

COUNTERPOINT SQL

SUMMER 2004

SYNCHRONICS

Your CounterPoint of Reference

INSYNC



Badge of Honor

Virginia Beach Police Dept. Selects CounterPoint SQL

According to the latest statistics, the top five markets for CounterPoint are clothing, sporting goods, gifts, food, and lawn & garden.

So, why would a law enforcement agency want to use CounterPoint? That's just what C&K Systems, a Chesapeake, Virginia-based Synchronics Dealer, discovered as they took CounterPoint SQL to a new level at the Virginia Beach Police Department. CounterPoint SQL's power and flexibility allow it to be customized to fit the needs of almost any business—even a police department!

Lt. Donald Fox of the VBPD wouldn't have it any other way.

"I examined more than 10 systems before determining that

CounterPoint was the best system," says Fox. "C&K Systems made the system perform to fit the needs of a municipality, which is different from the normal use of the product."

CounterPoint SQL is used to run the police department's retail store which sells hats, coffee mugs, miniature badges, and clothing. But it does much more than that. C&K worked closely with Fox to customize CounterPoint SQL to fit the VBPD's specific needs. CounterPoint SQL is also used to track the distribution of police uniforms and supplies. The system is tied directly into the city's Human Resource system. Every time a new officer is enlisted, their information is automatically pulled into CounterPoint, eliminating the chance for human error.

C&K's dedication was another determining factor in Fox's choice of CounterPoint SQL.

"A big factor for us was their

service," Fox says. "The product is good, but the service allowed specific uses of the product that would not have been available without a local vendor. From 1 to 100, I would give them a 99."

While it's unlikely that police stations will ever surface in the Top 10 Markets of CounterPoint, the VBPD serves as just another example of the unlimited potential of CounterPoint SQL.

"We're able to keep track of our inventory correctly, and the sales process is easier than ever before," Fox says. "We enjoy the use of the screens showing the items being purchased. This is a truly complete system and leaves no extra work for the employee."

With CounterPoint SQL on their side, the Virginia Beach Police Department will be able to keep their inventory under tight surveillance. ☛

NEW FEATURES

With two updates each year, CounterPoint SQL stays at the cutting edge of technology.

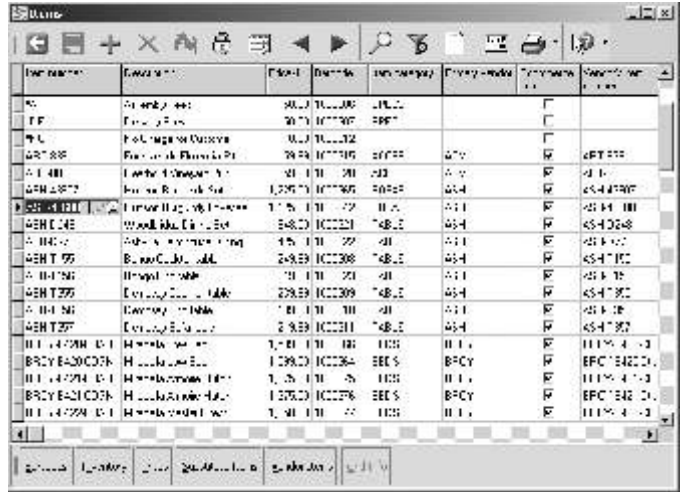
When Version 8.2.9 shipped in July 2004, it was the first release to be shipped in DVD format. By utilizing the extra space available on DVD, Synchronics can fit more software—including the multi-site application—on each DVD.

Perhaps the most exciting new feature in this release is **Table View**. In previous versions, you performed all maintenance functions (item, customers, etc.) one record at a time. With **Table View** you can view, edit, and delete records in a spreadsheet-style format which drastically reduces the time and effort required to update multiple records.

Another great new feature is **Simplified Price Rules Maintenance** which simplifies the entry of special prices, promotional prices, and contract prices by consolidating four separate entry forms into a single, tabbed form. And there's a new **Enabled** check box which allows you to “turn on” or “turn off” a group of price rules with a single click.

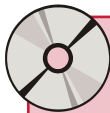
And with the release of V8.2.9, CounterPoint SQL now supports **Multi-Currency** in Point of Sale. Full support is provided for “home” and “foreign” currencies. You can define multiple foreign currencies, each with its own exchange rate, and then specify which pay codes are associated with which currencies.

For complete information on all the new features in Version 8.2.9, visit www.synchronics.com/latestfeatures.



Item Number	Description	Cost	Barcode	Inventory	Price	Units	Location
90
91
92
93
94
95
96
97
98
99
100

 Click the Table View icon to view, edit, and delete records in a spreadsheet-style format.



CSS CounterPoint
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RENEW ONLINE!

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www.synchronics.com/support/css.htm

Computer-Based Training Learn

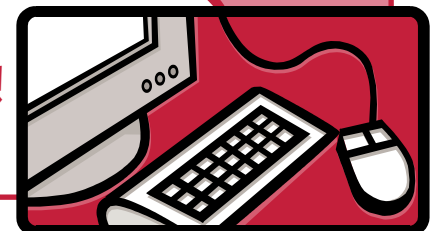
Synchronics' Computer-Based Training (CBT) allows you to participate in CounterPoint SQL training courses without leaving your business. CBT uses multimedia—including audio narrations, graphics, and animations—to help you learn CounterPoint SQL through an interactive, self-paced method.

