOOnline at: http://www.counterpointpos.com/products/cpol_downloads.htm or call us at 800.852.5852 for more information.

—Andee

CPOOnline

New CPOOnline Template

Tired of your old website? Want a fresh, new look? In February, Radiant released Meridian—a brand new CPOOnline template.

Meridian is our newest, most advanced CPOOnline template. Like the Cornerstone template, Meridian includes a dozen, pre-defined color themes that make it a snap to change the look of your storefront. Meridian takes full advantage of Cascading Style Sheets (CSS) which separates the presentation of your data from the data itself. Meridian allows experienced style sheet artists and advanced web developers to take advantage of CSS to customize the look and feel of an entire CPOOnline storefront. With Meridian, it's possible to customize colors, links, fonts, images, and even the positions of different elements in your storefront.

For more details, view the Meridian Template PDF on our website www.counterpointpos.com/MeridianTemplate. ■



Meridian



Meridian with CSS Enhancements

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Upcoming Features in 8.3.6

CounterPoint v8.3.6 was released at the end of June with dozens of new features designed to not only help improve the scalability and ease of installation/upgrades of the product, but also help you run a smoother, more profitable business.

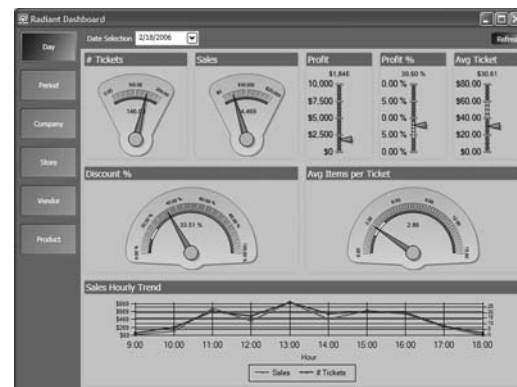
Perhaps most significant is the inclusion of **Dashboard**. Those CounterPoint users who attended the CounterPoint User Conference got a sneak peek at the power and versatility of the Dashboard functionality. The Dashboard presents a visual snapshot of various Key Performance Indicators (KPIs), giving you a “bird’s eye view” of different areas of your business. With Dashboard, you can quickly review current and past performance, allowing you to more efficiently run your business.

Another highly anticipated feature is the ability to **Save and Load Report Parameters**. This allows users to define (save) report parameters, filters, and the printer setting by name and later recall (load) them to run the report. The report can also be added as a new menu selection using the parameters defined. This allows users to define and run reports such as “Yesterday’s Sales History by Category” or “President’s Sales Analysis Report”.

The new release will also allow users to Import Receiving for Allocated Purchase Orders from their hand-held data collector. Users will be able to import receiving transactions for allocated purchase orders from .CSV files generated by a hand-held data terminal or provided by their vendors.

Other exciting features include admission tickets, the expansion of the Sales Analysis by Group Report from five columns to 10, the ability to define and save parameters for importing and exporting data, and preventing inadvertent scanning of barcode information to all quantity, cost, and price fields.

For a complete list of the upcoming features, please visit www.CounterPointPOS.com/products/cpsql_newfeat.htm. ■



DASHBOARD:
The 'Day' view shows daily activity across your entire company for a selected date.