

# ROGER DUNN GOLF Shops

SPOTLIGHT



**BIG HAIRY DOG**



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**BigHairyDog.com**

**ROGER DUNN  
Golf Shops**

**38 Stores**

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*...and has streamlined our physical inventory process."*

**Roger Dunn Golf Shops**, located throughout southern California and Hawaii, have been in business since the mid 60's. Their continual success and expansion has them at a current total of 38 stores.

The state of the art technology they use to get an exact fit on clubs for their customers makes them unique to most golf shops around. They use completely computerized fitting systems that help show your ball flight and spin while swinging. They also utilize a mobile van which travels to golf events in the area.

Their customer orders come literally from every corner of the globe. Jason Weaver, the BHD SYSOP, is usually behind the scenes, but occasionally works on the sales floor. He feels Roger Dunn employees are the best in the industry with a commitment to customer service second to none. In the spirit of generosity and compassion, Roger Dunn Golf shops have a history of sponsoring large tournaments with proceeds going to charity.



When we recently spoke with Jason, we asked some questions about their use of Retail Pro:

**BHD: How long have you used Retail Pro?**

**Jason:** We have been using Retail Pro for 11 years, and in 2007 rolled the system out company-wide to all 38 stores.

**BHD: In standardizing your POS systems on a store-wide level, what systems did you pull from your stores?**

**Jason:** Our Santa Ana store was using MSD, which was outdated and just not meeting our needs. Counterpoint was in some stores we acquired, and it has always been pulled out very quickly as it is not easy to work with and has been difficult from a technical standpoint to address issues.

EzPOS didn't have the growth capabilities that we needed as we moved forward as a company.

The General Stores was a bandaid system only, as it had no security features to it and the reporting was terrible.

**BHD: What led you to Retail Pro?**

**Jason:** We liked the complete functionality of Retail Pro and the ease of use for our cashiers. We also needed the robust reporting capability.

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

**Jason:** It has greatly improved our ability to report at the corporate office and identify our best selling products as well as frequent return items. It's invaluable in forecasting inventory with our vendors and has streamlined our physical inventory process.

**BHD: Why did you choose Big Hairy Dog as your service provider?**

**Jason:** We originally were with another service provider, and after getting the runaround from a new company we considered, we felt Big Hairy Dog was the obvious choice.



**BHD: How would you describe the service you receive from BHD?**

**Jason:** I've worked with many of the techs, but probably Rob the most. Also have done training with Jeff and worked with Pam and Mandy in sales. All have been terrific to work with. They each have a thorough knowledge of the product and I can always depend on a quick response.



Big Hairy Dog  
2305 Ramos Circle  
Sacramento, CA 95827

Visit our website at: [BigHairyDog.com](http://BigHairyDog.com)  
Request a Free Demo: [Info@BigHairyDog.com](mailto:Info@BigHairyDog.com)

P: 800-377-7776  
F: 916-368-1411