



# Celebrating 20 Years of Innovative Hospitality solutions

## TIMELINE - COUNTER SOLUTIONS - A TUCO APPROVED SUPPLIER

Sales and Marketing Projects Manager, Lynne Anderson from The University of Aberdeen, says:

"I was really impressed with the approach that Counter Solutions took. They not only demonstrated their capability to meet our requirements within the Hub, but also recognised the future university wide objectives we were seeking to achieve."

### 1989

Counter Solutions was founded as an enterprising and energetic company focused on providing imaginative solutions to the hospitality market. This goal has been achieved by combining a unique pool of hardware and software designers with specialists from the hospitality industry working to a set of founding principles that provide clients with long term solution strategy.

- Market Experience
- Relevant People Skills, Commitment & Resources
- Innovative Products & Functionality
- Technology Options & Development Capability
- Lifecycle Support



### 1990

Counter Solutions design, build and launch the DT100 & DT75 EPOS devices that are quickly adopted by the licenced trade providing central management control across their estates. EPOS devices combine membrane keyboard and look-up screen functions that maximise the flexibility and service methods offered.

### 1996

Counter Solutions install first solution in the Higher Education sector



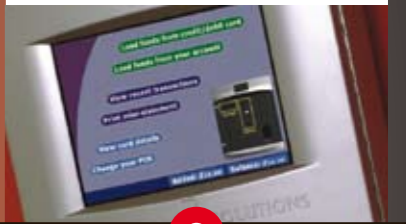
### 1998

Counter Solutions respond to market demand and develop their own cashless solution, CardWise, that compliments existing OutletWise and StockWise modules providing clients with an end to end hospitality solution. Achieve market recognition in both the Business & Industry and Higher Education market sector where the system provides the functionality and flexibility to support Campus wide services and catered student packages.

### 1999

Counter Solutions harness PC power to revolutionise the cashless systems market introducing the Customer Service Point delivering note, coin and EFT loading options with a touchscreen service point enabling account loading, statements, event ticketing and card management functions.

Millennium bug passes unnoticed.



### 2001

Integrated Solutions – Following detailed market research Counter Solutions launch the CS500, the first point of sale device that integrates a colour touchscreen, LCD customer display and multi-technology cashless card reader.

Counter Solutions secures first European cashless client



### 2007

Counter Solutions adopt web technology to deliver SMARTSuite, the first truly web enabled cashless solution, in the UK and Europe. As a web browser solution SMARTSuite, simplifies the process of implementing cashless EPOS across Campus whilst expanding solution access to all stakeholders through the use of a standard Windows Internet Screen. European presence continues with additional wins in the German higher education market resulting in the creation of Counter Solutions International to

provide local support to expanding client base.

Counter Solutions develops a unique 'Hot Staging' process, allowing systems to be fully configured before being installed. This remains unparalleled today.



### 2008

In line with the move towards a global cashless society Counter Solutions launch SMARTLoad that provides a range of PCI compliant, web services including cashless card loading from the students (or their parent/guardians) nominated credit/debit card, Instant Load and CSXPRESS, an on-line ordering solution to further extend student services.

Counter Solutions join HESCA (Higher Education Smart Card Association) and are appointed as an HID Connect Partner. Systems Team created to provide collaborated client services from conception through to operational support.



### 2009

Finger on the Pulse – SMARTSuite introduces real-time system monitoring that manages operational status, updates and configuration across all parts of the solution.

TUCO appoint Counter Solutions as an approved supplier enabling members to progress their cashless services and manage projects within a defined framework. This sets standards for the solution, functionality and future operational support.

Riding the recession, Counter Solutions continue to install systems across UK and Europe, exceeding annual sales target by October.

### 2010

Less is More... staying true to its' founding principles Counter Solutions launch the SMART Service Point.

With a design brief to enhance functionality, improve environmental standards and reduce investment; the SMART Service Point delivers EPOS functionality for both counter and mobile services, card administration and cardholder services, using all leading smartcard formats, from a single core design.

