

COUNTERPOINT

*Museums,
FOR ▸ Aquariums
and Zoos*

**Admissions
Online Ticketing
Point of Sale
Food Service
Inventory Control
Reservations
Group Sales
Memberships
Centralized Reporting**



BROUGHT TO YOU BY ACCELERANDO, INC.

INDUSTRY SOLUTION

The CounterPoint SQL Enterprise system is not an “integrated system”. An integrated POS system typically involves a *composite* of multiple different products that interface to one another.

CounterPoint is actually one *centralized*, Microsoft SQL-based software program. Accelerando further enhanced CounterPoint to manage all aspects of the Special Attractions industry. As an example, one of our clients, an 80-user system with over 50 locations within its park, is using CounterPoint to:



- ✓ Sell multiple types of admission tickets online
- ✓ Make reservations, schedule school groups, and schedule private events and tours online
- ✓ Process and manage consignment tickets online
- ✓ Manage all educational programs and resources online
- ✓ Take donations from anywhere
- ✓ Process all of their rentals
- ✓ Manage all of their gift shop sales, inventory, purchases, receivings, and merchandising
- ✓ Sell memberships from anywhere in the park
- ✓ Automatically verify membership benefits from anywhere in the park
- ✓ Process gift cards and stored value cards
- ✓ Provide automatic discounts and promotional programs from anywhere
- ✓ Manage their entire animal food commissary system
- ✓ Set up wireless kiosks anywhere in the park
- ✓ Manage their entire food system, including all of the cafeterias, concessions, and event catering

TICKETING & ADMISSIONS



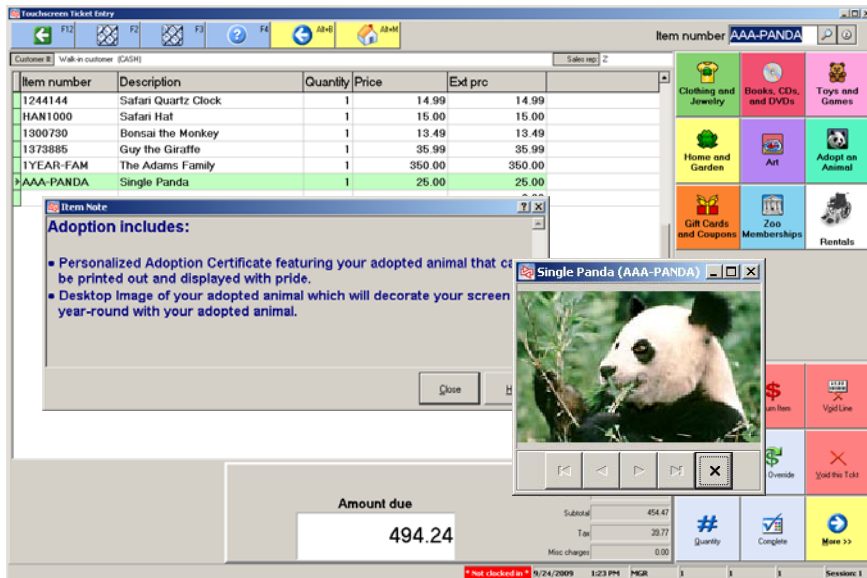
With CounterPoint, you can sell, track, and redeem any type of admissions tickets, including general admissions, combo tickets, ride tickets, scheduled tours, educational events, seasonal event tickets, group sales, advance tickets, show tickets, etc. The imagination is the limit!

Furthermore, due to its SQL database, CounterPoint has the ability to integrate to virtually any 3rd-party application, including homegrown or pre-packaged membership/fundraising programs. This allows you to verify membership benefits from anywhere in your organization.

Discounts are calculated automatically. CounterPoint can also quickly determine if your customers qualify for other discounts and promotions based on user-defined parameters, such as a specific date/time.

