COUNTERPOINT FOR ▸ *Apparel*

As a retailer, your goals are to drive sales, control operating costs and most importantly, run a profitable business. Only Radiant Systems offers the apparel industry a complete technology solution with CounterPoint retail software, hardware built specifically for the retail environment, integrated ecommerce, and local partners dedicated to providing excellent on-going support.

CounterPoint real-time software is easy to implement and delivers a complete retail management solution that includes robust inventory management, touchscreen point of sale (POS) ticket entry, built-in customer loyalty tracking, automated purchasing and reporting that leverages the power of Microsoft SQL® Server®—the industry standard for speed, stability, data integrity, and scalability. Partner with the industry's fastest growing provider of retail technology and see how CounterPoint will take your store operations to the next level.

EXPAND YOUR HORIZONS
CounterPoint is ideal for apparel retailers of all sizes and will grow with your business. From single-site to multi-site, CounterPoint delivers consistent performance across your entire organization.

SIMPLIFY YOUR LIFE
Only Radiant Systems offers businesses a complete retail solution. Everything you need to automate your business is produced from one company.

BOOST YOUR BOTTOM LINE
The ability to track your inventory, manage your vendors and sell your goods online will increase your profitability.

MAKE PROFITABLE DECISIONS
CounterPoint allows you get to the heart of your data, allowing you view it, export it, and manipulate it to fit your specific needs.

ACCELERATE YOUR BUSINESS
Streamlined point of sale means faster tickets with minimal errors. On-the-fly data entry lets you add records from anywhere in CounterPoint, and data-driven lookups help you find those records in a flash.

UP-TO-THE-MINUTE INVENTORY PICTURE

CounterPoint manages your inventory and out-of-stock conditions which will maximize your profitability.

- Always know what's in stock, on order, and in transit
- Track merchandise movement
- Define multiple price levels and promotional prices
- Use the built-in merchandising reports to analyze current levels, spot sales trends, and make better buying decisions
- Track size/color grids, markdowns, substitute items, and location-specific pricing

FAST AND EASY CHECKOUT

Touchscreen interface allows you to quickly ring up sales, returns, orders, backorders, special orders and layaways. Or place the entire ticket on hold and print a price quote.

- Choose from regular or touchscreen ticket entry
- Up-sell related items with graphical customer displays
- Zoom in on item and customer details
- Accept deposits on orders and track them through receiving
- Use CPGateway for lightning-fast credit card authorizations
- Ring up sales offline at a sidewalk sale or offsite event
- Issue a gift card or store credit

CUSTOMER RETENTION

When you know who your customers are and what they're buying, you will keep them coming back for more.

- Retain complete details for every sale you make
- Build a valuable database for analyzing trends
- Track customers' favorite colors, size, etc. with user-defined profile fields
- Print targeted mailings based on sales history
- Define credit limits and contract pricing
- Track receivables, print statements, and enter cash receipts
- Use built-in loyalty programs and gift cards to reward customers

AUTOMATED PURCHASING

Easily place orders with your vendors. Not sure what you need? Let CounterPoint calculate Model Stock levels and create PO's.

- Automatically calculate and create restocking orders
- Simplify reorders by copying historical sales into new purchase orders
- Order and receive merchandise for multiple stores
- Receive merchandise with or without a PO
- Track backorders, RTVs, and customer-specific purchases
- Voucher received PO's into your A/P system
- Print item labels and barcodes on demand or automatically

INTEGRATED ECOMMERCE

Connect your CounterPoint system to an online store with CPOnline, our powerful and affordable web-hosting and website creation service.

- Expand your business to the web with minimum effort and expense
- Online inventory comes directly from CounterPoint
- Eliminate costly double entry – web orders are directly integrated into CounterPoint for fulfillment
- Search engine optimization and marketing tools to reach new customers

REPORTS LIBRARY

An extensive library of built-in reports gives you all the information you need to run a profitable and successful business.

- Access hundreds of built-in reports and journals
- View current conditions as well as historical details
- Modify parameters to analyze the data your way
- Print Quick Reports from any LookUp
- Powerful Merchandise Analysis Report and Sales Analysis by Group Report let you analyze your inventory in hundreds of different ways
- Graphical management dashboard

Radiant®
SYSTEMS

FOR MORE INFORMATION, PLEASE VISIT US AT
WWW.RADIANTSYSTEMS.COM OR CONTACT US AT 877.794.RADS

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