



CUSTOMER PROFILE HOIGAARD'S

Since its grand opening in February 1895, Hoigaard's – one of the Twin Cities' largest sporting goods and specialty retailers – has built an enduring reputation for quality products and excellent customer service. Though the focus of business may have changed throughout the years, the same devotion to satisfying its customers has remained.

Key to providing excellent service levels and maintaining healthy margins was Hoigaard's retail technology system. However, as Hoigaard's operations grew more complex, its management found that the existing systems were no longer meeting the company's needs.

"Our inventory management software did not provide the capabilities we needed to track and manage our stock levels," said Bernie Bastian, accounting manager at Hoigaard's. "Additionally, for our furniture department, we were using multiple systems for point-of-sale and purchasing."

In the late 1990s, Hoigaard's began a search for a single technology solution that could meet its point-of-sale, inventory management and purchasing needs. After evaluating a number of available systems, Hoigaard's management selected Radiant Systems' CounterPoint solution from LPA Retail, a Minnesota-based Radiant Systems Retail Partner.



THE COUNTERPOINT SOLUTION

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

HOIGAARD'S COUNTERPOINT BENEFITS

- Higher profit margins through improved inventory control
- Quick, accurate customer checkouts
- Enhanced reporting capabilities
- Easy customization to meet unique business needs

"COUNTERPOINT IS VERY USER-FRIENDLY AND EASY FOR OUR NEW STAFF TO LEARN. AND, IT DOESN'T MATTER WHAT KIND OF SPECIAL NEEDS YOU WOULD LIKE FOR YOUR COMPANY – YOU CAN GET IT FROM COUNTERPOINT."

– BERNIE BASTIAN
ACCOUNTING MANAGER
HOIGAARD'S



Hoigaard's
Since 1895

COUNTERPOINT DELIVERS QUICK RESULTS

Shortly after implementing the new CounterPoint solution, Hoigaard's began realizing benefits. In addition to providing quick checkouts at the point-of-sale and robust reporting capabilities, CounterPoint helped Hoigaard's streamline its inventory management. With departments ranging from skiing to inline skates to paddle sports to an extensive outdoor furniture collection, the retailer required a powerful system that would provide both a timely, accurate view of stock levels as well as the ability to analyze inventory at department- and item-level detail.

According to Bastian, CounterPoint met these requirements and more. "CounterPoint has helped us gain a better handle on our inventory and purchasing and enhance our margins," said Bastian. "We are able to trust what the system says we have in our inventory. The reordering is quite simple, and we are better equipped to manage our inventory turn-around time. The smaller the inventory turn-around time, the better the margin."

Hoigaard's strong relationship with LPA Retail was another selling point for CounterPoint. CounterPoint's ease of use and installation allowed LPA to implement CounterPoint at Hoigaard's quickly and efficiently with no downtime, meaning no lost business.

"Hoigaard's required a solution that not only managed inventory, purchasing and customer sales but could also integrate their entire operation and address the unique requirements of a multi-themed retailer," says Tim Lano, LPA Retail's president. "Now Hoigaard's has a fast and easy point-of-sale with built-in proactive customer service tools running on purpose-built hardware and its all delivered and supported by a single supplier."



FLEXIBILITY FOR TODAY AND THE FUTURE

In addition to its comprehensive feature set, CounterPoint's flexibility allows retailers to easily customize it to meet their unique business needs.

"Rather than requiring us to adapt our business to meet a software system's capabilities, CounterPoint give us the ability to customize the technology solution to support, and enhance, our existing practices," said Bastian. "For example, we were able to configure CounterPoint to support multiple schedules for several important customer services, including ski mounting and tuning, bike service, furniture delivery and ski and canoe rentals."

Even after more than a decade, CounterPoint continues to meet the needs of Hoigaard's management and staff. All CounterPoint users receive two feature-rich updates each year, ensuring they remain on the cutting edge of technology. With the flexibility, ease of use, and support from a Radiant Systems Retail Partner, Bastian feels that CounterPoint can work for a sporting goods retailer of any size.

"I would definitely recommend it," Bastian said. "CounterPoint is very user-friendly and easy to for our new staff to learn. And, it doesn't matter what kind of special needs you would like for your company – you can get it from CounterPoint."



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