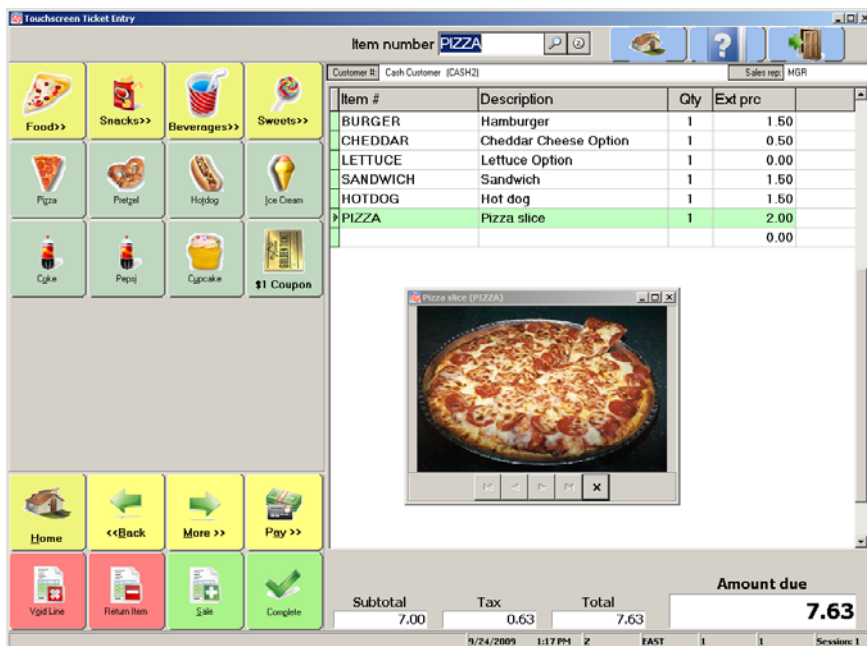
GIFT SHOPS

With over 15,000 installations worldwide, CounterPoint represents one of the most robust point-of-sale ticket



entry and inventory management systems in the marketplace. In fact, Radiant Systems is the “fastest growing provider of store technology to specialty retail.” A Special Attraction can process any type of transaction imaginable. This includes animal adoptions, donations, memberships, wheelchair and stroller rentals, gift shop items, gift cards, stored value cards, consignment items, serialized items, perishable items, and more.

FOOD SERVICES



Radiant Systems owns over 60% of the market share in the Hospitality/Restaurant Industry in this country.

CounterPoint supports every aspect of food management for Zoos and Aquariums. With CounterPoint, a Special Attraction can procure, receive, re-package, sell, process, and track most any type of food-related item. This can range from “value meals” for visitors to snails for the beluga whales.

The shelf-life of the food can also be tracked and items can be scrapped as needed. You can

even create “recipes” and automatically pull recipe assemblies for each day’s menu by location. Our clients use CounterPoint for their ice cream kiosks, cafeterias, coffee shops, bars, drink machines, popcorn stands, fudge shops, and more.

MEMBERSHIP TRACKING

CounterPoint includes customer relationship management tools that give you details of every member, including detailed sales history, applicable benefits, loyalty features, customer profiling, notes and images, and more. You can track and process any type of customer, such as regular visitors, members, donors, schools, agencies, corporate accounts, etc. You can sell any type of membership from any POS station across your organization AND CounterPoint can automatically apply discounts based on the membership level!

The screenshot shows the 'Customer Zoom' window for customer ID 1003, Carol Dawn. It displays contact information, financial status (Unposted bal: 0.00, Balance: 0.00, Order balance: 0.00), and a recent sales history table. An 'Image view' window is open, showing a photo of Carol Dawn.

Ticket date	Item number	Description	Quantity	Price	Document
9/20/2003	APL-HAT	Golf hat with logo - 1 size	-1.0000	9.9900	100153
9/20/2003	APL-HAT	Golf hat with logo - 1 size	1.0000	9.9900	100150
9/20/2003	APL-UMB	Golf umbrella	1.0000	13.4900	100150
9/20/2003	GLOVE	Deluxe Golf Glove	1.0000	10.7900	100150
9/20/2003	SHIRT	Men's Polo 100% cotton	1.0000	24.9900	100150
1/4/2003	COKE	Coke	1.0000	1.2500	100135

AUTOMATED VERIFICATION (OPTIONAL)

If you already own a Membership or Fundraising application, CounterPoint can be configured to exchange information with it! You can automatically verify membership benefits to ensure maximum revenues. This can include the number of children that belong in a Family Membership, the number of parking passes for a Corporate Consignment Admissions program, or even the applicable percentage discount that may apply to purchases at specific selling locations.

In less than four weeks, with CounterPoint's membership verification feature, one of our clients recently returned \$15,000 in 2nd-car parking revenues that otherwise would have gone completely unnoticed!

ONLINE TICKETING & RESERVATIONS (OPTIONAL)

The screenshot shows the North Carolina Zoo's online ticketing website. The header includes the zoo's logo, 'TICKETS', and navigation links like 'Ticket Home', 'Contact', 'Basket', 'My Reservations', and 'Login'. Below the header, there are tabs for 'General Admission', 'School Groups', 'Group Registration', 'Education Programs', and 'Picnic Rentals'. The main content area features a banner with the text 'Bring Your Herd to the Zoo!' and an image of various animals. At the bottom, there is contact information and a privacy policy link.

The Online Ticketing and Reservations option (Outbound Software) was created specifically for CounterPoint.

With this powerful tool, a Special Attraction can provide fully integrated online ticketing and admissions in real-time! Online shoppers can visit your website and purchase standard admissions tickets, offer donations, review available shows, make reservations, sign up for workshops, and even rent a room for a special event! All of this can be done without tying up your staff's resources.

