



CUSTOMER PROFILE

PETCETERA

Petcetera owner and CEO Dan Urbani initiated the winning Petcetera concept in 1996 and founded the first of the company's retail pet superstores in 1997. Today there are 49 Canadian locations from British Columbia to Newfoundland. When these goals were set in 1997, Urbani knew he needed a fully functional point of sale (POS) and inventory management system to operate his goal of a multi-site retail concept. As a result, he compared approximately 15 software packages and selected CounterPoint by Radiant Systems for its user-friendliness, adaptability, and price point.

"Our intensive research study found that CounterPoint was being successfully utilized in both the grocery and the pet market. The system had the ability to meet our needs and was also flexible in adapting to our changing requirements," says Urbani, who purchased CounterPoint from a Radiant Retail Partner.

CounterPoint's customizability was the primary selling point as the store needed to create unique customer loyalty programs. In response, Radiant Systems developed an in-house customer rewards frequent shopper program for Petcetera - a feature that is now integrated in the current CounterPoint software. "The customization was completed very quickly and the process was seamless," explains Urbani.

"CounterPoint has proven to be both economical and efficient in producing the results that we require," Urbani concludes. As Urbani sketches out extensive growth plans for the future, he knows that he can count on CounterPoint to continue to meet his changing needs. CounterPoint has been there since the first location and will be there for the fiftieth.



- **EXPAND YOUR HORIZONS**
CounterPoint is ideal for retailers of all sizes and will grow with your business. From single-site to multisite, CounterPoint delivers consistent performance across your entire organization.
- **SIMPLIFY YOUR LIFE**
Only Radiant Systems offers businesses a complete retail solution. Everything you need to automate your business is produced from one company.
- **BOOST YOUR BOTTOM LINE**
The ability to track your inventory, manage your vendors and sell your goods online will increase your profitability.
- **MAKE PROFITABLE DECISIONS**
CounterPoint allows you get to the heart of your data, allowing you view it, export it, and manipulate it to fit your specific needs.
- **ACCELERATE YOUR BUSINESS**
Streamlined point of sale means faster tickets with minimal errors. On-the-fly-data entry lets you add records from anywhere in CounterPoint, and data driven lookups help you find those records in a flash.

"COUNTERPOINT IS VERY EASY TO USE AND LEARN. THIS IS ESPECIALLY IMPORTANT IN RETAIL ENVIRONMENTS WHERE THE ADDITION OF SEASONAL EMPLOYEES RESULTS IN MANY NEW USERS ON THE SYSTEM."

– DAN URBANI
OWNER AND CEO
PETCETERA

UP-TO-THE-MINUTE INVENTORY PICTURE

CounterPoint manages your inventory and out-of-stock conditions which will maximize your profitability.

- Always know what's in stock, on order, and in transit
- Track merchandise movement
- Define multiple price levels and promotional prices
- Use the built-in merchandising reports to analyze current levels, spot sales trends, and make better buying decisions
- Track serial numbers, inventory grids, markdowns, substitute items, and location specific pricing

FAST AND EASY CHECKOUT

Touchscreen interface allows you to quickly ring up sales, returns, orders, backorders, special orders and layaways. Or place the entire ticket on hold and print a price quote.

- Choose from regular or touchscreen ticket entry
- Up-sell related items with graphical customer displays
- Zoom in on item and customer details
- Accept deposits on orders and track them through receiving
- Use CPGateway for lightning-fast credit card authorizations
- Ring up sales offline at a sidewalk sale or offsite event
- Issue a gift card or store credit

CUSTOMER RETENTION

When you know who your customers are and what they're buying, you will keep them coming back for more.

- Retain complete details for every sale you make
- Build a valuable database for analyzing trends
- Track customers' favorite treats, pets, birthdays, etc. with user-defined profile fields
- Print targeted mailings based on sales history
- Define credit limits and contract pricing
- Track receivables, print statements, and enter cash receipts
- Use built-in loyalty programs and gift cards to reward customers

AUTOMATED PURCHASING

Easily place orders with your vendors. Not sure what you need? Let CounterPoint calculate Model Stock levels and create PO's.

- Automatically calculate and create restocking orders
- Simplify reorders by copying historical sales into new purchase orders
- Order and receive merchandise for multiple stores
- Receive merchandise with or without a PO
- Track backorders, RTVs, and customer-specific purchases
- Voucher received PO's into your A/P system
- Print item labels and barcodes on demand or automatically

INTEGRATED ECOMMERCE

Connect your CounterPoint system to an online store with CPOnline, our powerful and affordable web-hosting and website creation service.

- Expand your business to the web with minimum effort and expense
- Online inventory comes directly from CounterPoint
- Eliminate costly double entry – web orders are directly integrated into CounterPoint for fulfillment
- Search engine optimization and marketing tools to reach new customers

REPORTS LIBRARY

An extensive library of built-in reports gives you all the information you need to run a profitable and successful business.

- Access hundreds of built-in reports and journals
- View current conditions as well as historical details
- Modify parameters to analyze the data your way
- Print Quick Reports from any LookUp
- Powerful Merchandise Analysis Report and Sales Analysis by Group
- Report let you analyze your inventory in hundreds of different ways
- Graphical management dashboard



FOR MORE INFORMATION, PLEASE VISIT US AT
WWW.RADIANTSYSTEMS.COM OR CONTACT US AT 877.794.RADS

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