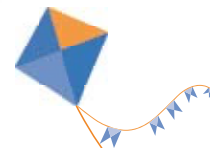




CounterPoint  
KUDOS



## CounterPoint

Making the Most of Your Customer Contact

Tilling and service counter functions harmonised with major financials software, delivering improved customer service and control of your counter sales.

Counterpoint.

The relationship between two or more voices that are independent in contour and rhythm, and interdependent in harmony

# CounterPoint

## Welcome to Kudos CounterPoint.

### More Than Cash Handling at Point of Sale

CounterPoint delivers tools that **increase sales**, tools that **improve cashflow**, tools that **increase administrative efficiency**, tools that turn your till into a true counter – a point of **service** for your customers.

Focused on operational needs and support for increased sales, CounterPoint combines 15 years retail experience from Kudos with best of breed accounting and financials software.

On a shared Microsoft SQL platform, the combination gives a real time, resilient solution that delivers profit through your counter.

### Where Kudos Works

Kudos retail systems are used in **single and multi site** retail outlets, from one man operations to major retailers such as Musto and British Waterways.

### CounterPoint for Branches

Running a branch requires the tools for local responsibility for stock and cash. CounterPoint for Branches is a stand alone branch management system offering:-

- Local banking and cash tracking
- Goods received routines
- Stock taking - including handhelds
- Shared configuration and setup
- Updated real time or periodically

Counterpoint's design delivers local management, centrally monitored - **the recipe for profit.**



#### Musto

*"We took the shop to 7 countries, trading in four languages and 6 currencies: our busiest day saw us taking over \$80,000 and Kudos coped with it all."*



#### Paramo

*"We were very impressed with the overall design of the software and the way it integrated with Dimensions"*

# CounterPoint

## Understanding Your Needs...

Kudos has retail systems in over 300 businesses, running software that delivers fast payback on investment, reliability, efficient management, focused information and wide functionality. With that experience we've learned your priorities. CounterPoint delivers to those priorities:

### Resilient

Even if your network fails, CounterPoint carries on trading, updating automatically when the network is up again.

### Intuitive

Ease of use matters. It comes from careful, detailed study of users' needs and priorities, and delivers lower cost of ownership.

### Adaptable

CounterPoint can be tailored for your particular use, optimised from pub to checkout.

### Fast

Minimum keystrokes, maximum results, faster customer throughput.

### Training & Support

Customers install a system infrequently – we do it all the time. So we know how to make systems pay in a wide range of businesses – and how to share that knowledge with our customers through system consultancy, training, manuals and continuing telephone and remote access support.

### Real Time

You need to know: what's in stock, what's on order, what's the price. Older systems handle this on a batch updating system. CounterPoint gives you real time links.

### Powerful

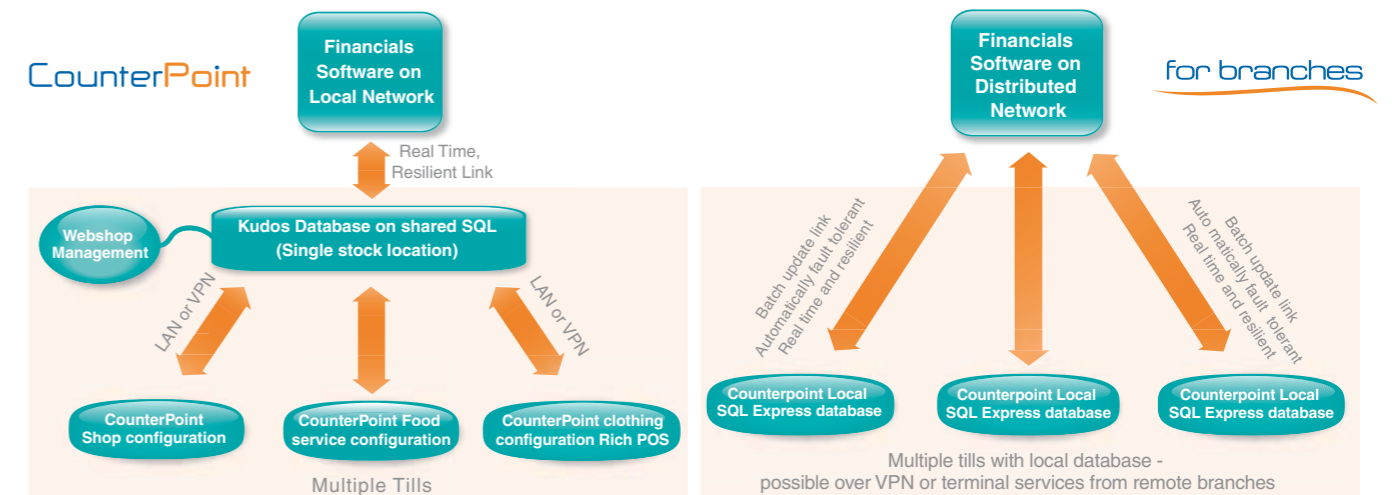
Don't stop at tilling. Handle account sales, take account payments, put items on order for customers, look up history, produce copy receipts, run a tab at the counter, handle returns, handle discounts, handle promotions.

It is a list we have developed over 15 years and we keep adding more capability as our customers turn their tills into profit generators.

### Equipment

Choose a PC based till or empower a standard PC terminal with receipt printers, barcode readers, chip and pin terminals, touch screens: all the equipment you need for the job.

CounterPoint integrates the till as a terminal on the wider business network – no separate till and 'back office' functions – easily access the tools for the job in hand: from anywhere, at any time.





- Programmable touch screen operation
- Staff log in / out, report hours worked
- Customer records
- Account sales and payments
- “Tab” handling
- Stock records
- Real time stock levels and order quantities
- Add new customer records at the point of sale
- Returns at the point of sale
- Pricing
- Wide range of multi buy promotions
- Manual discount by line or sale, percentage or value
- Reason codes on returns and discounts
- Receipt and invoice printing at the point of sale
- Barcode, product and shelf labeling
- Capture serial numbers at the POS, show on invoice
- No limit on product numbers
- Sell miscellaneous parts
- Handle labour and non stock items
- No limit on layaways
- Transfer sales between terminals
- Related product prompting
- Blind reconciliations



**All of the main features of CounterPoint plus the following:-**

- Goods received functionality
- Stock taking functions
- Stock visibility in other locations
- Stock transfers
- Create special orders
- Queue Busting
- Integrated Chip & PIN
- Webshop

**Kudos family**

CounterPoint is one of an integrated family of task driven business operations tools that optimise resource flow and profit.

- Multi Channel Retailing
- Centralised Purchasing
- Stock Turn Optimisation
- Mail Order Fulfillment
- Workshop Management
- New & Part Exchange Sales
- CRM

For more information contact Kudos on:  
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**John’s Supermarket**

*“In the first year we had Kudos, we increased our margins by 2%, and the improvements have continued since”*



CounterPoint is one of the ProfitPoint range of operations add-ons

