



# ECOMMERCE SOLUTION PROFILE COUNTERPOINT ONLINE

for the retail industry



CounterPoint Online (CPOne) from Radiant Systems is an ecommerce and web-hosting service designed exclusively for merchants using the Radiant Systems' CounterPoint SQL and CounterPoint V7 retail management solutions. With easy set up, flexible configuration, and powerful retail functionality, CPOne can help you quickly extend your product offering to the web. Attract new customers and get more value from your existing ones. It's fully integrated with your CounterPoint system, saving you time and money on administration and ensuring a seamless shopping experience for your customers.

## ➤ INCREASE SALES

Quickly and cost effectively extend your retail offering to the web. Built-in Search Engine Optimization features help generate higher revenue by attracting new customers to your online store.

## ➤ DELIVER AN EXCEPTIONAL ONLINE EXPERIENCE

Ensure your customers' online shopping experience is as good as it is in your traditional brick-and-mortar store. Display your entire product line in an eye-catching layout, offer intuitive step-by-step ordering and provide convenient, secure payment options.

## ➤ SIMPLIFY SETUP AND MAINTENANCE

Get your online store up and running quickly. Leverage your existing CounterPoint database and use search-engine friendly templates and "point-and-click" page editors to set up and maintain your web site with minimal time and effort.

## ➤ EASILY CUSTOMIZE THE SITE TO MEET YOUR NEEDS

Add your own images, create a custom contact form, highlight featured items, customize search options, and more – all without editing a single line of HTML code.

## ➤ BENEFIT FROM SEAMLESS INTEGRATION

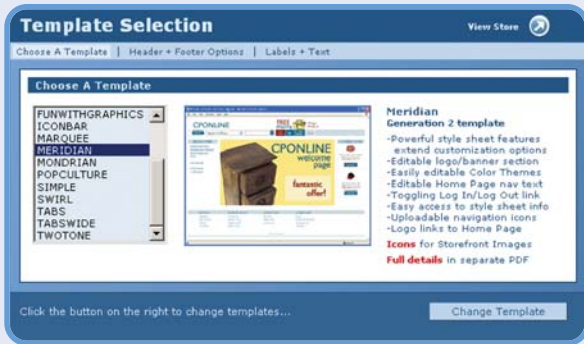
Maintain your traditional and online stores at the same time, using the same administration tools and database to manage inventory, customer records and customer orders.



COUNTERPOINT ONLINE

# CPOnline: The Ecommerce Solution for CounterPoint

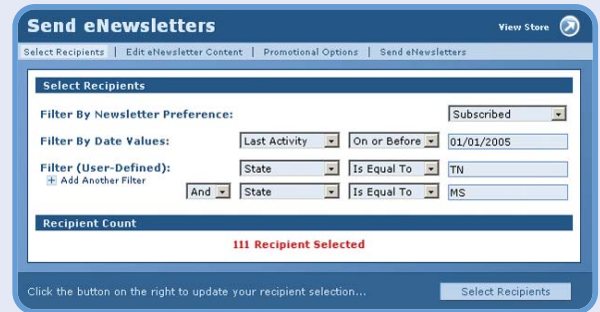
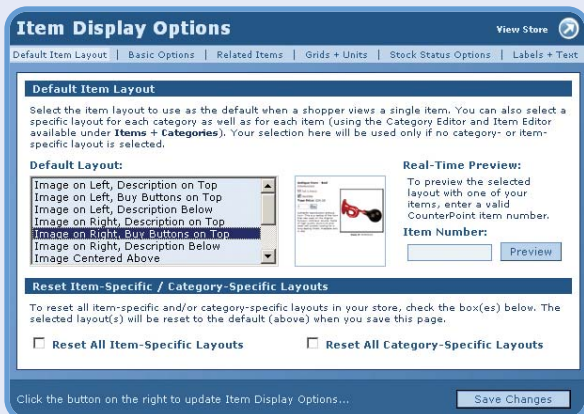
CPOnline delivers all of the capabilities you need to build a successful, profitable online presence. Key features of the solution include:



## ONLINE STORE SETUP

*Logical. Intuitive. Flexible to meet your needs. CPOne provides quick, easy setup, allowing you to launch your online store in no time.*

