

## ***CounterPoint Success Story***

### **Cap World, Inc.**

Consumers on the east coast wanting to customize their truck, van, or sport utility vehicle need only know one name: Cap World. An indisputable leader in the automotive accessory industry, Cap World has expanded to 14 locations, ranging from Massachusetts to Florida, during its 20 years of business.

In addition to a smart business plan and an aggressive marketing strategy, their purchase of CounterPoint Business Software from Synchronics nearly nine years ago has helped fuel their impressive growth. Prior to automating with CounterPoint, Cap World's inventory was tracked manually using physical counts.



**Cap World, Inc.**

Ron Di Vincenzo, general manager, believes CounterPoint has been a crucial element in their success.

"CounterPoint has allowed us to grow our business with critical information, on time and accurate," he says. "Handling our multiple locations could not be done with out it."

CounterPoint is a vital aspect of their everyday operation, particularly when it comes to managing their multiple locations. Cap World runs Citrix—a server application for Wide Area Networks (WANs)—to connect all 14 locations to a single database at the home office. This allows real-time access to their data.

Controller Gail Severt agrees. "We utilize the software extensively every day," Severt says. "Not only do the store managers use it to track sales, but accounting uses it to track open payables, un-invoiced receivings, gross profit margins, time cards, customer deposits, gift certificate liability, accounts receivable, and inventory balances. We are now using it more robustly in the area of purchasing. Since CounterPoint houses sales, inventory, and accounts receivables, it is vital to our operations."

With its expansive out-of-the-box feature set, robust reporting capabilities, and air-tight inventory control, CounterPoint has given Cap World the means to address specific needs while simplifying their business management. Severt has the ability to track past sales trends and more accurately predict future ones.

"Some of our biggest challenges are the safeguarding of assets and sales forecasting," Severt says. "CounterPoint has helped us to monitor both areas of concern."

Another key ingredient is the service Cap World receives from Retail Control Systems, their Enfield, New Hampshire-based authorized Synchronics dealer. Retail Control Systems provides Cap World with a frontline of technical support and the peace of mind of knowing there is a local, knowledgeable CounterPoint source available to them.

With CounterPoint behind the wheel, it's easy to see why Cap World is on the road to success.