

CounterPoint Success Story

The Old Tyme Commissary

www.commissarytoys.com

Your store is not a game. It's your livelihood. So when it comes time to automate, you need a software package that has been field-tested and proven in mom-and-pop retailers and mega-stores alike.

That's why Tucker McGeoy, Chief Financial Officer at The Old Tyme Commissary in Jackson, MS, selected CounterPoint Business Software from Synchronics. Since its installation in 1998, McGeoy has streamlined business and run a significantly more efficient operation which allows him to stay competitive with some of the biggest names in retail.

"CounterPoint has been an incredible tool for running and managing our operations-I have not overbought in five years," McGeoy says. "Before CounterPoint, it was the norm to see overbuying, instead of timely buying. In the era of Wal-Mart and Target, you have to be as sharp-if not sharper-if you are going to survive."



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In addition to powerful purchasing reports, CounterPoint's numerous other reports and extensive array of features make it the perfect choice for a toy store of any size. Its ease of use makes it simple to learn-even for seasonal employees. The customer loyalty program rewards repeat business. And with gift registries, order processing, and hundreds of other features at your fingertips, it's easy to see why over 10,000 retailers and wholesalers have chosen CounterPoint as their point-of-sale solution.

In June 2004, McGeoy launched CounterPoint-and subsequently his sales-to new heights when he opened his doors to the Internet world with CPOnline. CPOnline is the ecommerce solution designed specifically for CounterPoint merchants. With its seamless integration to his in-house CounterPoint system, online orders are processed immediately, resulting in real-time inventory statistics.

Just 90 days after going online, McGeoy had shipped to 48 states. Only Alaska and North Dakota were left white on the map that he colored in with each new order.

Today, the high tech version of this old-fashioned store offers more than 400 products online-all grouped by price, age range, brand, hottest sellers, and more.

"CPOnline has been the most exciting development for our business in years," McGeoy says. "I have had more fun running this aspect of the business than anything I've ever endeavored in. Even today, hundreds of tickets later, I still want to do cartwheels across the warehouse floor when I hear the infamous 'You've Got Mail.' The saying for my purposes should be 'You've Got a Sale!'"