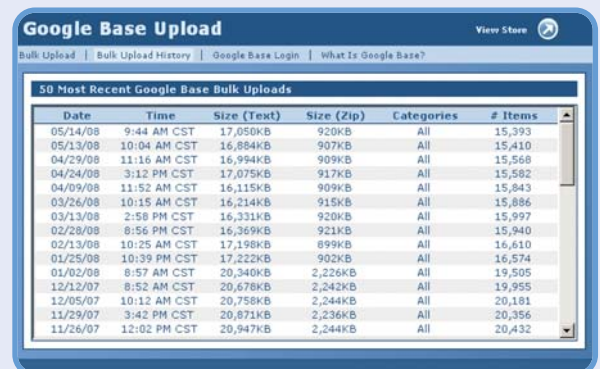
- Establish your site's overall look and feel using search engine friendly templates and built-in pages, including the home page, new items, specials, shopping cart, contact page, site map, policy page and more.
- Tailor the selected templates to suit your needs using a simple-to-use point-and-click layout editor.
- Modify the online store's content using CPOne's Store Management Tools and apply changes with the click of a mouse.
- Define an unlimited number of extra pages for additional information about you and your products or services.
- Easily add images, create a custom contact form, customize search options, highlight featured items and more without writing any HTML code.



## SALES AND MARKETING

*Reach out to new and existing customers with powerful marketing tools and provide a convenient, worry-free online purchasing experience.*

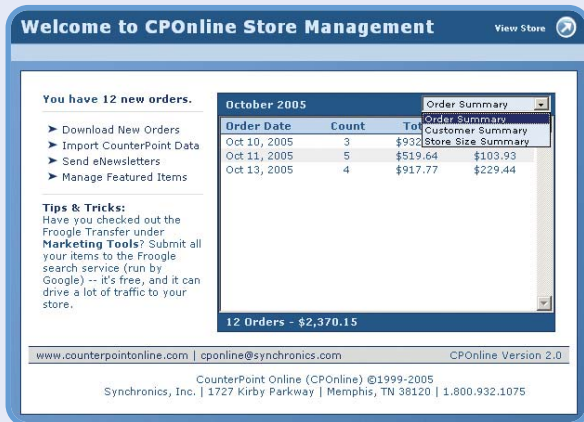
- Inform your online customers about new items and promotions with automated emails.
- Offer member pricing and members-only items.
- Provide automated shipping calculations for FedEx, UPS and USPS and allow customers to track package deliveries from your online storefront.
- Support instant Google Base™ online database submissions.
- Support CPGateway, standard CounterPoint pay codes, PayPal and accounts receivable, giving your customers a wide variety of convenient payment options.
- Protect your shoppers with secure, PCI-compliant credit card transactions and advanced CVV2/CVC2 card verification.
- Track sales, customer purchases, promotion results and more using a comprehensive set of reports.
- Implement a number of premium features to enhance your site, including automated data transfer, CounterPoint ticket history, restricted store access and tax rate lookup by zip code.



## COUNTERPOINT INTEGRATION

Manage your online store with minimal additional time and effort, leveraging your existing CounterPoint applications and database.

- Update inventory in CounterPoint and instantly publish changes to CPOnline.
- Upload customer records from CounterPoint and invite your existing customers into your online store.
- Send customer orders from CPOnline to CounterPoint for quick, easy fulfillment.



## ADDITIONAL SERVICES

Make the most of your online store using additional services provided by Radiant Systems.

- **Web Design** – if none of the standard design templates in CPOnline meet your needs, Radiant can work with you to create a truly unique look and feel for your online store
- **Implementation Assistance** – a member of the CPOnline team will assist you in laying the foundation for your online store
- **Search Engine Marketing** – Radiant will help your website get noticed—and stay noticed
- **Technical Support** – we're with you every step of the way
- **Domain Name** – direct your own domain name to your CPOnline store and make it easier for customers to locate your new virtual address
- **SSL Certificate** – your CPOnline store includes a built-in Secure Sockets Layer (SSL) certificate that encrypts sensitive information for safe transfer over the Internet

## Success Using CPOnline: Jimmy Buffett's Margaritaville

How does a pirate look at fifty? Like a musical entrepreneur with a chain of retail stores and an ecommerce state of mind. More than fifteen years ago, Jimmy Buffett began to manufacture and sell apparel, books, gifts, and CDs to his devoted fans. With stores anchored in the United States and Jamaica, several of Jimmy Buffett's Margaritaville stores have been using CounterPoint for years.

In 2000, the Key West location struck gold when they discovered CounterPoint's perfect partner, CPOnline. The company already had a heavily trafficked website—adding a link to their new online store was easy. The local CounterPoint Business Partner worked with Martin Lehmann and Veronica Schill, Margaritaville's mail order management team, to launch the online store.

It's been smooth sailing ever since, with their CPOnline store reeling in more than 2,000 orders a month. Lehmann's primary goal—"Keep it simple." They use CounterPoint's existing inventory and customer data as the cornerstone for their online store. The bulk email capability is one of Lehmann's favorite features.

