

07/31/06

The Counterpoint Connection



Great new features in V7.5.12

System

Requiring new passwords

You can now require all users to create new passwords by pressing **F5** from the **Passwords** window in **Setup / System / Company**. You can also require password updates for individual users by pressing **F5** in **Setup / System / Users**.

User-specific password expiration settings

This feature offers you more control over your company's password expiration policy by allowing you to define different password expiration periods for different users or groups of users. For example, you might require clerks to change their passwords every 30 days, while other users' passwords are valid for 90 days.

Allowing blank passwords

Previously, when you started using passwords, you were required to assign a password to each user in **Setup / System / Users** to allow the user to log in to CounterPoint.

In this version, when you enable passwords, you no longer have to assign a password to each user. Instead, the first time a user without a password logs in to CounterPoint after passwords have been enabled, the user can leave the **Password** field blank.

When a user without a password logs in, CounterPoint automatically displays the **Change password** screen, requiring the user to create a password that is compliant with your company settings before the user can proceed.

Template user authorizations

You can now define system authorizations, point-of-sale authorizations, and other settings for a new or existing user by selecting a **Template user** in **Setup / System / Users**. The user automatically inherits the authorizations of the **Template user** you specify. In addition, whenever you modify the authorizations for a template user, the new settings automatically apply to all users assigned to that template user.

This feature allows you to quickly define and maintain groups of users with similar settings. For example, you could create a **CLERK** template user with the authorizations you typically assign to a clerk, and then select it as the **Template user** for all of your clerks.

Filtering CSV export files for history

In the past you could export CounterPoint data to CSV files. In the past you could not restrict what data was exported. To make this process more manageable, you can now configure the **Create CSV data** utility to filter exported inventory history, markdown history, and ticket history by **Dates**, **Locations**, and **Stores**.

Point of Sale

Automatically lock register after timeout

CounterPoint enables clerks to secure their registers when they leave them unattended. A user can place a register in Lock mode by pressing **ALT + L** in regular **Ticket Entry** or by touching the **Lock Register** button in **Touchscreen Ticket Entry**.

This version includes a timeout locking feature that automatically locks a register if a user fails to enter a keystroke within an allotted amount of time. You can enable this feature by entering a number of seconds between 1 and 999 in the new **Seconds before automatic lock** field in **Setup / Point of Sale / Registers**.

Usage report based on date range

Previously, the **Usage** report presented information for the current year-to-date only. In this version, you can configure the report to display inventory usage for a particular **Reporting period** by specifying a starting (**From**) and ending (**To**) year and month.

Group discounts by weight (or volume)

CounterPoint allows you to set up quantity-based **Group discount** price codes, which you can use to encourage customers to purchase additional items to qualify for a discount. For example, you can define a price code that allows customers to purchase 12 items in a particular category to receive a 10% discount on each item.

In this version, you can use **Setup / Inventory / Price codes** to define **Group discount** price codes that are based on weight, rather than quantity. This feature allows you to grant a price break or a percentage discount when a customer purchases items whose combined weight (or volume) equals a specific value.

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For example, a liquor retailer might grant a 10% discount on each "case" of wine that equals nine liters. To qualify for the discount, a customer could purchase twelve 750ml bottles, six 1.5-liter bottles, three 3-liter jugs, or any combination that equals nine liters.

Special pricing for random-weight items

CounterPoint supports the use of random-weight barcodes for items that are tracked and priced by weight, such as meat, cheese, produce, and other food items. When you scan a random-weight barcode, CounterPoint calculates the quantity (i.e., the weight) and the price of the item, based on the information embedded in the barcode.

If you are using random-weight barcodes, you can now use **Setup / Point of Sale / Stores / Configuration options** to configure CounterPoint to apply special pricing to random-weight items. This feature allows you to assign sale prices, contract prices, and price codes to random-weight items. For example, you could define a price code to grant a 10% discount on cheese that has been weighed and labeled with a random-weight barcode.

Inventory

Renumber vendors

CounterPoint now includes the **Renumber vendors** file utility, which allows you to renumber individual or multiple vendor records and update all associated documents and history. You can also use this utility to merge two or more existing vendor records together.

Ecommerce

Unlimited ecommerce categories

CounterPoint allows you to define ecommerce categories to organize the **Ecommerce** items that are available in your CPOne store. In previous versions, however, you could configure each **Ecommerce** item to appear in up to 14 ecommerce categories.

