

## Advantages of CounterPoint SQL over CounterPoint V7

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This document is to assist you in assessing the benefits of upgrading from CounterPoint V7 to CounterPoint SQL by highlighting many of the advantages and additional features of CounterPoint SQL. This list is not a full list, as there are numerous differences between the two products.

If you are considering an upgrade, you should contact a certified CounterPoint Business Partner. Together you can conduct a thorough needs analysis to determine if CounterPoint SQL will fulfill your unique requirements.

A few sought-after CounterPoint SQL features include:

- **MARKET BASKET DASHBOARD** -Dashboard is an enhanced reporting tool that provides clear and concise graphical snapshots of your entire business operation. With Dashboard you can monitor Key Performance Indicators (KPIs), allowing you to see how your business is performing. For example, see what items are selling together, this will give you the data needed to better merchandise your store, and how to price complimenting items to increase profitability.
- **ZOOMS**-You can easily view details of an item whenever you look up or view an item. Item Zooms display information about the item (price, category, extended description, etc.), the inventory (location, cost, quantity available, etc.), recent sales history, vendors for the item, open purchase orders, monthly history,
- Easily **EXPORT REPORTS** into Microsoft Office programs such as Excel or Word
- CounterPoint SQL's unique architecture lets you expand your system to include your own custom fields- in Ticket Entry or Touchscreen Ticket Entry. The **CUSTOMIZATION CAPABILITIES** are unmatched—and practically unlimited
- **MERCHANDISE ANALYSIS** is a powerful tool for analyzing inventory. You can classify and rank merchandise using criteria you choose, including units sold, sales dollars, profitability, quantity-on-hand, turn-rate, GMROI (Gross Margin Return on Investment), weeks-on-hand, discounts, etc.—there are over 180 different measurements to choose from.

**AND MANY MORE LISTED BELOW...**

### SYSTEM

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- Up-to-date technology ensures better compatibility with new applications and devices
- Open database based on Microsoft SQL Server
- Support for additional USB peripherals
- SQL rollback capability reduces less data corruption
- Easier data import and export simplifies integration with other applications
- Data Migration utility facilitates conversion from other systems
- Configuration Wizard streamlines company setup

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## GLOBAL

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- Ability to designate keyword columns, allowing keyword LookUps based on any value
- Ability to export a view to any Microsoft application
- Table view for easier maintenance of items, customers, vendors, and other types of records
- Column designer allows users to customize and save their own views
- More robust zooms, including links to other data sets and the ability to modify standard zooms or create custom zooms
- Reduce employee training time
- Create custom tables, columns, and fields to store additional, user-defined data
- Can be licensed for any number of users instead of in preset increments (e.g., 1, 3, 5, and so forth)
- Security codes allow permissions to be assigned to users by role, rather than individually, simplifying new user setup
- Users can easily specify their own user preferences, including menu types, toolbar schemes, fonts, colors, and default views
- Add unlimited number of menu selections (V7 is limited to 2000 menu items)
- Reorganize menu selections into different folders and rename menu selections
- Ability to rename and hide fields
- Ability to set default values for fields
- Enhanced training materials, including electronic learning modules and webinars
- Computer-based lessons for most functionality
- Practice Company utility allows users to learn about the software using real data, without affecting your live database
- Numerous external tools allow you to mine data from the SQL Server database
- Decreased risk of data corruption
- No limit on database size (some V7 utilities cannot be used once a data file reaches 2 GB)
- A true Windows graphical user interface (GUI) that provides a more modern look and feel
- Multiple toolbar schemes are come standard. An authorized user may select a toolbar scheme or design a custom toolbar.
- Ability to sort records in LookUp windows by any column
- Ability to add custom "Order by" choices to LookUp windows
- Each authorized user may determine menu style preference and customized menu selections, including toolbar visibility, toolbar position, button/menu images, button/menu text, shortcut keys and external programs
- Any message can be modified to display custom text, using your terminology
- Batches allow one user to post while another user is entering transactions in a different batch
- The number of characters allowed in any field can be customized
- Journals can be skipped during posting and printed at any time from history
- Unlimited item and customer images are available in Ticket Entry, Touchscreen Ticket Entry, and Zooms

## REPORTS

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- Users can define and save parameters for out-of-the-box reports, allowing them to generate each custom report without having to redefine the report criteria every time
- Create Crystal Reports and Crystal receipts without an software option (other than Crystal Reports Designer)
- Reports can be saved in a variety of formats—including Excel, Word, PDF, RTF, HTML, and XML—and easily sent via e-mail as file attachments