"We can send out new items and special items, plus we can put any message in there that we want. Right now we have over twenty thousand email addresses. Any time we want to send something out, whether it is related to store sales or not, we can send a message to twenty thousand people in five or ten minutes," said Lehmann.

With the increasing popularity of online shopping, Margaritaville isn't going to let their ecommerce opportunities waste away.



CPOnline Features	CounterPoint V7	CounterPoint SQL
<b>General</b>		
CounterPoint Integration	✓	✓
Website Hosting	✓	✓
Shopping Cart	✓	✓
Catalog Only (Non-ecommerce)	✓	✓
Domain Name Registration	✓	✓
SSL Certificate	✓	✓
Email Forwarding	✓	✓
WYSIWYG Editor	✓	✓
<b>Items</b>		
Items from CounterPoint	✓	✓
List Items in Multiple Categories	✓	✓
Featured Items	✓	✓
Gridded Items	✓	✓
Item Images	✓	✓
Multiple Layout Options	✓	✓
Related Items	✓	✓
Flexible Pricing	✓	✓
Optional Quantity Display	✓	✓
Alternate Units	✓	✓
Browse by Vendor	✓	✓
<b>Customers</b>		
Customers from CounterPoint	✓	✓
Member-Only Pricing	✓	✓
Order Status	✓†	✓
Order History	✓	✓
Repeat Orders	✓	✓
Email Notifications	✓	✓
<b>Payments</b>		
Real-time Credit Card Authorizations with CPGateway	✓†	✓
CVV2/CVC2 and AVS	✓	✓
A/R Charges	✓	✓
C.O.D.	✓	✓
Sales Tax	✓	✓
Foreign Currency	✓	✓
<b>Shipping</b>		
Third-Party Rates for FedEx, UPS, and USPS	✓	✓
Calculated Shipping Charges	✓	✓
Tracking Numbers	✓†	✓
Customer Pickups	✓	✓
International Orders	✓	✓
Free Shipping	✓	✓
Tax on Shipping Charges	✓	✓
<b>Site Design</b>		
Search-Engine Friendly Templates	✓	✓
Customizable Pages and Text	✓	✓
Splash Pages	✓	✓
Site Map	✓	✓
Extra Pages	✓	✓
Style Sheet Support	✓	✓
Graphical Buttons	✓	✓
Flash Animations	✓	✓

CPOnline Features	CounterPoint V7	CounterPoint SQL
<b>Security</b>		
PCI Compliance	✓	✓
SSL Security	✓	✓
<b>Marketing Tools</b>		
Featured Items	✓	✓
Abandoned Cart Emails	✓	✓
Google Base™ Uploads	✓	✓
Google Sitemaps	✓	✓
Discounts and Promotional Codes	✓	✓
Tell-A-Friend	✓	✓
eNewsletters	✓	✓
HTML emails	✓	✓
Affiliate Program	✓	✓
Meta Tags and Meta Descriptions	✓	✓
Order Scripts	✓	✓
<b>Reports</b>		
Active Shoppers Report	✓	✓
Affiliate Sales Report	✓	✓
Cart Contents Report	✓	✓
Discount Code Usage Report	✓	✓
Favorites Report	✓	✓
Items + Categories Report	✓	✓
Missing Images Report	✓	✓
New Customers Report	✓	✓
New Items Report	✓	✓
Order Volume Report	✓	✓
Related Items Report	✓	✓
Specials Report	✓	✓
Store Size Report	✓	✓
<b>Site Statistics</b>		
Visitor Statistics	✓	✓
Frequently Viewed Pages	✓	✓
Average Shopping Times	✓	✓
Web Site Traffic Sources	✓	✓
Search Engine Traffic Sources	✓	✓
Keyword Analysis	✓	✓

† Requires the CounterPoint Order Entry Option

CPOnline Premium Features*	CounterPoint V7	CounterPoint SQL
Automated Data Transfer	✓	✓
Boutique Stores	✓	✓
CounterPoint Ticket History	✓	✓
Restricted Store Access	✓	✓
Tax Rate by ZIP Code	✓	✓

\* Premium Features are not included in CPOnline monthly fees

Third-Party Tools**	CounterPoint V7	CounterPoint SQL
Item Image Zooms (e.g., Zoomify)	✓	✓
Chat (e.g., LivePerson)	✓	✓
Advanced Web Analytics (e.g., Omniture, TrueTag, etc.)	✓	✓
Email Marketing (e.g., Constant Contact, iContact, etc.)	✓	✓

\*\* Fees may apply to integrate tools with your website; contact Radiant for information about these and other third-party tools



FOR MORE INFORMATION, PLEASE VISIT US AT  
WWW.CCSCENTAL.COM OR CONTACT US AT 800.672.4806