

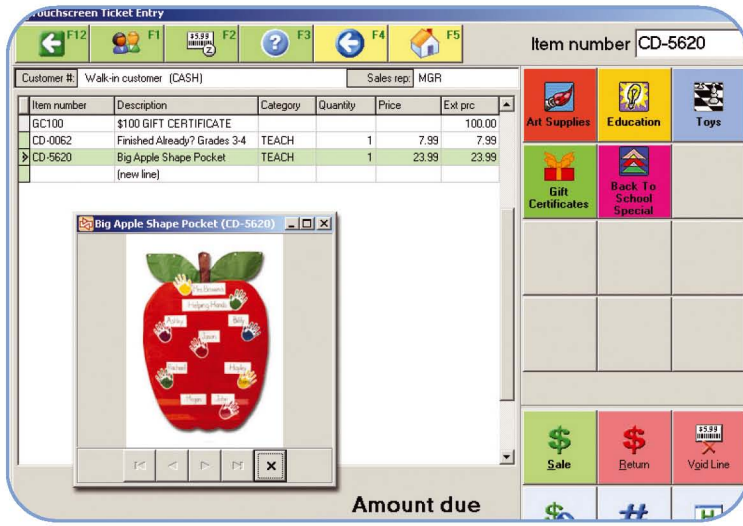
CounterPoint is a complete retail management solution that gives you power and control over every aspect of your school supply business.

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—it's all built into CounterPoint.

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 – includes optional touchscreen and fast (2-second!) internet 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 substitute items, alternate units, multiple barcodes, non-taxable items, and more.
- **CUSTOMER LOYALTY**
Know who your customers are and what they’re buying. Print mailing labels for special promotions. Retain tax-exempt numbers. Track schools, mascots, or events with user-defined profile fields. Increase loyalty with frequent shopper programs, gift certificates, and more.
- **AUTOMATED PURCHASING**
Calculate current stock levels and automatically create PO’s.
- **PRICING**
Define multiple price levels, contract prices for teachers, markdowns, quantity discounts, package prices, and location-specific pricing.
- **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 CPOnline store and download orders into CounterPoint for fulfillment.
- **ACCOUNTING INTERFACE**
Update financial statements and payables and exchange the data with accounting packages.
- **REPORTING**
Monitor trends with six-week sales analysis. Print activity reports for specified periods. Daily exception reports monitor your voids, price overrides, etc. Analyze item sales history and know what’s hot (and what’s not).



Success Story: Millers' School Supplies

Founded in 1987 by former teacher, Cynthia Miller, Millers' School Supplies has grown into a first-class operation. Cynthia recognized the need for a good school supply store in her hometown of Longwood, Florida. "We began with a 900 square-foot store that soon grew to its present 5,000 square-feet, plus a second store and an office/warehouse complex."

In the beginning, Millers' School Supplies used old-fashioned paper and pencil to control their inventory and issue P.O.'s. "We had a very good paper system. It was great, but very time consuming. I knew we had to computerize if we were to grow." After studying her options, Cynthia chose Strategic Solutions, Inc., a local CounterPoint Business Partner, to install CounterPoint in 1996. With CounterPoint, Cynthia was able to automate her retail operation and watch her business expand.

Today Millers' primary customers are teachers, parents, day cares, churches, and nursing homes. Cynthia knows that great service brings her customers back. And CounterPoint's built-in customer tracking and flexible pricing options have helped them rally in the sales. "We have great customer service – do lots of special ordering. We have great sales twice a year and offer a special every month. Many promotions are used throughout the year." Now that Millers' has a computer system that accurately tracks their customers, they're prepped for grade-A performance. And CounterPoint includes all the tools they need to take their customer service to the next level – gift registries, gift certificates, a frequent shopper program, and the ability to print labels for promotional mailings.

With CounterPoint, Cynthia is in control of her business – she knows what's in stock, what her customers want, and how to sell it to them. "I love the ability to categorize products. Teachers often teach by theme – I can plug in 'apple' to 'zebra' and get lists of products on hundreds of themes. Great!"

As a member of NSSEA (National School Supply and Equipment Association), Cynthia keeps up with industry trends and hopes to continue the expansion of her business. "There is room for growth in our area. I have great spots in mind for two more stores." CounterPoint has proven to be more than just a smart choice for Millers' School Supplies – it was an investment in their future.

Selected Users

Bay State College
 Bondurant School of HPD
 Brame Specialty
 Campus Corner, Inc.
 Carol School Supply
 Creative Studies College
 Crown Educational
 Douglas Diamonds
 Dublin Coffman Rock Shop
 Five Towns College
 Get Smart, Inc.
 Green River High School
 GW School Supply, Inc.
 Jonathan's Educational
 Knowledge Tree
 Learning Express
 Millers' School Supplies
 Mississippi Job Corps
 North Carolina Justice Academy
 Paramount Unified School
 Parent/Teacher Tools, Inc.

School Tools
 Southwest Mississippi Community College
 St Charles North
 Students Council at University of Western Ontario
 Teacher & Parents Store
 Teacher's Pet
 Teaching Stuff
 The Den
 The Learning Corner
 The Learning Shop
 The Learning Stop
 The Learning Tree
 The Paper People
 The Teachers Aid
 University Center at University of Tennessee
 University of Houston
 University of Minnesota
 Virginia Episcopal School
 Yale University



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