

SOLUTION PROFILE

Counter Point

CounterPoint is a complete retail management solution that gives you power and control over every aspect of your museum gift shop.

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—even for seasonal employees and volunteers. Includes optional touchscreen, admission tickets, fast (2-second!) credit card authorizations, commission tracking, and offline checkout (great for sidewalk sales).

INVENTORY CONTROL

Your inventory picture is "up-to-theminute." You'll know what's in-stock, on-order, and in-transit. Track serial numbers, kits, and gridded items.

AUTOMATED PURCHASING

Calculate current stock levels and automatically create PO's.

CUSTOMER LOYALTY

Know who your customers are and what they're buying. Print mailing labels for special promotions. Increase loyalty with frequent shopper programs, customerspecific pricing, gift certificates, gift cards, and store credits.

PRICING

Define multiple price levels, markdowns, contract prices, quantity discounts, package prices, and location-specific pricing. Automatically give Museum Members discounts on their purchases.

SALES HISTORY

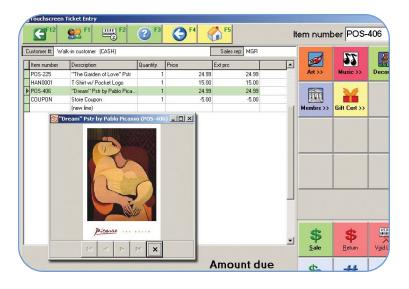
Retain, view, and report complete detail of every sale you make, or look at summaries and cross-analyses.

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.



Selected Users

Airborne Special Operation AKTA Lakota Museum Anverse, Inc. Ansel Adams Gallery Autry Museum W. Heritage Baseball Hall of Fame Belle Meade Plantation Center for Southern Folklore Children's Museum of Memphis Colorado Springs FAC Corning Museum of Glass Country Music Hall of Fame Exploratorium Farnsworth Art Museum Flint Institute of Arts Florence Griswold Museum Florida Holocaust Museum Gulf Coast Exploreum Heard Museum Hiller Aviation Museum Honolulu Academy of Arts Hudson Museum Shop Hugh Moore Historical Park James A Michener Art Museum Joslyn Art Museum Shop Jule Collins Smith Museum Louisiana Art & Science Museum Louisville Science Center Louisville Slugger Museum Marietta Museum of History, Inc. Mark Twain House Memphis Museums, Inc. MS Museum Natural Science Museum of American Quilt

Museo de Arte de Puerto Rico Museum of American Quilting Museum of Contemporary Art Museum of Flight National First Ladies Library New York Hall of Science Norman Rockwell Museum Odvssev Maritime Discover Oklahoma City National Memorial Penobscot Marine Museum Phoenix Art Museum Portland Museum of Art Pro Football Hall of Fame Ray B. Smith Museum Store Rolling Hills Wildlife Museum Salvador Dali Museum Science Museum of Minnesota Scottsdale Center for Arts Seashore Trolley Museum State Historical Society Statehouse Museum Shop Strathmore Hall Foundation The Citizenship Trust and American Village The Museum of Mobile Thomas Gilcrease Museum Association Thomas Jefferson Foundation USS North Carolina Battleship Virginia Living Museum Virginia Sports Hall of Fame

Success Story: Corning Museum of Glass

The Corning Museum of Glass needed a break. And you have to choose your breaks carefully when you are the world's most comprehensive collection of glass—with more than 35,000 objects. Located in the Finger Lakes Wine Country region of New York, this unique museum preserves the history and heritage of an art form etched in time.

The Corning Museum of Glass attracts up to 2,500 tourists a day during its peak season. And with over 18,000 square-feet of gift shops to browse through in the GlassMarket, these tourists line up to take home souvenirs of art glass, jewelry, telescopes, paperweights, and more. The museum gift shop processes an average of 700 to 1,200 transactions per day.

"We can have 20 or 25 buses arrive within minutes of each other," says John Fish, Retail Technology Supervisor for the museum. "When that happens, we go from 200 visitors to over 1000 visitors. Our 21 registers can be six to eight people deep, and we'll generate 300+ transactions per hour."

The museum was using a system that John admits had good point-ofsale features, but gave them no control over their inventory. "Believe it or not, we had no idea of our inventory values. We had to have numbers we could trust."

So Retail Control Systems, a CounterPoint Business Partner, presented the museum with CounterPoint—a point-of-sale and inventory management solution. And for the first time in over a year, the museum's inventory control was crystal clear. And how does CounterPoint rate at the register? "Our employees love CounterPoint," says John. "The ease of use makes it a plus for us—we can train sales associates to operate a register in 20 minutes. And the through put time is fantastic. CounterPoint keeps our lines moving—which improves our customer service and total sales volume. In our busy summer months (June, July, and August), we can expect over \$1,800,000 in sales from our gift shops, so you can imagine how important it is that we have a system that doesn't slow us down."

The museum's online store, glassmarket.cmog.org, had its grand opening in June 2002. The GlassMarket uses CPOnline, the integrated ecommerce solution designed especially for CounterPoint merchants. The GlassMarket commissioned Radiant Systems for a custom template that shows off their multiple boutiques, each devoted to a different area of glass. John worked with Radiant to make their online store really shine. "Support for CPOnline is second to none, I have never worked with a product that has had better support."

The Corning Museum of Glass was fortunate to find CounterPoint a complete retail solution that accurately reflects their inventory and allows them to sell their wares on the Web. And when you are in the glass business, those are the lucky breaks.



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

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Wadsworth Atheneum

Wisconsin Maritime Museum





