



Software for easy management of stock, customers and staff all delivered in a comprehensive package with a superbly simple interface. See how our powerful interrogator reporting can see inside your retail store.

Counter Intelligence retail management software does what it says — it effectively collects and collates intelligence on the components of your retail business, that is, your sales, stock, customers, and salespersons.

Apply the intelligence wisely and you will be ready to implement strategies which will result in:

- + Increased turnover
- + Improved profitability
- + Reduced stock investment
- + Maximised stock efficiency
- + Identified shrinkage
- + Improved customer loyalty
- + Improved salesperson performance
- + Increased job satisfaction



Counter Intelligence Office can run on the same PC as Counter Intelligence POS, or remotely on a separate machine in any of our various business models. be they local or cloud based.

Counter Intelligence Office also features an e-commerce Internet shop module called e-Retailer, which enables retailers to effortlessly create a shop that is online, but is managed just like another physical shop.

Information Collation

Receipted stock data is loaded directly into Counter Intelligence Office, while sales, customer, and salesperson data is downloaded from your Counter Intelligence POS terminal(s) via the cloud. You can be assured of 100% uptime as a full copy of the database is located locally in a full SQL database.

Stock Data

- + Top performers
- + Low performers
- + Overstocked items
- + Brand performance
- + Supplier performance
- + Recommended reorders
- + Shrinkage
- + Sales and margins by day, week, month and year

Customer Data

- + Buying frequency
- + Dollar spend
- + Bonus points
- + Invoices and statements
- + Sales and margins
- + Personal information

Salesperson Data

- + Individual performance
- + Customers served
- + Items per sale
- + Margins
- + Discounts given
- + Hours worked



Features

Counter Intelligence runs on any Pentium or equivalent industry-standard PC running Windows 7, 8, Server 2008 or 2012. The software links to other packages including MYOB and Quickbooks, interfaces with SAP and XML, and utilizes the scalable and robust Microsoft SQL Server database.



Customer Marketing: helping you to target your marketing at receptive and profitable customers

- ✚ Sales and margins to product level
- ✚ Buying frequency
- ✚ Loyalty rewards earned and redeemed
- ✚ Personalized direct mail
- ✚ Personal information database
- ✚ Customer analysis at POS
- ✚ Quotations
- ✚ Order processing with back ordering
- ✚ Invoicing
- ✚ Credit accounts with statements
- ✚ Pricing unique to customers
- ✚ Multiple types of accounts



Strategy: helping you to invest in the right products and stores

- ✚ Return on investment with full GMROI calcs
- ✚ Stock by location
- ✚ Top performers
- ✚ Poor performers
- ✚ Brand and season performance
- ✚ Stock shrinkage
- ✚ Stock turns
- ✚ Sales and margins
- ✚ Automated stock distribution
- ✚ Label design and printing with bar codes
- ✚ Regular or random stocktaking of all or specific products to highlight possible shrinkage issues
- ✚ Reporting at any level of detail including; region, branch, stock group, brand, supplier, and product



Accounting: keeping you in control of the bottom line

- ✚ Profit and loss reporting by branch
- ✚ Personalised chart of accounts
- ✚ Statement of assets and liabilities
- ✚ Interfaces to Xero, Quick Books and MYOB.



Staff: helping you to roster your retail staff to be most effective

- ✚ Sales and margins
- ✚ Sales and margins at product level
- ✚ Customer conversion ratio
- ✚ Individual performance
- ✚ Time sheets



Purchasing: helping you to control your commitments to your suppliers

- ✚ Supplier performance
- ✚ Recommended re-order
- ✚ Projected future deliveries
- ✚ Outstanding deliveries
- ✚ Payments
- ✚ Payments analysis