CENTRALIZED REPORTING

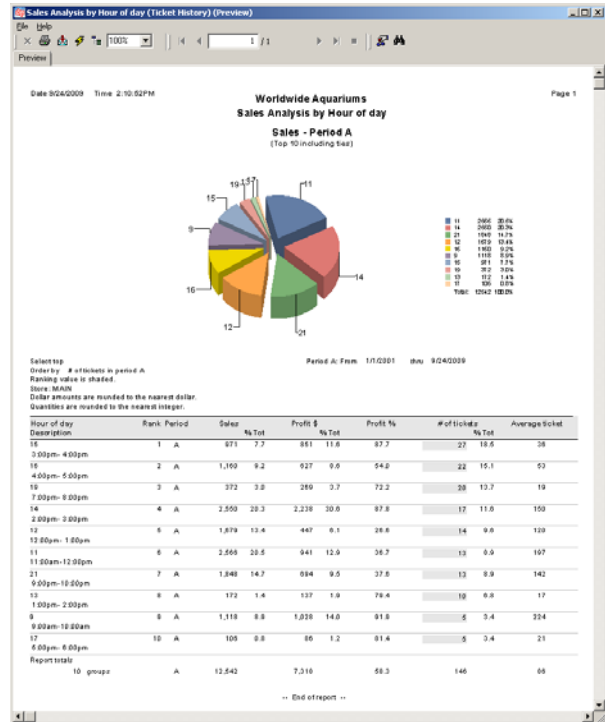
CounterPoint was architected to function as the primary processing center or central database to manage every aspect of a multi-disciplined organization. As a result, CounterPoint's reports can show an *operations-wide* picture of a Special Attraction's performance in real-time!

Reports in CounterPoint are second to none in terms of their accessibility and flexibility. Every Table LookUp in CounterPoint can become a Crystal Report that you can print or export to Microsoft Excel, Microsoft Word, PDF, or even a CSV file with a simple click of a button.

There are lots of base reports in CounterPoint that can help a Special Attraction analyze its sales and the success of its marketing campaigns. Examples of these reports are the Sales History by Group Report and the Merchandise Analysis Report. With these tools, the user can classify, rank, and present sales information with user-defined criteria, including number of tickets sold, sales dollars, profitability, top-selling hours, popular products, GMROI, discounts, and more.

While in a LookUp, the user has access to thousands of iterations of the same report. The user can cull specific subsets of data using Keyword Search, Drag-n-Drop, Data Sorts, Basic Filters, Custom Filters, and Column Designer.

Zooms are available for items, members, A/R documents, vendors, stores, users, gift cards, store credits, locations, location groups, purchase orders, receivings history, ticket history, and more!



The Dashboard provides a "bird's eye view" into each area of a Special Attraction. It is a unified, graphical interface that monitors performance across all departments via user-defined Key Performance Indicators (KPIs).

Accelerando can customize any report imaginable! Accelerando can even automate these reports to run at various intervals throughout the day or in real-time!

COMPANY INTRODUCTION

ELITE COUNTERPOINT PARTNER

Accelerando is [Radiant Systems'](#) "go-to" business consultant for Zoos, Museums, and Aquariums. As an Elite Retail Partner, Accelerando is one of the largest and most experienced partners in the world, with over 450 clients.



As a Microsoft Gold Certified Partner, Accelerando strongly believes in and recommends adhering to Microsoft best practices for small and large scale implementations. Accelerando has its own in-house training facility, which serves both clients and staff. Help Desk Support is available 24/7/365 days of the year.

SPECIAL ATTRACTIONS EXPERT

Accelerando works with many organizations in the Special Attractions industry, including the North Carolina Zoological Park, Milwaukee County Zoological Gardens, Nashville Convention Center, NC Wildlife Resources Commission, SC Department of Parks and Recreation, Phipps Conservatory, Bronx Zoo, Hendrick Motorsports Museum, Grandfather Mountain Museum, Tweetsie Railroad, and the New York Aquarium, to name a few.

Accelerando offers powerful complementary technologies that other providers may not. In some cases, the availability of these solutions has garnered desperately needed government subsidizations and additional financial support for our clients.

They include:

- ✓ Assistive POS Technologies for the Blind
- ✓ Wireless, Mobile POS Devices
- ✓ Centralized Membership Verification
- ✓ Automated Payroll Deduction Interface
- ✓ Hosted Systems and Training Environments



"Accelerando quickly differentiated itself as one of our elite business partners by demonstrating expertise working with large, complex implementations while configuring and customizing the CounterPoint product to meet the needs of its customers. Their development team has a wealth of experience, including database integrations. Radiant Systems fully supports Accelerando."

