



## SOLUTION PROFILE

# CAR AND TRUCK ACCESSORIES

COUNTERPOINT

CounterPoint is a complete retail management solution that gives you power and control over every aspect of your car and truck accessory business.

Whether you have one store or hundreds of stores, CounterPoint runs your business efficiently and profitably. Instant inventory updates let your clerks know what's in stock, on order, and in transit. Track your customers, control your purchasing, retain detailed sales history, or open an online store—it's all built into CounterPoint.

CounterPoint will meet your needs now and is flexible enough to grow with you into the future.



### ➤ POINT OF SALE CHECKOUT

Fast, easy to use, and easy to learn—includes optional touchscreen, fast (2-second!) credit card authorizations, orders, and layaways.

### ➤ INVENTORY CONTROL

Your inventory picture is “up-to-the-minute.” You’ll know what’s in-stock, on-order, and in-transit. Define substitute items, multiple price levels, sale prices, multiple barcodes, and more.

### ➤ CUSTOMER LOYALTY

Know who your customers are and what they’re buying. Keep detailed sales history and vehicle service records. Print mailing labels for special promotions. Track VINs with user-defined profile fields. Increase loyalty with charge sales, customer cards, store credits, gift certificates, and more.

### ➤ RECEIVABLES

Charge sales, receivables tracking, cash receipts, account aging, and statement printing.

### ➤ CUSTOM ORDERS

Accept deposits for customers’ orders and track the orders from point-of-sale to receiving.

### ➤ AUTOMATED PURCHASING

Calculate restocking orders and track receivings from your vendors.

### ➤ QUOTES AND HOLDS

Print and retain price quotes and hold tickets.

### ➤ ECOMMERCE

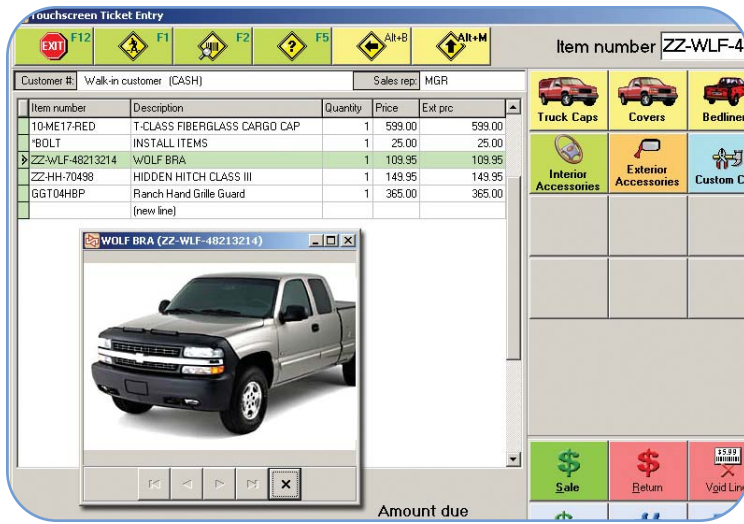
Upload inventory, customers, and prices to your CPOnline store and download customer orders into CounterPoint for fulfillment.

### ➤ LABELS

Print labels and barcodes on demand or automatically as part of purchasing or receiving.

### ➤ ACCOUNTING INTERFACE

Update financial statements and payables and exchange the data with accounting packages.



## 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.

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 Jeff Bemis agrees. "We utilize the software extensively every day," he 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. Bemis 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," Bemis 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.

## Selected Users

Add-On Accessory Outlet, Inc.	Lift Truck Parts, Inc.
Aerodyne Machine, Inc.	Lucky's Trailer Sales, Inc.
All Out Off Road	M.I.C. Tires
American Camper Shells	Mackaps, Inc.
Armour Guard	Massey's Diesel Repair
Atlantic Trailer Supply	Meridian Management
Auto Accessories Unlimited	Midway Car Center
Auto Care Products	Miller Bumper & Supply
Batteries Plus	Montgomery Small Motors
Big 10 Tire Co., Inc.	Phil's Auto & Recreation
Bob's Cycle Supply	Portsmouth Trailer
Boyer RV Center, Inc.	Quality Auto Sales, Ltd.
Butler Tire	Queenstown Auto Body Supply
Cap City, Inc.	R&S Truck Caps, Inc.
CARSCO, Inc.	Rowe Truck Equipment
Daco Camper Shells	Roy's Diesel Service
Driving-Dynamics	See-Mor Truck Tops
Ed Shive Tire & Battery	Southern Tier Cap World
Equipment Service Company	Sport Truck Specialties, Inc.
Executive Motors Limited	State Trailer Supply
Fleet Parts & Instruments	Suburban Caps, Inc.
Grand Prix Auto Sports Center	Terry's Toppers
Graves Motorsports	Texas Alternator
Great American Chromeshop	Truck Accessories Group
Harbaugh Diesel Engine	Truck Gear Super Center
Hawaii Racing	Truck Guys
Hill's Classic Cars & Parts	Truck Parts & Equipment
Hoosier Tire	Truckers Toy Store
Hughes Wheel & Axle, Inc.	Trucks and Toys, Ltd.
Interstate Batteries	Valve Service & Supply
Jim's Tire Service	Wheel Warehouse
Keystone Coach Works	Wilkie's Heavy Equipment
Lee's Custom Trim	Yamaha ATV, Inc.



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