CHICAGO LAKE LIQUORS AND LIQUOR BOY SPECIALTY RETAIL – WINE AND LIQUOR

NCR Counterpoint Case Study

NCR Counterpoint's inventory management insight and detailed reporting helps a wine and liquor business make better buying decisions and increase its bottom line.

Chicago Lake Liquors started as a single operation back in 1959, located in a city neighborhood in south Minneapolis. Current owner, John Wolf, bought the location in 2000 and upgraded its pen and pad point of sale system to NCR Counterpoint retail management system. John's customer demand encouraged him to open a second wine and liquor concept, Liquor Boy, in a more residential area in 2012. This second location expanded the original concept becoming more of a wine and liquor warehouse store; a bigger venue with more SKUs but John was confident in meeting his market demands and had a trusted retail management solution to help the business succeed.

When he originally decided to look into a new retail management system for Chicago Lake Liquors, he was looking for a system that had full functionality, an easy interface for his cashiers to use, reliability behind the software company, and a solution that could present customized, fast and easy reporting. The most important factor, though, was having robust back office functionality. In fact, he narrowed his system decision down to three options and decided to go with NCR Counterpoint "because of the reporting functions on the back end. I liked the format of NCR Counterpoint."

For more information,
visit **www.ncr.com**, or email **retail@ncr.com**.

Why NCR?

NCR Corporation (NYSE: NCR) is the global leader in consumer transaction technologies, turning everyday interactions with businesses into exceptional experiences. With its software, hardware, and portfolio of services, NCR enables more than 550 million transactions daily across retail, financial, travel, hospitality, telecom and technology, and small business. NCR solutions run the everyday transactions that make your life easier.

NCR is headquartered in Duluth, Georgia with over 30,000 employees and does business in 180 countries. NCR is a trademark of NCR Corporation in the United States and other countries. The company encourages investors to visit its web site which is updated regularly with financial and other important information about NCR.

Detailed Reporting:
The Structure of a Healthy Inventory

NCR Counterpoint provides more than 40 templated reports that provide current and historical information about your inventory. In addition to these 40+ templated reports, NCR Counterpoint's reporting functionality allows businesses to customize reports to reflect the exact data you want to dive into. For John, his NCR Counterpoint Reseller Partner, LPA Retail Systems Inc., helped him create the specific reports he was looking for. John explained that "I want to know what I have, when I received, average cost, depletion reports, reports by date, by size, by type, I want to mine it a thousand different ways because I'm only as good as I buy it and how I sell it." LPA Retail Systems Inc. helped him create a lot of custom reports that are especially important regarding purchasing orders. "LPA Retail Systems Inc. has created many custom reports, especially on the buying side," John explains, "…last cost, average cost, what the retail is, what the deal is on the product, what my depletion was on the last 30, 60, 90 days, my inventory at the other store, it's all there."

NCR Counterpoint's inventory and back office functionality can adapt to the different needs of each of his stores. For instance, the warehouse store has a larger quantity but fewer SKUs and the original store has more product offerings, but not as much quantity. However, the reporting and inventory functionality can cover and process both stores' needs.

When asked why the reporting functionality plays such a key role for his wine and liquor business, John explained that it helps him regarding his growth profit: "The information makes me a better buyer; it helps me increase my bottom line due to more informed purchasing decisions."

With robust functionality, ease of use, strong reliability and his partnership with LPA Retail Systems Inc., NCR Counterpoint continues to be a strong solution for Chicago Lake Liquor and Liquor Boy.