

Introduction

Thank you for your interest in RDi's CPice! CPice is designed to integrate Counterpoint with your customer-driven sales channels, making it easier and more cost-effective to manage your entire business. Applications include:

- General web store
- Boutique web stores for specific customer or product segments
- Country-based web stores for pricing, or regulatory needs
- In-store kiosks

CPice Overview

CPice offers a comprehensive solution for integrating Counterpoint with one or more online customer-driven sales channels. Its flexible design enables using some of the most powerful e-commerce platforms today to drive the front end sites, while Counterpoint drives the back end management.

Platforms supported: **Magento and Woo Commerce**

Features:

1. Enter items once in Counterpoint and have them available both in-store and the web.
2. Combined reporting showing all sales or broken out by channel.
3. Fulfill directly from Counterpoint using familiar sales order workflows.
4. Automatic site synchronization of product availability, pricing, orders, and customers.
5. Web customers added to Counterpoint (and matched if already existing).
6. Product catalog with unlimited hierarchy.
7. Item styles combined into web product with drop-downs to select attributes.
8. Multiple item images per product.
9. Product long descriptions.
10. Regular price and promotional sales price levels.
11. In-store and the web can use different item price levels.
12. Source locations – choose from which location(s) product quantities will be drawn.
13. Item availability – optionally disables items no longer in stock, or keeps it for sale.
14. Pick up in store – optionally show store quantities and enable customers to reserve and purchase items in store.
15. Product catalog, availability, and pricing can vary by channel.
16. Web orders can have used defined prefix for easy identification.
17. Build and maintain the catalog navigation of your website including
18. Categories & Sub-category structure – unlimited levels
19. Bulk product assignments to categories & sub-categories through flexible filtering options
20. Set up long description fields through the use of a full html editor

21. Assign meta and product tags
22. Do word mapping to turn abbreviated data into e-commerce display ready data
23. Set exclude style or product flags
24. Set threshold level sell-to's by product
25. Set Out of Stock Messaging
26. Dynamically maintain the available to sell number
27. Dynamically update price changes to the site by manipulating prices in Counterpoint
28. Create new customers in Counterpoint from Web orders
29. Identify precious customers placing new orders
30. Create new orders in Counterpoint from orders taken online
31. Report separately or consolidate reporting for online sales and the stores in Counterpoint
32. Orders are imported with shipping method, shipping price, fees, taxes, pricing, discounts and tenders
33. If orders are to be fulfilled in Counterpoint create Sales Orders
34. If a retailers chooses to fulfill from the website or a third party shipping software connected to the site import orders as tickets into Counterpoint
35. For Sales Orders imported into Counterpoint, once shipped updates the order status on the website to Complete, auto-generates the shipped confirmation e-mail to the customer and captures the funds on the purchase.
36. Full end to end hand holding during implementation
37. No labor required on your web developer's end to support the integration
38. Flexible mapping of data between Counterpoint and Magento - do the functions that make the most sense to you where you want to do them. You are not forced into a box
39. Full multiple image module
40. Pick up at store – find at store
41. Use Gift cards in store and online
42. Gift registry add-on available
43. Returns processing
44. Partial shipments

Principal Benefits of Web Integration

- Create and update categories and products in one place **eliminating double entry**
- Have current availability and prices on the site so you **sell what you have not what you don't**
- **Reduces labor** by automatically creating customers and orders in Counterpoint
- **Eliminates data entry mistakes** from manually entering orders
- **Reduces labor** by automatically having order status updated when the order is shipped