

## Provide Superior Customer Service with CounterPoint SQL\* and The Financial Edge™

**CounterPoint** gives nonprofit professionals like you the ability to run point-of-sale transactions smoothly and efficiently, so you can focus on the most important aspect of operating a business — keeping your customers happy. What's more is that **CounterPoint** works in conjunction with **The Financial Edge**, Blackbaud's comprehensive financial management and accounting solution, further enhancing your ability to provide the best customer service experience.

### This comprehensive solution can help you and your staff:

- ◆ Provide fast and easy checkout
- ◆ Streamline the flow of data across your organization
- ◆ Ensure accountability and internal controls
- ◆ Gain a 360 degree view of your customers to improve customer loyalty

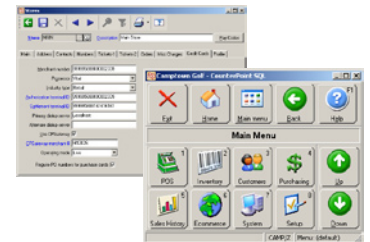
### CounterPoint includes:

inventory	Maintain optimum inventory levels to maximize profitability and control costs with inventory management tools.
reports	Access flexible reports to help you operate your retail department profitably through effective targeting and analysis.
customers	Track contact information, notes, images, and user-defined profile fields for each customer, along with detailed sales activity, to build stronger customer loyalty and maximize repeat business.
"e-commerce"	Access built-in electronic commerce capabilities to reach a broader customer base and build online customer relationships.
point-of-sale	Utilize point-of-sale functionality for fully integrated cash register functions on computer workstations with either regular or touchscreen entry.
sales history	Retain, view, and report complete details for every sale you make, or look at summaries and cross-analyses.
accounting interface	Best of all, <b>CounterPoint</b> interfaces with your financial accounting package — <b>The Financial Edge</b> — helping to reduce duplicate entry and data errors.



## COUNTERPOINT SQL

**CounterPoint**, coupled with **The Financial Edge**, is a complete retail management solution that gives you speed and control over every management aspect of your business.



Contact us today to learn more about Blackbaud's complete retail management system!

Toll-free: 800.443.9441  
 Fax: 843.216.6100  
 Email: [solutions@blackbaud.com](mailto:solutions@blackbaud.com)  
 Web: [www.blackbaud.com](http://www.blackbaud.com)

**Blackbaud, Inc.**  
 2000 Daniel Island Drive  
 Charleston, SC 29492  
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