

CounterPoint Success Story

A Partyworld

Florida business owners Frank and Esther Gleason know that planning parties can be lots of fun, but when it comes to running their successful business, they need a serious software solution—like CounterPoint Business Software from Synchronics.

In 1984, A Partyworld started out like many party and paper retailers as a small, 1,500 square foot party store. "Now we operate out of a 12,000 square foot store, with a large selection of party supplies, paper plates, napkins, and decorations for birthdays, weddings, and holidays," says Frank. And with over 20,000 different items, they needed a solution that would not only keep their inventory under control, but that would grow with them.



A Partyworld

"Before choosing CounterPoint, we talked to other people in business that we knew and computer people for suggestions." In 1999, they invited Arachne Business Systems, an Authorized Synchronics Dealer, to install CounterPoint software to help manage their business. And A Partyworld has been celebrating their decision ever since.

CounterPoint has the key features that every party and paper retailer needs: fast point-of-sale checkout, accurate inventory tracking, customer-specific pricing, sales and cost analysis, barcode labeling, coupon tracking, and so much more. "My employees like the fact that CounterPoint is easy to learn and that they can check stock on an item if they don't see it on the floor. I like the fact I can instantly get a picture of what the store is doing in sales as well as what is being sold," adds Frank.

One of the biggest challenges they face is maintaining an adequate cash flow by keeping proper inventory levels and turns. "CounterPoint has helped us by reporting the slow moving items and what items need to be reordered."

Does Frank recommend CounterPoint to others? "Yes! It's easy to learn, fast at the checkout counter, and easy to see your best selling items." All party people need a serious software solution like CounterPoint.