

CounterPoint Success Story

Petcetera

One of the best-known pet store chains in Canada, Petcetera opened its first store in November 1997 and has, in record time, collared the pet supplies market. In 1998, four stores were added to the chain, which serves more than 1 million customers. Plans for 1999 include opening another eight sites and tallying revenues in excess of \$50 million. With such lofty goals and standards, President and CEO Dan Urbani knew he needed a fully functional, reliable point-of-sale system to run his stores. As a result, he studied approximately 15 software packages and chose CounterPoint for its user-friendliness, adaptability, and reasonable price.

"Our intensive research study found that CounterPoint was being utilized in both the grocery and the pet market. The system had the ability to meet our needs and was also flexible in adapting to our changing requirements," says Urbani, who purchased CounterPoint from Retail Systems Solutions, a Synchronics Authorized Dealer.

CounterPoint's flexibility was a primary selling point to Urbani, who knew exactly what he wanted his software package to do and required modifications to meet his specific needs. In response, Synchronics developed an in-house customer rewards frequent shopper program for Petcetera—a feature that is now standard in CounterPoint. "This project was completed on schedule and within budget," Urbani says. "Synchronics understood what was required and presented valuable questions when planning this project."

Urbani's hardware needs were equally specific, and he chose the IBM SureOne after researching six other registers. "We found its computer-like familiarity and ease of installation to be superior to the other hardware packages we looked at," he says.

"CounterPoint has proven to be both economical and efficient in producing the results that we require," Urbani concludes. As Urbani sketches out extensive growth plans for the future, he is counting on CounterPoint and Synchronics to continue to meet his changing needs. He will surely find that CounterPoint is a businessman's best friend.



Dan Urbani
President and CEO