

CounterPoint Success Story

Michael's Appliance Center

One of the Hudson Valley's premier appliance dealers, Michael's Appliance Center in Middletown, NY, has been making good business decisions for over six decades. They know what works and what doesn't.

For General Manager Andy Guattery, one of the most important decisions was installing CounterPoint SQL Business Software from Synchronics. In addition to providing tighter inventory control and customer tracking, CounterPoint's user-friendly functionality and customizable features have made Guattery's job much easier.



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"Its ease of use has greatly improved efficiency in the store and in the field," says Guattery. "This translates to greater productivity and higher profits without additional staff. Being able to customize screens and tables to fit our company has greatly improved our efficiency and accountability with our customers."

It's not just the screens and tables that can be customized. Nearly every aspect of CounterPoint- its appearance, content, and behavior-can be customized. CounterPoint's flexibility allows retailers to tweak existing features and even add new functionality to meet their unique needs.

"The ability to easily and quickly customize the application to meet the demands of our company is great," Guattery says. "There is little or no down time, development time, or implementation delay when using an application such as this."

Another of CounterPoint's strengths is the local support provided by authorized Synchronics dealers. Guattery rests easier knowing his dealer, Retail Business Management Systems, is available if he needs assistance.

"We are a fully self-contained company, employing an IT staff that's trained on every platform and application we run," Guattery says. "Having said that, it's still very important to have a knowledgeable and courteous dealer. Ninety-nine percent of the users out there will need to interact with their dealer on an ongoing basis, and the relationship must be very strong."

With CounterPoint's flexibility and user-friendly design, it's easy to see why so many appliance retailers have made the move to CounterPoint. It's certainly a move Guattery has been happy with.

"CounterPoint has, for the most part, been able to meet every single demand of our appliance industry," Guattery says. "From selling and tracking by serial number to scheduling and completing service calls, CounterPoint SQL has done it all."