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ViewPoint

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2008



CUC 2008 Preview

For the first time in its eight-year history, the CounterPoint User Conference will be held outside of Memphis. We are headed to Atlanta, GA, May 7-9. This year's CounterPoint User Conference is all about making connections. Whether it is people connections (to your Radiant Retail Partner, your industry peers, or Radiant experts) or technology connections (to CounterPoint or Radiant hardware), Connect 2008 is designed to help you make those connections smoother.

C·O·N·N·E·C·T

2008 CounterPoint User Conference

Highlighting this year's conference will be guest speakers Richard Fenton and Andrea Waltz. The pair has spent the last decade delivering keynotes and workshops to retailers on connecting with customers, increasing sales, and sourcing top talent. Regardless of your size or industry, you are sure to come away with great new ideas to help build your business.

We've expanded the scope of this year's CounterPoint User Conference to focus on more than just the technical aspects of your business. Take advantage of general sessions, breakout sessions highlighting new CounterPoint features and CPOne, and social forums for you to get the most out of this annual opportunity to gather with your peers and experts from the retail industry and from the Radiant community.

To view a complete schedule of events, as well as Register for the 2008 CounterPoint User Conference, visit us online at www.CounterPointPOS.com/news/cuc.htm. If you have any questions regarding registration, please call Barbara Collier at (901) 681-2912.



*CUC guest speakers:
Richard Fenton & Andrea Waltz*

Hotel reservations must be made through the Hyatt Regency's reservation desk by calling (800) 233-1234. Be sure to reference "Radiant Systems" when you make your reservation to get your appropriate discounts. All hotel reservations need to be made by April 17, 2008.

We look forward to seeing you in May! ■

Top 10 Reasons to Choose CPOne

If you're not selling online, you're missing out on your piece of the \$130 billion dollar pie. And if that's not a big enough reason, here are 10 more:

10. CPOne is fully integrated with CounterPoint. This means you can maintain your brick-and-mortar and online stores at the same time
9. Maintain one database for all your items, prices, quantities, and customers
8. Search Engine friendly templates help drive more traffic to your site
7. Built in marketing tools like email newsletters, affiliate programs, and promotional discounts help you keep in touch with your customers
6. Step-by-step instructions help you go live quickly
5. Advanced templates can be customized to give your site a unique look and feel
4. PCI/CISP compliance makes sure that every credit card transaction is protected from fraud
3. Built-in WYSIWYG editors mean you don't need advanced programming skills or a dedicated ecommerce staff
2. Automatic FedEx®, UPS®, and USPS® shipping calculation means no more rate charts and manual updates

And the #1 reason ...
Integrated retail and ecommerce doesn't get any easier than this!

Get started today with a special offer for new
CPOne merchants:

\$500 All this for only \$500

Special Offer

Includes:

- CPOne Registration Fee
- SSL Certificate, 1 year
- Domain Name Registration, 1 year
- Domain Name Setup

BONUS: We'll refund your entire \$500 if your store is live in 90 days!

Call (800) 932-1058 or send an email to cponline@radiantsystems.com. Our CPOne Sales Staff is standing by to answer your questions and help you register online!

Last Printed ViewPoint

As mentioned in the last issue, this is the final printed issue of ViewPoint. Going forward, we will be using an html-only format.

While we already have an email address for many of you, there are still many of you from whom we don't have an email address. If you want to continue to receive ViewPoint, simply visit www.CounterPointPOS.com/news/user_email.htm and enter your email address. Everyone who registers before May 31, 2008, will be entered into a drawing for a \$50 American Express Gift Card. ■

Letter from Chris

Dear CounterPoint users:

What do you think? Are we in a recession? Will we be in a recession? Or are things better than the media portrays? Well, I'm definitely not an economist, so I'm not going to attempt to answer that question. I only know from experience that generally the media exaggerates - regardless of which direction things are going. Our economy has been extremely strong for a number of years. Common sense would lead one to the conclusion that things will probably be tougher for a while. What do you do as a business owner when there is a chance that consumer spending will be down for a while? First, you need to be aware of it. Second, I suggest that you not worry about it - it's an indefinable situation anyway, and worrying about what may or may not happen won't help! Instead, I suggest that you put a little effort into an action plan.

What does this have to do with technology? Possibly not much. Potentially a lot. Your CounterPoint software is very powerful. It can do far more than ring up sales and give you basic reports. Perhaps in doing your action plan, you should review the margins of your inventory, and consider pricing changes if the economy gets tough - stop carrying those low margin low volume items for a while, for instance. Maybe adding electronic gift cards (which retail studies show sell 2-3x better than paper certificates) is a way to increase revenue. If you are in a competitive area, it may be that rolling out a strong loyalty program where repeat customers get additional discounts or services can help you. Regardless of what your plan looks like, it's healthy to work through it now while you have time, and when the pressure of declining sales isn't weighing on you. Lets all hope that we aren't headed into a recession, just a small slip in the relatively healthy economy we've been enjoying. Small business, more than ever, is the heart of the economy. Best of luck to you as we work our way through 2008's economic uncertainty.

Sincerely,



Chris Lybeer
President, Radiant Retail Division



Ask Andee

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

COUNTERPOINT SQL

Dear Andee,

I want to change the Last Cost field in the Inventory Item record, but the field's grayed out! I really think I've made this change before, but now I can't figure it out! Not only is the box gray, but my hair is quickly turning that way too.

