

# University of Minnesota

CounterPoint V7 is truly a leader in the point-of-sale industry—field-tested for over 10 years, there’s little it won’t do right out of the box.

But for folks who want to harness the power and flexibility of CounterPoint SQL, the basic similarities between the two software packages make the transition from CounterPoint V7 a smooth one.



*The University of Minnesota makes the move to CounterPoint SQL.*

Michelle Lorenz, retail manager of the University of Minnesota’s convenience stores and postal stations, saw the potential last year when she made the switch. Lorenz worked with LPA Retail, an Authorized Synchronics Dealer in her area, to upgrade her systems from CounterPoint V7 to CounterPoint SQL.

“All of the managers were already familiar with how CounterPoint essentially worked,” Lorenz says. “We didn’t want to risk losing sales history and other data previously established in CounterPoint.”

CounterPoint SQL’s reporting capability is unmatched. Lorenz now has the power to generate reports with any type of information.

“We have especially profited from the superior reporting capabilities with CounterPoint SQL,” Lorenz says. “There are more options when it comes to reporting, and therefore, it’s much easier to focus the data desired in the report. We’ve also found that the ability to customize the software has made our daily operations more efficient and cost effective.”

The cost effectiveness has paid immediate dividends for Lorenz. While running Version 7, Lorenz printed a receipt for every transaction, so her employees would not forget to print a sales draft for credit card transactions. Less than a week after CounterPoint SQL was installed, she was able to customize her system so that a sales draft still prints every time, but receipts are only printed when the “Print Receipt” button is pressed. This has saved her both time and paper.

So, if you’re looking for additional power coupled with the ability to customize the software to your liking, maybe it’s time you gave CounterPoint SQL the old college try. ☛

## company overview

**University of Minnesota**  
specialty: **convenience stores/  
postal contract locations**  
location: **Minneapolis, MN**  
number of stores: **6**  
year established: **1851**  
using CounterPoint since: **2000**