

UniteU and CounterPoint meet the unique demands of Retail

Since 1999 the UniteU mission has never wavered; to meet and exceed the demands of the specialty retailer providing custom site designs, rich merchandizing features, multi-channel integration, merchant tools, a scalable business model, business intelligence and expertise to help merchants grow.

Combining the power of the UniteU ecommerce platform with Radiant's CounterPoint Retail Management software, specialty merchants can have a complete point of sale and online retailing solution that's fully automated. Inventory, Shoppers and Orders are synchronized. Retail buyers and merchandisers can work together easily within Counterpoint to create rich product descriptions complete with images, media and key words enabling sophisticated search solutions and dynamic cross promotions, driving conversions, saving time and increasing profit margins.

Solution Overview

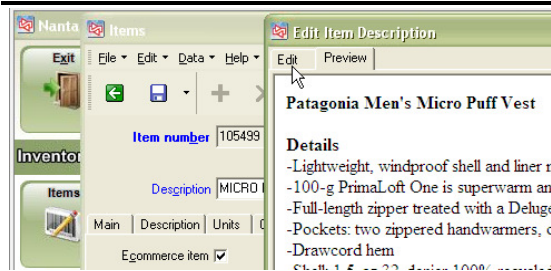
CounterPoint SQL Integration

Full-Service UniteU Connected Commerce Integration for:

- Customer Management
- Item Management
- Shipping Management
- Transaction Management

Benefits of CounterPoint SQL

- Fast and easy retail POS checkout – ring up sales using regular or touchscreen ticket entry
- Up-to-the-minute inventory picture – minimize your inventory investment and out-of-stock conditions
- Customer retention – know who your customers are and what they're buying to keep them coming back
- Automated purchasing – easily place purchase orders with your vendors
- Reports library – extensive library of built-in reports gives you the information you need to run your business successfully



"I can add new products to the web easily right in CounterPoint.... It's seamless." Tyler Donaldson, NOC

"Web orders flow into CounterPoint all day. I have tailored the screens to streamline my work and better serve my customers." Kerby Worley, NOC

Ecommerce today is far more than running an online store. Empowered consumers expect the retailer to be everywhere, 24x7x365. UniteU can leverage the data originating in CounterPoint to provide full integration with search and shopping engines, affiliate partners, social sites, email marketing and more.

UniteU is a leading provider of on-demand ecommerce solutions delivered thru the SaaS model. The company's ecommerce solutions coupled with over 10 years of experience help companies of all sizes maximize online revenues and reduce the costs and risks of running an e-commerce operation. UniteU has powered startups who reached the pinnacles of top 100 status.

The UniteU Connected Commerce platform is [PCI compliant](#) and adapts and scales to meet the ever-changing needs of multi-channel retailers; supporting custom designs, integration, rich media, advanced promotions, multiple payment and shipping options and intuitive search and navigation capabilities.

The Strategic Partner Program structured around UniteUs PACCES™ framework for ecommerce success is provided to all new merchants and is designed to help them achieve their potential online.

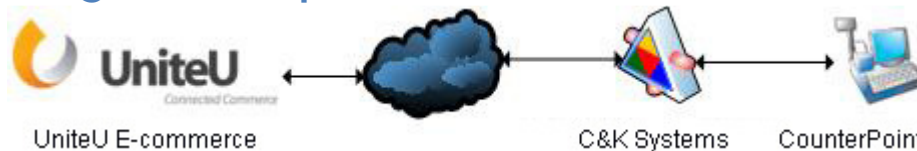
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Integration Steps



1. Work with UniteU Ecommerce Consultant to define data mapping rules
2. Prepare and enable products for the web in CounterPoint SQL
3. UniteU/C&K install and configure middleware
4. C&K provide customization support if needed
5. Quality Assurance Testing: Products, Orders & Shoppers
6. Take Orders!

About



C&K Systems is a Radiant CounterPoint Elite Business Partner, the largest CounterPoint Dealer in the mid-atlantic region, Premier Retail Systems Integrators in the Nation for specialty retail store automation.