



# CUSTOMER PROFILE

## FOUNTAIN OF VITALITY

Founders and partners Joe Eorio and John Giuliano opened their first of four New Jersey health food stores in 1974. The duo's quest to provide their customers superior service and to maximize the efficiency of their operations led them to CounterPoint. Fountain of Vitality needed a solution that would control their inventory and manage their vendors. Carrying a diverse product selection is fundamental to their business, but merchandise planning and ordering for the four stores was a challenge as the four stores typically carry 20,000 products supplied by more than 150 vendors.

Competitively pricing their items is one major ingredient to their success, making it very important for the team to buy the right products at the right prices from the right vendors. Prior to CounterPoint, John was spending 20 to 30 hours every month organizing, inputting, and analyzing supplier pricing information to plan orders. The team researched software that would streamline their operations and selected CounterPoint from Retail Business Management Systems, a Radiant Retail Partner. Vendor pricing is now brought directly into CounterPoint, and the system automatically creates recommended purchase orders for the suppliers who currently offer the lowest costs.

Fountain of Vitality also utilizes CounterPoint's Multi-Site capabilities, which allows each store to operate independently, and then automatically share its information with the other stores as required. Current inventory and sales information are brought into the main store each night, so that all purchasing can be controlled and issued from a single location.

"CounterPoint has allowed me to gain control of all of my stores. I have instant access to vital information such as sales, prices, and vendors. And I'm able to identify hot-sellers and use the auto-replenish feature to ensure optimum stock levels. Most importantly, the advanced ordering capabilities have made a once complex ordering process easy and efficient," explained Eorio. CounterPoint gives Fountain of Vitality the power of information, ease of use, and the strategies to utilize that information – the keys to a healthy business.

### ➤ EXPAND YOUR HORIZONS

CounterPoint is ideal for retailers of all sizes and will grow with your business. From single-site to multisite, 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 to 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.



*"THE ADVANCED ORDERING CAPABILITIES HAVE MADE A ONCE COMPLEX ORDERING PROCESS EASY AND EFFICIENT."*

– JOE EORIO  
OWNER  
FOUNTAIN OF VITALITY

## 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 serial numbers, inventory 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' preferred brands, vitamins, birthdays, 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 CPOne, 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



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