



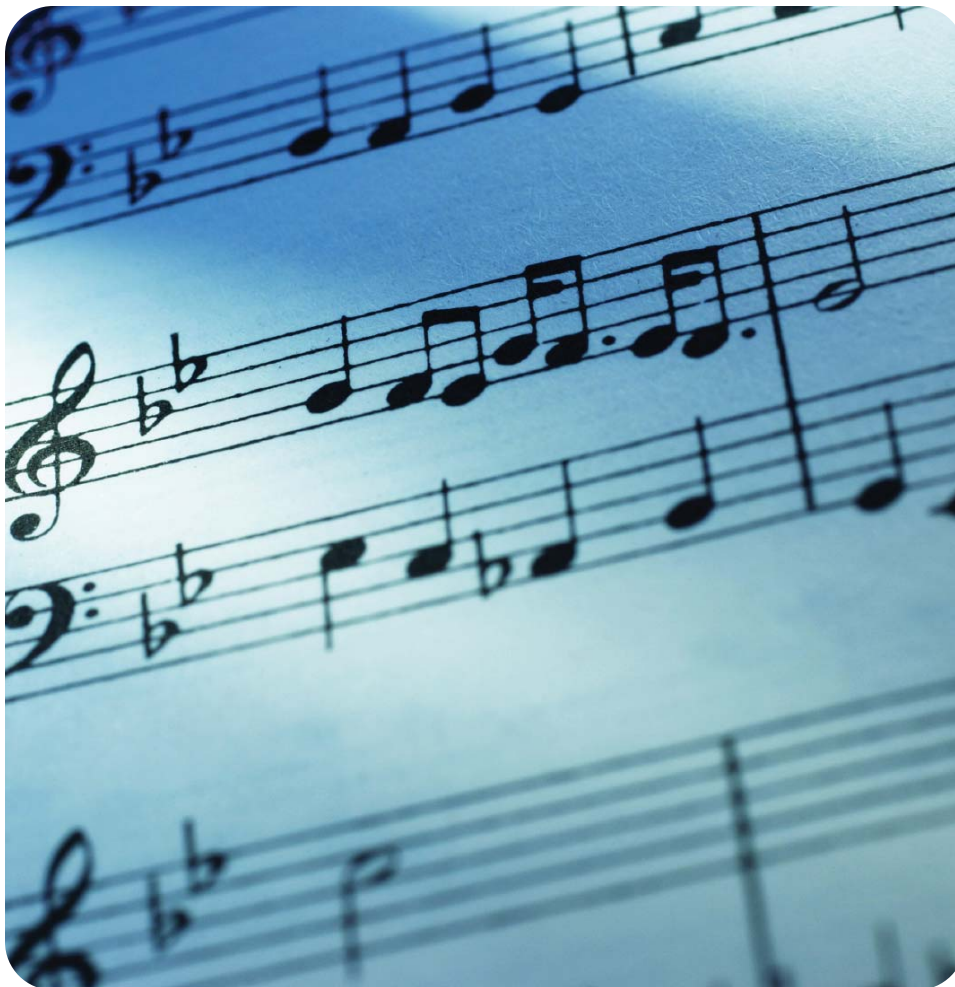
SOLUTION PROFILE MUSIC STORES

COUNTERPOINT

CounterPoint is a complete retail management solution that gives you power and control over every aspect of your music store.

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, and commission tracking.

➤ INVENTORY CONTROL

Maintain optimum inventory levels. Your inventory picture is “up-to-the-minute” so you’ll always know what’s in-stock and on-order. Define substitute items, package pricing, non-inventory items for lessons, and even service and consignment items.

➤ CUSTOMER LOYALTY

Know who your customers are and what they’re buying. Set up A/R charge accounts. Print mailing labels for special promotions. Increase loyalty with special discounts for students, frequent shopper programs, store credits, gift certificates, and more.

➤ AUTOMATED PURCHASING

Calculate current stock levels and automatically create PO's.

➤ ORDERS AND LAYAWAYS

Track status and deposits on orders, special orders, backorders, and layaways.

➤ SALES HISTORY

Retain, view, and report complete details of every sale you make, plus seasonal and yearly analysis. Know what you sold today, this week, this year, and last year.

➤ PRICING

Define multiple price levels, contract prices, markdowns, and quantity discounts.

