



CUSTOMER PROFILE GUGGISBERG

When Alfred Guggisberg, a Swiss immigrant and renowned cheesemaker, first opened the doors to Doughty Valley Cheese in 1947, the business served as a marketplace for the Amish farmers for their milk and other goods. Throughout the last six decades, many things have changed: The name is now Guggisberg Cheese. They've added a restaurant serving both Swiss and Amish dishes. There's a retail location with touristy items in addition to the Amish and Swiss ones.

But the devotion to providing strong customer service has not wavered. So when it came time to replace a faltering point of sale system in late 2006, Richard Guggisberg, company president and founder's son, purchased CounterPoint from Ohio-based Radiant Systems Retail Partner The Retail Computer Group.

"We saw very significant power in CounterPoint over its competitors," Guggisberg says. "After our last point of sale system, we have been pleased to just have reliability. CounterPoint has a tried and tested SQL operating system that provides a stable and reliable database on our server. We live in a county where the power goes out frequently, and it has a number of times since installing CounterPoint. The integrity of the data has never failed."



THE COUNTERPOINT SOLUTION

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

GUGGISBERG'S COUNTERPOINT BENEFITS

- Higher profit margins through improved inventory control
- Quick, accurate inventory control
- Enhanced reporting capabilities
- Easy customization to meet unique needs of specialty foods retailers
- Improved marketing efforts



In addition to an unmatched reliability, CounterPoint's strength and flexibility make it an ideal fit for specialty food retailers. In addition to an impressive set of out-of-the-box functionality, CounterPoint's open architecture allows it to be customized to meet the specific needs of each individual retailer, no matter what they may be.

"Because of the type of business we have, we must be able to scan and ring up random weight items, allow for bulk purchase discounts, slicing charges and other types of pricing variations," says Guggisberg. "CounterPoint allows us to do all that without putting a burden on the store people who use the registers."

The burden is gone from everyone. Customers are happy because of the speedy point of sale checkout. The cashiers are happy because of the user-friendly interfaces - including touch-screen - that CounterPoint offers. And management is happy because of the inventory control, customer tracking, and robust reporting capabilities that CounterPoint gives them. And in the rare instances they have an issue, they know local support is only a quick phone call away.

"Having a point of sale system already in place that we were very disappointed with because of support issues, the first and main criteria we used to eliminate vendors was the ability to provide qualified and fast support," says Guggisberg. "(The Retail Computer Group) stayed in the field until the system was tailored (to our) business and was fully installed and operational. Most other point of sale software vendors leave these set up chores to the customer."



That strong relationship with The Retail Computer Group made CounterPoint the clear-cut choice for Guggisberg. The Retail Computer Group's president Dana Miller says that CounterPoint has helped make Guggisberg a more profitable business.

"CounterPoint has given Guggisberg Cheese a more reliable and accurate way to track their inventory and capture customer information to help in their marketing efforts," Miller says. "Customer loyalty and satisfaction are big issues with the owners and now they can track them both effectively!"

After more than 60 years of business, Guggisberg Cheese has established itself as a local favorite and tourist attraction. CounterPoint's strength and flexibility give Guggisberg and staff the tools to continue to grow for the future.

"CounterPoint stood out because of the very professional and knowledgeable team who presented its significant flexibility and extensive features that will allow us to grow into specialized applications," Guggisberg says. "There is little it cannot do, regardless of the type of business."



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