



BIG HAIRY DOG



800-377-7776

BigHairyDog.com

SUN 'n FUN

Museum & Gift Shop
Single Store

"Retail Pro has taken our retail operations to the next level . . .

We are now able to learn more about our guest's needs than ever before."

Sun 'n Fun is an amazing organization located in Lakeland, Florida, that offers the ultimate in aviation education, restoration and a museum of aviation history.

The programs offered to children are educational, and a lot of fun. They offer aviation, space and residential camps, as well as hot air balloon rides. It's a unique experience for the campers to sit in a flight simulator and experience first hand the feeling of flying an aircraft.

Rachel Ottinger manages and purchases for Sun 'n Fun's gift shop and the Florida Museum shop. We recently spoke with Rachel about the use of Retail Pro in Sun 'n Fun's physical and online stores.

BHD: *How long have you been using Retail Pro?*

Rachel: We began training in January 2007, and started using the system mid-March, 2007.

BHD: *What POS software did you use before Retail Pro?*

Rachel: We used Synchronics Counterpoint.



BHD: *Why did you choose Retail Pro?*

Rachel: As Sun 'n Fun grew and changed, our POS system needed changes too. What became important was enhanced reporting capabilities and a more user-friendly interface. We were very impressed with Retail Pro's ability to do remote polling, its customer service regarding integration and integration of the on-line store. Retail Pro was an overall better fit and seamlessly integrated all the options we needed.

BHD: *How many people do you have using the system at one time?*

Rachel: During our annual 'Fly-In' Convention, we have 72 people.

using the system at once. In our day-to-day business, we operate with five registers open.

BHD: *How has Retail Pro affected your inventory control and POS operations?*

Rachel: The system has taken our Retail Operations to the next level. In addition to the gift shop sales, we were able to put our guest and camping registration on Retail Pro. For the first time, all sales were consolidated into one system and we were able to learn more about our guest's needs than ever before.

BHD: *What do you find are the most useful aspects of Retail Pro?*

Rachel: The Pre-Sets, or touch buttons were the best feature for us. Our cashiers find the touch system to be very user-friendly and easy and intuitive to learn.

BHD: *What made you decide to go with Big Hairy Dog as your service provider?*



Rachel: I met Pam Elliot at the 2006 Atlanta show. The BHD booth was located next to the online store booth, making it easy to see how the online store would integrate with Retail Pro.

When speaking with Pam, I was impressed with her knowledge, professionalism and follow-up, and found BHD to be a smart and innovative company.

