



## SOLUTION PROFILE

# SPORTING GOODS

As a sporting goods retailer, your challenge is to deliver the expertise and personalized service of a specialty merchant along with the operational sophistication of a big-box retailer. Radiant Systems offers a complete technology solution—software, hardware, ecommerce, and technical services—that can help you meet these competing demands and drive growth and profitability in your business.

From inventory management to point-of-sale to ecommerce to customer loyalty, Radiant's CounterPoint retail solution offers everything you need to delight your customers and efficiently manage your store. You'll have the tools to ensure items your customers demand are always in stock, provide a speedy, accurate checkout, and operate an online store with minimal setup and maintenance. CounterPoint delivers all of these capabilities and much more in a package that's easy to implement and affordable for retailers of any size. Join the hundreds of sporting goods businesses that rely on CounterPoint today and advance your retail operations to a new level.



- **EXPAND YOUR HORIZONS**  
CounterPoint works for sporting goods retailers of all sizes. No matter how big your business gets, CounterPoint delivers consistent performance across your entire organization.
- **SIMPLIFY YOUR LIFE**  
Radiant's approach to technology is simple—everything you need to run your Sporting Goods business from one source.
- **BOOST YOUR BOTTOM LINE**  
Manage your inventory investment and out-of-stock conditions so you can maximize your profitability.
- **MAKE PROFITABLE DECISIONS**  
CounterPoint lets you get to the heart of your data so you can view it, export it, and manipulate it just about any way you want.
- **ACCELERATE YOUR BUSINESS**  
Streamlined point-of-sale means faster tickets with fewer 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.

## UP-TO-THE-MINUTE INVENTORY PICTURE

CounterPoint helps you manage your inventory investment and out-of-stock conditions so you can 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, apparel grids, markdowns, substitute items, and location-specific pricing



## FAST AND EASY CHECKOUT

User-friendly interface allows you to quickly ring up sales, returns, orders, backorders, special orders and layaways, or place the entire ticket on hold or 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 via the Internet
- Ring up sales offline at a sidewalk sale or offsite event
- Issue a gift certificate or store credit

## CUSTOMER RETENTION

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

- Retain complete details for every sale you make
- Build a valuable database for analyzing trends
- Track schools, team colors, 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 min/max 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 your online store with CPOne, 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 help you reach new customers

## REPORTS LIBRARY

An extensive library of built-in reports gives you the information you need to run your business successfully.

- 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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