In this version, you can assign an unlimited number of ecommerce categories to each **Ecommerce** item in **Inventory / Items**, and then publish those category assignments to your CPOne store using **Ecommerce / Publish**. This feature allows you to present each item in your CPOne store in any number of categories, making it easier for your online customers to shop by category.

This feature is particularly useful for CPOne merchants who sell auto parts, camera lenses, computer peripherals, or other accessories that are compatible with a wide variety of manufacturers. For example, for an auto parts store, you might define an ecommerce category for each make and model of car, and then assign each auto part to all of the cars (i.e., ecommerce categories) with which it is compatible.

This feature is also well-suited for merchants who sell school uniforms, as it allows each item in a uniform to be assigned to any number of schools. Online customers could then shop in the **Sunnydale School – Elementary – Boys** category and see only uniform items suitable for that school, grade level, and gender.

Credit Cards

Credit card number masking

Previously, all credit card numbers in CounterPoint were masked to display only the last four digits. In this version, CounterPoint displays the first six and the last four digits and masks the remaining digits (e.g., 419055*****0019). This feature allows you to quickly identify the issuer and card type for each credit card number you process.



Let CounterPoint help your bottom line. CounterPoint is a great Point of Sale system. But it's much more than that. You can increase sales with the built in features. Gift Cards are becoming a huge profit source.

A Gift Card Program Benefits by:

- Increasing pre-paid sales
- Building brand awareness
- Advertising and promoting your store
- Keeping full cash value in store Enticing customers to spend more



Gift Cards Benefit Customers by:

- Providing personal gifts without givers having to select a specific item
- Allowing recipients to choose exactly what they want and purchase at their convenience
Delivering the ultimate in convenience: Gift cards are easy to buy, easy to carry, easy to redeem, and have no fees!

Gift Cards: The Numbers Really Do Add Up!

- 61% of those gift card recipients surveyed said that they spent more than the value of the card in the store
- Purchasers spent an average of \$200 last year, up \$61 from the prior year
- 55% of gift card recipients made more than one trip to the store to use up the value stored on the gift card
- More than 50% of shoppers surveyed have used prepaid gift cards, compared to just 11% last year.

Use CounterPoint to send news letters, coupon books or other marketing materials to your customers. CounterPoint allows you to capture not only the customers name and address but there email address and there entire purchase history.

As well as allowing you to give your customers valuable information and product deals, you also remind them what great products you have. And that keeps them coming back. Repeat customers really help the bottom line.

You can get customer information in to an Excel spreadsheet by going to / Customers / Utilities / Create CSV customer list /. This feature also allows you to filter by customer type, category, sale, and more to get just the customers you want to target.

You can then use this with advertising firms for mailing list.

Additionally you can go to / Customers /Utilities / Generate email address list /. This will create a text file with email addresses for selected customers. This list can easily be pasted into your email program to send e-newsletters or other correspondents to your customers.

There are some great free services and software available. Software prices are skyrocketing. For example the current version Microsoft Office now runs over \$600.00. To help keep cost down here are some free services and software sources.

Ever wanted to check on something at the store after hours but were unable to. Well there is a free service that can help. www.logmein.com They offer a free service where you can connect to your store anytime. You can run any program installed on the PC remotely. If you need remote printing and file transfer capability you can sign up for LogMeIn Pro, a pay services.

Open Office is an excellent office suite. It has Word Processing, Spreadsheet, Presentation, Drawing and Database software. It is compatible with Microsoft Office and it's free. Just go to www.openoffice.org and download.

Want a good web based email. (I'm not a fan of AOL or Hotmail). Sign up for Gmail. Googles great email service. Can't sign up. Let me know and I'll send you a link to create a Gmail account free and easy.

Winzip is great but it's not really free. After trying it you're supposed to pay for it. Plus if you don't you have the nag screens. Use 7-Zip instead, works great and 100% free. Download it from www.7-zip.org

Internet security is becoming more and more important. Many security experts say the biggest security risk is Internet Explorer. Switch to Firefox, it is more secure and has some great add-ons (Extensions). Get it from www.mozilla.com They have a great email software as well, Thunderbird.

How about some fun. Sign up for Stumbleupon. It's free, you just check off your interest and it can randomly take you to web sites of your interest. (There is a Firefox extension to). www.stumbleupon.com