

## ***CounterPoint Success Story***

### **Lakeville Municipal Liquor**

They say, "With age comes wisdom."

With 70 years of experience under their belt, the Lakeville Municipal Liquor stores in Lakeville, Minnesota, stand as a perfect example.

As the only three liquor stores in a town of 78,000 people, choosing the right point-of-sale system was essential for store operations manager Brenda Visnovec.



**Lakeville Municipal Liquor**

"When we began looking at new point-of-sale systems, we had demonstrations from many different vendors. CounterPoint provided the best possible outcome for our business," she says. "It's user-friendly, safe, secure, and accurate."

Fifteen years later, they're still using CounterPoint "While the system is user-friendly, it still provides all of the security checks we desire," Visnovec says. "Our inventory is now easily managed, when it used to be quite time consuming, with numerous variances."

Simplifying inventory management is just one the ways CounterPoint has helped Visnovec seize complete control of her stores. "In our prior systems, if our inventory was off, we weren't sure if it was shoplifting, internal theft, or just a flaw in the point-of-sale system," Visnovec says. "With CounterPoint, our inventory remains extremely accurate, and our loss is well below retail averages."

Another benefit of using CounterPoint is the peace of mind that comes with the local service and support from Dailey Data & Associates—their Authorized Synchronics Dealer.

Visnovec and the stores have obviously benefitted from CounterPoint, but so, too, have the residents of Lakeville. The town ranked first in sales among 234 Minnesota cities that operate municipal liquor stores. As a leader in liquor store revenues used for city needs, the funds have helped build an ice arena, acquire land for a library, and expand the police and fire stations.

While it certainly takes more than a top-of-the-line point-of-sale package to stay in business for seven decades, CounterPoint has been a valuable asset to Lakeville Liquors. "CounterPoint has helped us grow our business by allowing us to be more efficient in many aspects," Visnovec says. "Whether it is taking inventory, placing vendor orders, or in satisfying our customers' needs, CounterPoint has helped us do it all."

Like fine wine, reliable software gets better with age. And if wisdom does come with age, imagine what a software company with over 20 years in the retail arena can do for you and your business.