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- Dashboard view provides a graphical “snapshot” of various Key Performance Indicators, allowing you to quickly gauge the overall health of your business
- Quick Reports allow you to customize data shown on a report, without using Crystal Reports Designer
- All journals can be re-printed at any time from history, using a system-assigned event number

## LABELS AND FORMS

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- Form groups can include an unlimited number of point of sale forms (i.e., receipts, sales drafts, gift receipts) in a variety of formats, including Crystal Reports, Word, RTF, and XML
- An unlimited number of forms and form groups can be printed during ticket completion
- Custom receipts and other point of sale forms can be created using standard applications, such as Word or Excel, and automatically printed based on specific selling conditions

## MULTI-SITE

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- Data synchronization across multiple sites relies on advanced replication techniques that are more reliable than the file-by-file method used in CounterPoint V7
- Replication can occur as often as every 10 minutes, providing near real-time data synchronization

## POINT OF SALE

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- All point of sale functionality is available in Touchscreen Ticket Entry or Regular Ticket Entry
- Support for unlimited pay codes in regular Ticket Entry and Touchscreen Ticket Entry
- Easier, more flexible end-of-month and end-of-day processes
- Greater control over user menu permissions
- Ability to open different drawer sessions, allowing multiple users to use the same drawer in one day without posting
- SQL transaction rollback ensures that ticket data is not left partially updated if posting is terminated abnormally
- Price entry can be allowed at the point of sale for any item, not just for non-inventory items

## INVENTORY

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- Price rules allow for flexible promotional, special, and contract pricing
- Physical Count of serialized items
- Three-dimensional grids (e.g., color/size/pattern) for apparel items
- Price Test utility price rules and loyalty point earning rules to be tested before items are sold
- Ability to base prices on the day of the week
- Easier configuration and management of grid dimensions
- Six item attributes (versus four in V7)
- 20 profile fields per item (versus two in V7)
- Warranty tracking for any item, not just for serialized items
- Inventory records can be created automatically when new items are defined
- Unlimited substitute items for any item (versus eight substitutes in V7)
- Notes can be entered for categories and sub-categories of items, as well as for individual items
- Item prices can be set using filters based on customer, item, or sale information
- Users can be prompted to specify the appropriate unit for items/packages with the same barcode (e.g., cans/six-packs of soda)
- A stocking unit and up to five alternate units can be defined for each item



- Item numbers are 20 characters in length by default
- Many item description fields are available, including Description (30 characters), Short Description (15 characters), Long Description (80 characters), and three Additional Description fields (80 characters each)
- Grid dimension values are 15 characters in length, by default
- Unlimited values can be defined for each grid dimension
- The order in which grid dimensions appear can be changed (i.e., color/size or size/color)
- All types of items—including Inventory, Non-inventory, Service, and Discount—can be gridded or non-gridded
- Cost by location

## CUSTOMERS

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- Ability to build filtered e-mail address lists based on user-defined profile fields—such as birthday month, anniversary date, décor, school affiliation, or any other criteria relevant to the merchant—to facilitate targeted marketing to existing customers
- Ability to reapply payments at any time before ticket completion
- Customer numbers are 15 characters in length, by default
- Address fields are 40 characters in length, by default

## PURCHASING

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- Ability to automatically create purchase orders that include all items from a particular vendor
- Ability to automatically add one line to purchase orders for each combination of grid dimensions (i.e. cell) for a gridded item
- Purchasing Advice replenishment methods consider current on-hand quantities, as well as defined minimum and maximum quantities, when calculating recommended quantities
- Ability to filter lookups to display only those items that are available from the vendor on a purchase order
- Ability to receive merchandise from multiple purchase orders in the same receiving
- Notes can be entered for vendor item records
- Notes can be entered for returns to vendor (RTVs)

## CPONLINE

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- Ease of managing online data in CounterPoint, such as assigning items to ecommerce categories, and so forth
- Support for three-dimensional grids in V8.3.8 or later
- Support for stored value cards (SVCs) in V8.3.8 or later
- Integrated support for gift registries in V8.3.9
- Built-in support for order status e-mail messages and CPGateway, without requiring merchants to purchase the Order Entry Option

## HARDWARE

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- Support for biometric fingerprint readers—which are available as a built-in option for Radiant's POS terminals—allows users to log in to CounterPoint, Ticket Entry, or any other function that normally requires a password by simply swiping a fingertip
- Use a graphical customer display—such as Radiant's C500 LCD order confirmation display—to display images, animation, manufacturer's advertisements, or other media to your customers

