



CUSTOMER PROFILE

BRIGGS NURSERY

With nearly five decades of business, Briggs Nursery in North Attleboro, MA has established itself as one of New England's leading garden centers. Ranked as one of *Nursery Retailer's* top 100 Independent Garden Centers (IGC) for 2007, Gary Briggs and his staff provide their customers with an array of products and a level of service unique to their region.

So, in 2004, when he began a search to replace their old, outdated point of sale system, Briggs knew he needed something with the speed, reliability, and ease of use to allow his staff to maintain - or even improve - their customers' experiences. After the search, the obvious choice was CounterPoint from Radiant Systems.

"We had been operating our old UNIX based POS system for more than 10 years, Briggs says. "The software was outdated and the hardware was no longer supported. Our new system had to be capable of integrating our existing database, be flexible for future technology, have a reliable support network, be easy to install and meet, at a minimum, our current POS needs. CounterPoint did all that."

Briggs purchased CounterPoint from Retail Control Systems, a New Hampshire-based Radiant Systems Retail Partner. Immediately, the service and industry knowledge was evident. Staff from Retail Control Systems took the time to demonstrate, on site, all of CounterPoint's features and benefits.



THE COUNTERPOINT SOLUTION

- Inventory Control
- Point-of-Sale
- Purchasing
- Customer Tracking
- Reporting
- Hardware

BRIGGS' COUNTERPOINT BENEFITS

- Higher profit margins through improved inventory control
- Quick, accurate inventory control
- Enhanced reporting capabilities
- Easy customization to meet unique needs of green industry retailers
- Weatherproof label printing



EASY TO USE AND BUILT TO LAST

Paramount to Briggs was that his new system provide not only the features necessary to run his business, but that it be an easy system to use as well. A system could have every feature available, but if it was difficult to navigate, it was useless.

"The most important feature of CounterPoint is its ease of use," Briggs says. "With the touch screens and simple POS set up, we have decreased our training time and increased our checkout efficiency. We also use it for our back office data entry and maintenance and accounting procedures, allowing us to train our staff on one system and then be able to work in multiple capacities within CounterPoint."

With the rigorous demands inherent to Green retailers, any solution deployed was going to have to be able to stand up to the elements of winter, spring, summer, and fall. In addition to their durability, the double-bright screens on Radiant's terminals make them easy to read in even the brightest sunshine.

"CounterPoint lets us add plant information into our database and we can use that information at POS or use it to print weatherproof labels and tags," Briggs says. "With our new Radiant hardware, we can now place checkout terminals in our greenhouses and outdoor checkouts without the worry of damage from the elements."



"WITH OUR NEW RADIANT HARDWARE, WE CAN NOW PLACE CHECKOUT TERMINALS IN OUR GREENHOUSES AND OUTDOOR CHECKOUTS WITHOUT THE WORRY OF DAMAGE FROM THE ELEMENTS."

Throughout its 50 years in business, Briggs Nursery has seen much of its competition come and go, while it has remained a steady constant. With big plans for future growth, Briggs will need a business management solution designed to grow with his business. He knows he's found that with CounterPoint.

"CounterPoint has allowed us to be more profitable by improving our purchasing with detailed historical sales information, as well as control our margins by identifying poor return items and limit inventory losses with controlled receiving procedures," Briggs says. "I highly recommend Radiant and CounterPoint to the green industry because they understand the specific needs in the Nursery, Greenhouse, Landscaping and Garden Center business."



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