CBT is a cost-effective way to learn more about your software. We understand that it's not always feasible to attend our instructor-lead training classes. With CBT, you can train *at your own pace* from your home or office, morning, noon or night.

Try the “CounterPoint SQL Fundamentals Overview” training course for **FREE!**

www.synchronics.com/cbt

Without Leaving
your Business



COUNTERPOINT SQL USERS FORUM



LOG ON & CHAT

Next time you're online, drop in on the CounterPoint Users Forum (CUF) and chat with other CounterPoint SQL users.

The CounterPoint SQL section of the CUF is reserved for those of you who have ventured into the exciting world of SQL. Here you can suggest shortcuts, find answers to your technical questions, and discuss features of CounterPoint SQL.

Log on to forum.synchronics.com. You'll need your CounterPoint serial number to create a CUF account. Then you're free to post questions or respond to those left by others. Help is just a click away! ☛

2005 USER CONFERENCE

FEBRUARY 25-26 · MEMPHIS, TN

You're Invited to the CounterPoint User Conference! Join fellow CounterPoint users at the sixth annual CounterPoint User Conference in Memphis, TN, on February 25-26, 2005.

At the Conference, you can exchange ideas with other users and pick the brains of Synchronics' employees. With daily breakout sessions, an open forum with Synchronics president Jeff Goldstein, peer-to-peer networking, and one-on-one help with your technical questions, the Conference is the perfect place to broaden your CounterPoint horizons.

Tell us what sessions you would like. Submit your ideas for the 2005 Conference at www.synchronics.com/conference. ☛

On The Road



With Bill Meck
CounterPoint SQL Product Manager

Hey folks—

I've been on the road this summer visiting you in the New York, Boston, and Chicago areas for the first round of CounterPoint SQL User Meetings. The response was spectacular!

At the meetings, I showed off the newest features in Version 8.2.9. Many of you submitted suggestions for software improvements you'd like to see in future updates. And you had some time to network with other CounterPoint SQL users and ask me questions about the software.

Laurie Belcastro of *That's Our Bag* in Chicago attended the Chicago area meeting on May 18 following the Retail Systems trade show. "It was good to meet with everyone from Synchronics," Laurie says. "We learned a couple of short cuts and heard about some of the new changes coming out. We also gave them some good ideas and it was good to see them listen to the users."

Jason Stotz, of *In The Pink* in Wellesley, MA, attended the Boston meeting on June 28. "It was great to meet other users and see what they're up against," Jason says. "The developers were very responsive and really seemed to care about our input. It was definitely worthwhile."

I was pleased to have the opportunity to talk with Laurie, Jason, and the rest of you who were able to attend. At Synchronics we strive to *really* listen to your feedback. And keep those suggestions coming—our best ideas come from you!

Keep an eye on www.synchronics.com/news for upcoming CounterPoint SQL Users Meetings in your area. Right now, I'm planning to venture out west sometime soon to give you another opportunity to learn new features and submit feedback.

I look forward to seeing you at a CounterPoint SQL User Meeting in the not-so-distant future, or at the CounterPoint User Conference next February in Memphis.

Sincerely,

Bill Meck
CounterPoint SQL Product Manager



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**IN THIS
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- Virginia Beach Police Dept.
- New Features
- Computer-Based Training
- User Meetings

EVENTS

Training Classes

Register online at www.synchronics.com/training.

CounterPoint SQL Fundamentals • Four-day class covers the basics of sales and orders, managing inventory, processing receivables, sales history reports, and defining items, customers, vendors.

October 5-8, 2004 Memphis, TN

January 18-21, 2005 Memphis, TN

February 27-March 2, 2005 Memphis, TN

Configuring CounterPoint SQL • Three-day class covers building your initial data, using the Data Dictionary editor, and configuring menu selections, toolbars, filters, lookups, zooms.

October 11-13, 2004 Memphis, TN

January 24-26, 2005 Memphis, TN

March 3-5, 2005 Memphis, TN

Customizing CounterPoint SQL • Two-day class for advanced users covers adding columns and tables; using triggers; customizing toolbars, zooms, form groups, and add-on-the-fly forms; and adding custom programs and reports.

October 14-15, 2004 Memphis, TN

January 28-29, 2005 Memphis, TN

March 17-18, 2005 Memphis, TN

Download new Computer-Based Training courses for CounterPoint SQL from www.synchronics.com/cbt.

Trade Shows

Come by our booth. We'd love to see you!

Golf HQ Order Writing Sessions • Booth #114

October 1-3 Woodlands, TX

International Bicycle Expo • Booth #436

October 6-8 Las Vegas, NV

Natural Products Expo East • Booth #2440

October 15-17 Washington, DC

SEMA Show • Booth #12838

November 2-5 Las Vegas, NV

2005 Conference

CounterPoint User Conference

February 25-26, 2005 • Peabody Hotel • Memphis, TN

Submit your suggestions for the CounterPoint User Conference at www.synchronics.com/conference.

At the Conference, you'll meet the people behind the software, learn new things that your system can do, and "talk shop" with other CounterPoint users. The entire Conference is geared toward helping you **get more** out of your CounterPoint system.