

# Oh, yeah...The shoe totally fits.

As the son of a superstar, Marcus Jordan grew up living the brand that his father inspired. Today, a Businessman and entrepreneur in his own right, it only made sense for him to grab hold and harness the power of that brand by launching his **Trophy Room**, an elevated retail boutique inspired by the real trophy room in his childhood home.

**TROPHY**  
ROOM



"I've been around sneakers my entire life," says Marcus. "It's just something I love."

Big Hairy Dog was called in to replace an old, weaker Point-Of-Sale (POS) system that was filled with holes. "It just didn't meet our needs," says Jordan. "Big Hairy Dog quickly set *Retail Pro* up so we now have, among many things, the ability to import directly from Nike.net or any other vendor catalog right into our system."

Heir Jordan staff can now pick and choose hundreds of specific vendor items without having to wade through entire catalogs. It allows the user to go straight to a purchase order while simultaneously defining that item in inventory. "It makes the whole receiving department run like a dream," says Jordan.



Another family-run organization, **ELM Shoes**, shares a similar story. Selling wares from the back of an old schoolbus in 1930, this five-generation, east coast retailer has been steadily growing and prospering. "To be candid," says great grandson and current owner Loren Martin, "we were a little nervous about working with some crazy California company with the word "dog" in their name. But those concerns didn't last long."

From the very outset, Big Hairy Dog analyzed the real needs of ELM Shoes, how they'd been doing business throughout the years, their success and expansion. We knew they required far more than just a sophisticated POS system.



They needed an equally sophisticated POS partner.



**"THEY DEFINE TOP-DRAWER EFFICIENCY."**

"While attending an annual trade show," says Martin, "I casually mentioned a small issue we were having to my rep. He just took care of it right then and there! Wow! They define top-drawer efficiency. Whether your company has been in business for one year or one hundred," Martin claims, "it's all about the long-term relationship."