

## ***CounterPoint Success Story***

### **KAPS, The Men's Store**

For over a century, KAPS has provided sophisticated clothing and accessories to well-dressed men throughout Eastern Massachusetts. In 1998, Maria Baribeau, controller of the four-location, Andover-based business, set out to find the perfect point-of-sale system for this upscale clothier.

Her search ended with CounterPoint V7.

"CounterPoint is easy to learn and it incorporates all aspects of business activities," she says. "It can handle customer marketing, accounting interfaces, custom reporting, accounts receivable and payable, and so much more."

CounterPoint has helped Baribeau simplify her life as controller. "Sales people are not accountants or bookkeepers, and they don't understand the importance of accurate Point of Sale activities," Baribeau says. "With CounterPoint, we receive enough information through polling and through our audit procedures to catch and correct erroneous transactions so that our books reflect our correct financial position."

While she did consider other packages, Baribeau says the determining factor in choosing CounterPoint was the excellent service and support provided by Retail Control Systems, her local Synchronics Dealer.

With its wide array of features, CounterPoint has given Baribeau much tighter inventory control and the ability to correct any mistakes she or her staff may make.

"Our shrink has gone down enormously since we converted to CounterPoint," Baribeau says. "The features built into the system allow me to monitor, research, and correct all inventory activity. At physical inventory time, other than human error during counting, most of the activity is accounted for."

The robust reporting capabilities of CounterPoint provide invaluable information for keeping up with the hottest trends, while the merchandising reports analyze sales versus receivings for a specific time period.

CounterPoint also provides the ability to receive items directly into inventory from the warehouse, allowing items for multiple stores to be received and tagged at one location before delivery to the individual stores. With four locations to manage, Baribeau has taken full advantage of the multi-location features.

"Knowing daily the results of each store helps us make inventory buying and balancing decisions," she says. "It helps us manage our staff requirements, profitability of each location, and customer preferences."

With its accurate inventory tracking, robust reporting tools, and local support, CounterPoint is a perfect fit for KAPS.



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