



SOLUTION PROFILE

LIQUOR AND WINE

COUNTERPOINT

CounterPoint is a complete retail management solution that gives you power and control over every aspect of your liquor store.

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, fast (2-second!) credit card authorizations, bottle deposits, and age restrictions during checkout.

➤ INVENTORY CONTROL

Your inventory picture is “up-to-the-minute.” You’ll always know what’s in-stock, on-order, and in-transit. Define multiple price levels, substitute items, multiple barcodes, and alternate units. Buy beer by the case and sell it by the individual unit, 6-pack, 12-pack, etc.

➤ CUSTOMER LOYALTY

Track retail and wholesale customers, and charge different prices and taxes for each. Set up A/R charge accounts. Know who your customers are and what they’re buying. Keep them coming back for more with frequent shopper programs, gift cards, gift certificates, contract pricing, and more.

➤ SALES HISTORY

View and report complete details of every sale you make.

➤ AUTOMATED PURCHASING

Calculate current stock levels and automatically create PO's.

➤ BARCODE LABELING

Print labels on-demand or with receivings.

➤ 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).

➤ PRICING

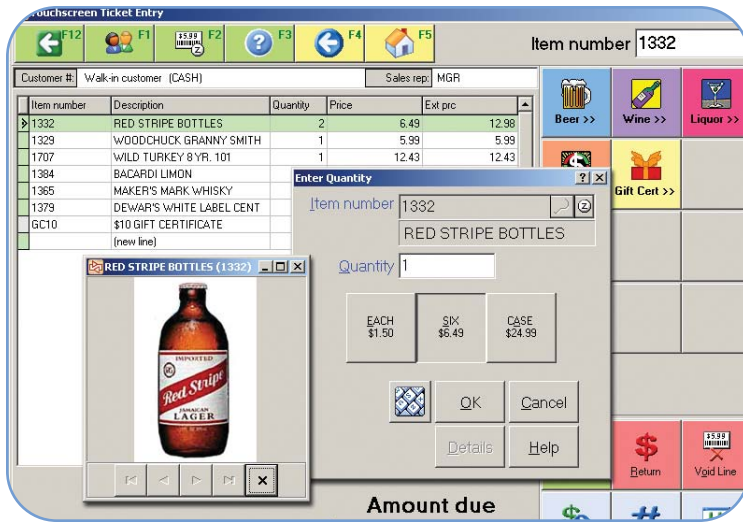
Define multiple price levels, contract prices, employee and quantity discounts, markdowns, group pricing, and promotional pricing.

➤ ECOMMERCE

Upload inventory, customers, and prices to your CPOnline store and download customer orders into CounterPoint for fulfillment.

➤ ACCOUNTING INTERFACE

Update financial statements and payables and exchange the data with accounting packages.



Success Story: Lakeville Municipal Liquor

They say, "With age comes wisdom."

With 70 years of experience under their belt, the Lakeville Municipal Liquor stores in Lakeville, Minnesota, stand as a perfect example.

As the only three liquor stores in a town of 78,000 people, choosing the right point-of-sale system was essential for store operations manager Brenda Visnovec.

"When we began looking at new point-of-sale systems, we had demonstrations from many different vendors. CounterPoint provided the best possible outcome for our business," she says. "It's user-friendly, safe, secure, and accurate."

Fourteen years later, they're still using CounterPoint. "While the system is user-friendly, it still provides all of the security checks we desire," Visnovec says. "Our inventory is now easily managed, when it used to be quite time consuming, with numerous variances."

Simplifying inventory management is just one the ways CounterPoint has helped Visnovec seize complete control of her stores. "In our prior systems, if our inventory was off, we weren't sure if it was shoplifting, internal theft, or just a flaw in the point-of-sale system," Visnovec says. "With CounterPoint, our inventory remains extremely accurate, and our loss is well below retail averages."

Visnovec and the stores have obviously benefited from CounterPoint, but so, too, have the residents of Lakeville. The town ranked first in sales among 234 Minnesota cities that operate municipal liquor stores. As a leader in liquor store revenues used for city needs, the funds have helped build an ice arena, acquire land for a library, and expand the police and fire stations.

While it certainly takes more than a top-of-the-line point-of-sale package to stay in business for seven decades, CounterPoint has been a valuable asset to Lakeville Liquors. "CounterPoint has helped us grow our business by allowing us to be more efficient in many aspects," Visnovec says. "Whether it is taking inventory, placing vendor orders, or in satisfying our customers' needs, CounterPoint has helped us do it all."

Like fine wine, reliable software gets better with age. And if wisdom does come with age, imagine what a software company with over 20 years in the retail arena can do for you and your business.

Selected Users

7 M Distributors	Madison Cellars, Inc.
Ajax Liquor Emporium	Ocean State Liquors
Alaskan Brewing Company	Pantry Liquors
Alejandro's Fine Wine	Pike & Western Wine Shop
American Spirit Shop	Prime Distributors
Aspen Liquor	Quad City Liquors
B&B Wines & Liquors	Red Dog Wine & Spirits
Bacardi Corporation	Red Newt Cellars Inc
Brew & Grow, Inc.	Rimann Liquors
Bryden & Partners Digicel	River City Spirits
Chateau Chantal	Royal Liquors
Clocktower Spirits	Schaefer's Liquors, Inc.
Crown Discount Liquors	Smoky Mountain Wine & Spirits
Crown Wine and Spirits	SMT Puerto Rico Duty Free
Crystal Rock Beverages	South Lyndale Liquors Inc
Eagle River Liquor	St Julian Wine Co Inc
F&G Beverages	Stamford Wine & Liquor
Frank's Liquor	Stanley's Liquor & Wine
Fridley Liquor	Sunset Corners
Fuzzy's Liquor	Superduper Liquors
Gilbert's Liquor	Surdyks
Grand Vin Bottle Shop	The Grape and Granary
Grapes & Grains, Inc.	The Stellar Cellar
Highland Vineyards	Tonka Bottle Shop, Inc.
Inlet Lounge & Liquor	Tony K's
Island Liquors	Turkey Creek Wine & Spirit
Island Trading Post, Inc.	V. Suarez & Co., Inc.
Joe T's	Vintage Wine LTD
Jordon Wine & Spirits	Weiser Liquors
JR Wine & Spirits	West Mansfield, Inc.
Lighthouse Liquor	Wine Cellar
Louie's Liquor	Wine World
Lowry Liquor	Wollershie Winery, Inc.



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