Chris Lybeer,
President, Radiant Systems Retail Division



COMPANY OVERVIEW

Accelerando's orchestration of the best business technologies available and applied business process review creates hard-working, practical tools that make a huge difference in your everyday business.

POINT-OF-SALE, ORDER ENTRY & INVENTORY CONTROL

Competition in the retail world is more demanding than ever. If you want to compete and grow, it's crucial to have technology that's fast, reliable and flexible enough to handle demanding customers and high employee turnover. Accelerando is a widely recognized expert in retail point-of-sale and inventory management. It has over 25 years of experience in installing CounterPoint, a highly flexible and complete retail management solution.



NETWORKING, HARDWARE, SECURITY & MOBILITY

Accelerando has the experience, skills and commitment to help implement technology solutions that match even the most demanding business needs. As a Microsoft Gold Certified partner, Accelerando has demonstrated its knowledge of the most robust, efficient and scalable technologies available from Microsoft, including server-centric computing environments and secured distributed networking.

BUSINESS PROCESS CONSULTING

One of the assets customers value most in Accelerando is the remarkable amount of industry knowledge shared by its members. The specialists at Accelerando have completed countless projects, each with a unique business goal. Accelerando's goal is to first understand your business, then to expertly implement proven technology solutions to meet your business management needs.

FINANCIAL MANAGEMENT & ACCOUNTING SOFTWARE

Accelerando provides sales, installation, training and support for financial management & accounting solutions from Microsoft Dynamics. Strong financial management, made possible by Microsoft Dynamics, establishes a firm foundation to realize the potential of your business through strong, manageable growth. And Microsoft Dynamics works like the familiar technologies you already own. Microsoft Dynamics GP and Microsoft Small Business Financials both seamlessly integrate to CounterPoint solutions from Radiant Systems.

24/7/365 SUPPORT

Accelerando provides technical and customer application support to its client base as needed. During standard business hours, Accelerando's Support Coordinators receive and log calls and determine the escalation path with the guidance of the management team. Help Desk Support is available 24/7/365 days of the year. There are three ways for clients to quickly access support:

1. Dial (888) 899-1911
2. Email support@accpros.com
3. Complete an online request at [Accelerando Support Request Form](#)

Accelerando also offers emergency telephone support. Calls are returned within 15 minutes from the point of call and support personnel stay continuously focused on the problem until it is resolved. All other support requests are addressed as quickly as possible, during standard business hours, Monday through Friday, 8:00 a.m. to 5:00 p.m., Eastern Standard Time.



There are a variable number of "available" personnel who handle project work. During weekend and after-hours support, incoming calls automatically page a group of on-call support personnel. There are always two or more certified staff members available.

• • •
"When I need Accelerando, they're there. Extremely fast response in emergency situations. They know my system and they know what they're doing. I couldn't ask for more."

Mike Long,
Executive VP,
L.A. Reynolds Garden
Showcase

STAFF TRAINING OPTIONS

Accelerando's Training Solutions can be customized to meet the specific training needs of the audience, including basic training for cashiers, high-level training for back-office personnel, and maintenance training for IT staff. Accelerando can deliver training in many different ways. A few of those ways are:

- Fundamentals Classroom Training to introduce scope of available features and functionality. (on-site or on-line auditing)
- Computer-Based Training to reinforce continuing learning. (self-paced, on-line)
- Small Group Training Sessions to hone in on daily tasks for specific groups of users. (on-site or off-site)
- Intense IT-Level Training, as requested to prepare the client's IT department for primary application ownership. (on-site or off-site)
- Train-the-Trainer Sessions to arm key personnel with the knowledge they need to reinforce staff training and to get new employees trained. (on-site or off-site)
- On-Site Go-Live Day Support to actualize what was learned in the previous training. (on-site or by phone)



- Help Desk Training and Support to assist the client as needed. (by phone)

CounterPoint SQL manuals are available as a PDF library. We can also work with the client to develop *custom* documentation for specific user groups and the technical support team. There are Computer Based Training modules available online at www.CounterPointPOS.com. Finally, the client can access tools and resources at www.CounterPointPOS.com/support, using the Knowledge Base. Standard manuals include:

- Fundamentals Training
- Configuration Training
- Advanced Customizing Training
- Multi-Site Management Training

On-going training can be handled by Accelerando's phone support and previously scheduled on-site visits. However, the base training that the managers receive, in conjunction with the technical documentation, should allow the client's operational staff and back-office managers to train new staff members, unassisted.

In addition, Accelerando recommends holding a hands-on, one-on-one training session with the I.T. managers shortly after "Go-Live" to review and document I.T. managerial functions as needed. I.T. Training will also cover efficient troubleshooting of equipment and system issues.

CONTACT INFORMATION

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