

CounterPoint Success Story

Planter's Palette

David Tyznik opened The Planter's Palette in 1980 as a wholesale supplier of large perennial plants. Due to the site's prime location along a main road in Winfield, IL, he decided to try a little retail as well. Today, The Planter's Palette sells everything from small trees and annuals to statuary and garden art.

In 2002, information manager Doug Hampton and his staff selected CounterPoint to help their business grow. A key selling point was the ability to run CounterPoint on PDAs. CPWireless is a scaled-down version of CounterPoint that runs on handheld, wireless PDA devices. With their cash registers indoors and much of their inventory outdoors, Hampton needed a way to simplify the checkout process. CPWireless has allowed him to do just that.

"The building with the cash registers is not large enough for people to bring their cartfuls of plants to the register," Hampton says. "So with wireless units, we enter the customer name to track loyalty points, scan all their items, put the transaction on hold, and send the customer inside with the hold number to complete the sale.

"Before, we would write quantities and categories on a slip of paper and then it had to be keyed in at the register," Hampton says. "It's more accurate than writing the order, interpreting someone's handwriting, and keying it in."

CounterPoint has truly helped to sow the seeds of success for The Planter's Palette. In addition to the convenience that CPWireless offers, CounterPoint provides Hampton with customizable reports, accurate records, and the ability to track any sales trend he wishes.

"Our main goal was to get a system that was easy to use, and would allow us to track our sales," Hampton says. "There is a wealth of information we can get out of the system. We can easily mark down or put items on sale. We know what we're selling or not selling. Loyalty points are much easier to track, as is planning what to buy for each season—since we know what sells and when. CounterPoint has just been great."

Enter a world without wires—and let CounterPoint and CPWireless simplify your life today.

