

## ***CounterPoint Success Story***

### **The Christmas Shop and Island Gallery**

'Twas the night before Christmas and all through the store,  
The managers were happy with their well-stocked floor.  
The inventory's been counted. The pricing's all done.  
The clerks have gone home. The reports have been run.  
With CounterPoint running, everything is a cinch.  
The best news of all—there's no sign of the Grinch.

Such is the story of The Christmas Shop and Island Gallery in Mateo, NC. Founded by Edward Greene and Richard Lacerre in 1967, the combination gift shop and art gallery installed CounterPoint Business Software from Synchronics three years ago and has been celebrating their decision ever since.

General Manager Tim Shearin knew that a good point-of-sale system that also controlled their inventory would be a gift that would keep on giving. "Prior to CounterPoint, we did not have any type of inventory management system in place," Shearin says.

Now all four locations—each with a wide variety of items ranging from unique Christmas decorations to hand-crafted pottery and original oil paintings—all use CounterPoint's Multi-Site capabilities to operate independently during the day and automatically synchronize their information each night. "We've been able to completely track all of our inventory in each of our four locations," says Shearin.

And CounterPoint keeps on giving. For the past three years, CounterPoint has simplified life for The Christmas Shop's employees by allowing them to quickly and accurately perform functions that used to take much longer.

"We've been very impressed with the speed at which we can ring sales, and my employees can easily look up item's quantity on-hand," says Shearin. "We've gotten a lot of value for the money spent."

CounterPoint includes all the features on any gift shop's wish list—fast-and-easy checkout, accurate inventory control, frequent shopper programs, serial number tracking, gift registries, gift certificates, ecommerce, and so much more.

Don't let the Grinch steal your Christmas again this year. Have yourself a merry little Christmas—with CounterPoint.