➤ SERIAL NUMBER TRACKING

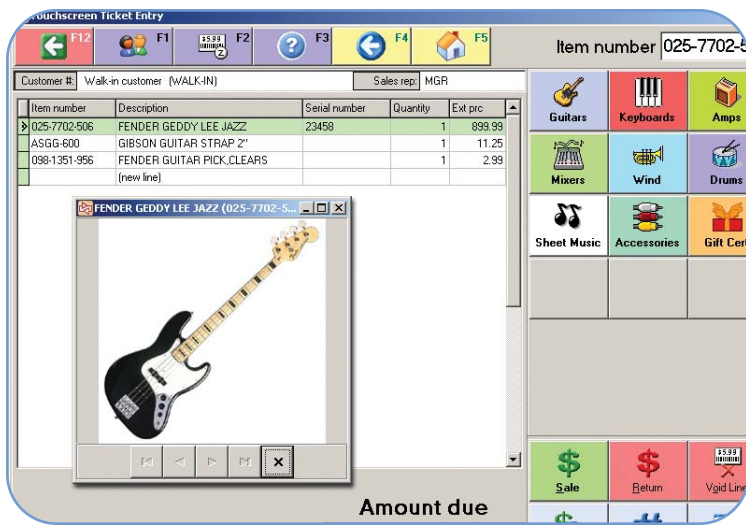
Track detailed records of unique items—ideal for big ticket items and product warranties.

➤ ECOMMERCE

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

➤ ACCOUNTING INTERFACE

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



Success Story: Russo's Music

Whether they're buying, renting, learning, or repairing their guitars, it's no secret why musicians in the Omaha, Nebraska, area choose Russo's Music. Russo's Music features the largest selection of guitars and guitar accessories in the Midwest, and both amateurs and professionals having been singing their praises since 1971.

Vince Russo began business in the basement of his house. And it was music to his customers' ears when he opened his first retail store. Today, Russo's takes full advantage of CounterPoint's extensive feature set to help increase sales. "We could have not grown without it," says current owner Jim DeSchamp.

Jim understands the importance of keeping costs down. "In our business, pricing is very competitive." With CounterPoint, Russo's can analyze their sales, control costs, and maintain optimum inventory levels. "It helps to control what we need and when we need it." And every retailer knows that lower costs means higher profits. Running a profitable music store requires a serious software solution. "Radiant is always improving the software for the better – I haven't found anything else that does a better job of helping manage inventory and sales," adds Jim. And CounterPoint does a lot more than inventory and sales.

CounterPoint gives Russo's the up-to-the-minute information they need to keep their customers coming back for more. "We're able to look up items and let our customers know what we have on order if it's not in stock," says Jim. Russo's uses CounterPoint's comprehensive sales history to identify key customers and send out special promotions. And when a customer is ready to trade in that used guitar, CounterPoint identifies when the customer bought it and how much they paid for it.

CounterPoint also tracks Russo's rentals and serialized items, manages repair work (using point-of-sale orders), allows them to issue store credits and gift certificates, and even lets them write custom reports to get the details they need on their students and customers. "Our employees think CounterPoint is the best thing since sliced bread! All of the different lookups and reports make our business run so much smoother, so we have more time for sales," adds Jim.

Russo's has plans to jazz up their Internet sales with CPOnline, the web-hosting and ecommerce service from Radiant Systems. "This will allow us to reach sales outside of our area," adds Jim. Plus they're planning for additional locations and a warehouse to handle their online business.

Using CounterPoint to conduct their business, Russo's Music is sure to perform well for years to come.

Selected Users

Abacadabra	Matts Music
Accent Music, Inc.	Maximum Music, Inc.
Artichoke Music, Inc.	Modern Music
Band-Aid Music	Morrison Brothers Music
Bellevue American Music	Music 6000
Cambridge Music	Music Land USA
CD & More	Noteworthy Music
Darrell's Music Hall	Osmun Music, Inc.
Dave Phillips Music	Provimusica
Distribuidora Nacional	Rush's Musical Services
Doo Wop Shop	Russo's Music
Entertainment Outlet	Skips Music
Funky Tangs	Strings & Things of Memphis
Harris Music & Sound	Texas Music Emporium
HB Electronics Inc.	Tres Estrellas, Inc.
Jeffers Handbell Supply	Tuscaloosa Music Service
Joseph Patelson Music	Victor's House of Music
K. D. Music & Arts Inc	West LA Music
Loria Music	Winfall, Inc.
LPD Music International	Wright Music
Mass Street Music	



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