— Grey's Anatomy

Dear Grey -

You're not going crazy! We issued a service pack for Version 8.3.6 that stopped allowing Last Cost to be updated through Inventory/Items. If you need to update last cost and your user id is set up with a security code that allows protected changes, you can change it by going to Inventory/Inventory and making the change in the Inventory record after selecting the padlock icon on your toolbar.

Also new in 8.3.7 and related to Last Cost, if you sell a new item before receiving it, CounterPoint now uses the Last cost value you assign to the item as its cost, this means that no cost correction distributions are necessary for the sale. This enhancement ensures that such a sale is recorded with a non-zero cost, resulting in more accurate profit reporting. When you receive the item, cost correction distributions will still be created automatically.

— Andee



Vertical News

Congratulations to the 20 garden centers running CounterPoint named to *Nursery Retailer's* IGC100, which tracks the top 100 garden centers based on sales.

- #7 The Bruce Company of Wisconsin (Middleton, WI)
- #9 SummerWinds Garden Centers (Boise, ID)
- #15 Mahoney's (Winchester, MA)
- #21 Roger's Gardens (Corona Del Mar, CA)
- #22 Gale's Garden Center/Donzell's Flower and Garden Center (Westlake, OH)
- #24 Oakland Nursery (Columbus, OH)
- #25 Strader's Garden Center (Columbus, OH)
- #28 Mariani Gardens (Armonk, NY)
- #31 Sloat Garden Centers (Sausalito, CA)
- #33 Hicks Nurseries (Westbury, NY)
- #43 Valley View Farms Garden Center & Nursery (Cockeysville, MD)
- #48 TLC Florist & Greenhouses (Oklahoma City)
- #56t Hoerr Nursery (Peoria, IL)
- #56t Walter Andersen Nurseries (San Diego)
- #65t Orchard Nursery (San Diego)
- #65t Sky Nursery (Shoreline, WA)
- #68 Tagawa Gardens (Centennial, CO)
- #71 Johnson's Garden Centers (Wichita, KS)
- #72 Berns Garden Center (Middletown, OH)
- #92 Anderson's Home & Garden Showplace (Newport News, VA)

Cutting Edge. Real World Retailing - Exclusively for the IGC
**Nursery
Retailer**

**Today's
GardenCenter**
Leading the Revolution in Garden Retailing

Seven bicycle retailers running CounterPoint were named in *Bicycle Retailer & Industry News'* Top 100 Retailers for 2008. They were:

- Belmont Wheelworks (Belmont, MA)
- Earl's Cyclery and Fitness (Burlington, VT)
- Freewheel Bike (Minneapolis, MN)
- Guy's Bicycles (Feasterville, PA)
- Pedal Power (Middletown, CT)
- Spokes, Etc. (Alexandria, VA)
- The Ski Rack (Burlington, VT)
- Sportz Outdoor (Albuquerque, NM)

Congratulations are also in order for Definitely Dance in Exton, PA. Definitely Dance received the distinction of Outstanding Employer in the March issue of *Dance Retailer News*. ■

There were also 20 garden centers running CounterPoint named in *Today's Garden Center's* 100 Revolutionary Garden Centers. They were:

- Dickman Farms Garden Center (Auburn, NY)
- Parker Gardens (Scotch Plains, NJ)
- Riverside Nursery & Garden Center (Collinsville, CT)
- Valley View Farms (Cockeysville/Hunt Valley, MD)
- Williams Nursery (Westfield, NJ)
- Anderson's Home & Garden Showplace (Newport News, VA)
- Atlantic Garden Center (Virginia Beach, VA)
- Autumn Hill (Woodstock/Canton, GA)
- Boulevard Flower Gardens (Colonial Heights, VA)
- Wallitsch Garden Center (Louisville, KY)
- Bern's Garden Center (Middletown, OH)
- Knupper Nursery & Landscape (Palatine, IL)
- Romence Gardens & Greenhouses (Grand Rapids, MI)
- TLC Florist & Greenhouses (Oklahoma City, OK)
- Four Seasons Greenhouse and Nursery (Dolores, CO)
- Gulley Greenhouse & Garden Center (Ft. Collins, CO)
- Orchard Nursery & Florist (Lafayette, CA)
- Pacific Topsoil's Gray Barn Nursery (Redmond, WA)
- Roger's Gardens (Corona Del Mar, CA)
- Tagawa Gardens (Centennial, CO)

Version 7.5.15 Released

CounterPoint V7.5.15 was released on February 29 with 20 new features designed to help you run a smoother business. Some of the more significant additions include:

- ➔ Four new accounting interfaces: Sage BusinessWorks V8, Sage Accpac 5.4, QuickBooks 2008, and Peachtree 2008
- ➔ **Copying Quotes** allows you to copy quotes in the same manner in which you can copy-release orders. This allows you to create a "standing quote" that you can re-use for different customers or a "quote template" that you can recall and modify as needed
- ➔ Credit cards no longer charged for unshipped items: Customers' credit cards will no longer be charged for unshipped items on orders imported from CPOnline
- ➔ Min/Max advice report enhancements: Now, the Min/Max Advice report allows you to scale actual sales history values upward or downward by a specified percentage before calculating the recommended minimum and maximum stocking levels for your items