

BIG HAIRY DOG



January, 2010

BIG HAIRY DOG NEWSLETTER

"Breaking Every Rule to Take Care of Our Customers"

Three cheers for our Pam Elliot!

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DID YOU KNOW...

Big Hairy Dog is OPEN 363 DAYS A YEAR!

Thanksgiving and Christmas are the only 2 days we close our doors. Every other day of the year when you call BHD, a PERSON, not a machine, will answer the phone.

Mon-Fri: 6am to 6pm PST
Sat-Sun: 9am to 2pm PST
HOLIDAYS: 8am to 5pm PST

That is service you can't beat!

As a sales rep for BHD, Pam Elliot spends her days and most evenings working diligently to provide leading brand technology to retail organizations. In some ways, Pam saves the business life of retail stores. The technology she provides dramatically impacts the viability of a store. Recently Ms. Elliot had the opportunity to impact a real life too.

In November, during her morning commute-driving through a neighborhood normally not taken, Elliot observed a young boy lying next to his bicycle with 1 other assisting him. She pulled over to investigate and help direct traffic around the incident. As the person attending him said to the 911 operator, "he stopped breathing", Familiar with CPR, Pam ran to assist and conduct CPR with the other person. Elliot and partner continued CPR until the ambulance crew arrived to take the boy the hospital.

Elliot and her husband Doug continued to monitor the boy's health via the boy's family. It was discovered that the child has a heart defect which causes him to lose consciousness. Unless the child received life saving surgery he would not survive. Today, doctors confirmed that the child successfully completed the life saving surgery that gave him a one in a million chance for survival and is expected to live a normal life.

Pam Elliot saved a life.

Three cheers for our Pam Elliot!

She is our HERO.

READ THE LATEST ON PCI COMPLIANCY!

PCI is on every retailer's mind these days. The rush is on to protect businesses from a security breach and the costly fines and red tape that accompany it.

Big Hairy Dog recently heard of a retailer whose security was breached. This retailer was uninformed of PCI Compliancy requirements and did not realize that the information stored in their computer could be accessed externally.

The retailer was visited by both computer forensics as well as the FBI, and ended up costing the company in the six figures. They are lucky to have survived such a financial hit. Now, a year and a half later, they are still experiencing the fallout of this unfortunate event and remain in the crosshairs as a retailer to be watched.

Big Hairy Dog is committed to each and every one of it's customers. We do not want any customer

of ours to experience such a misfortune and be left with catastrophic expenses and issues to deal with for years afterwards.

Retail Pro was among the first to offer PCI-Complaint software for retailers using POS and credit card processing. We are busy bringing our customers the software they need to be able to become compliant with PCI Standards.

If you aren't already running Retail Pro v8.60, please call your Sales Rep today and get your upgrade ordered ABSOLUTELY FREE if you are current on Software Assurance.

In addition, check the back page of this newsletter to see the latest Hot Fix. If you are using an older version, call BHD Service Dept at **800-377-7776**.

**See article inside "Strong Passwords"

6th in Series

WELCOME

RETAIL PRO CAN HELP MAKE YOUR BUSINESS PROFITABLE!

TO ALL NEW BHD CUSTOMERS!!

BAMBOO HOME STORE

Home Décor store, Grass Valley, CA

RUNWAY BOUTIQUES

Apparel store in El Dorado Hills, CA

SEE CEES FASHIONS

Apparel store, Syracuse, NY

HARNN

Bath & Body shop, Bellingham, WA

FAMOUS LABELS

Apparel shop, Las Vegas, NV

SIERRA NEVADA RECREATION

Gift shop, Vallecito, CA

STORM BASEBALL

Gift shop, Lake Elsinore, CA

WARRENS

Gift & Novelty store, Clearwater, FL

HATS IN THE BELFREY

Hat shop, Annapolis, MD

SIERRA NEVADA RECREATION

Gift shop, Vallecito, CA

CHYMIK UNIFORMS

Uniform retailer, Elk Grove, CA

THE COLISEUM

Apparel shop, Napa, CA

HOLIDAY BOUTIQUE

Gift Shop, Fresno, CA

MALIBU FISHING & TACKLE

Sporting Goods, Thousand Oaks, CA

ORIENT & FLUME

Art Glass, Chico, CA

ORNATUS CALIFORNIA

Luggage shop, Tiburon, CA

SAVANAH

Apparel shop, Santa Monica, CA

ELITE IMPORTS, INC.

Bath & Body, Bellingham WA

'CUSTOMER SYSTEM DATE'

Retail Pro offers an abundance of reports that can help you make better business decisions. Never again will you need to rely on guess-work; Retail Pro's reports are based on precise inventory management, and exact cost and profit margins.

It's vital to your business to know all of the many features Retail Pro offers that can save you money.

Have you ever wished you could contact your new customers? It is possible in version 8. There is a little known field that is available in the filtered view in the customer database called "Customer System Date". This date field keeps track of when a customer is entered in Retail Pro. You will need to add this field manually to your filtered view, since it is not there by default. The Feature of the Month page can be found on the [BHD website](#).

Additionally, we invite you to view the corresponding video on this topic in the BHD self-training video library. This video is titled "Auto Lockout" and can be located at:

V8: Customer System Date

An accompanying video can be found in the BHD Self-Training Videos.

If you have any questions or would like additional information on this topic, please do not hesitate to call one of our BHD Techs or Trainers at 916-368-1070.

****[SEND US A REPORT YOU'D LIKE TO HAVE FOR YOUR BUSINESS!!](#)****

BHD Tech, Paul Jones, attends Honolulu Marathon

Paul Jones, senior BHD Tech, recently returned from the Honolulu Marathon, where he assisted Nike in their large retail tent running 20 Retail Pro POS workstations.

During the event the Internet went down in the event center. The network remained up with router functioning normally, but there was no internet access—which meant no credit card processing.

Nike did not order phone lines for backup, so Paul used his cell phone to get internet on his

laptop, then used internet connection sharing and plugged the NIC of his laptop into the WAN port of the Router.

This gave all 20 registers internet access, and they were back up and processing credit cards. Nike ran credit cards over Paul's cell phone internet connection for 30 minutes while the Convention center repaired their internet problem in the building.

It's ALWAYS good to have a BHD Tech around!

CARTRIDGE WORLD—FRANCE

Ink Cartridges, Levallois, France

BLUE APPAREL

Apparel, La Jolla, CA

CARTRIDGE WORLD—FLA840

Ink Cartridges, Ft. Meyers, FL



Need a Customized Report?

One of the most appreciated features of Retail Pro is its large number of default reports, and it's flexibility in designing custom reports. BHD Techs and Trainers spend time with customers every day who need a report created for their specific needs.

We'd like to remind you that our techs and trainers can create a customized report to give you the information that could help you make better business decisions, enhance your daily business operations or give you an edge on marketing to your customers.

If there's information that you don't currently have, but would benefit your business process or sales, give BHD a call and talk to a trainer. Our techs and trainers will understand your needs and design the report you need! 800-377-7776

STRONG PASSWORDS REQUIRED BY PCI

A BHD customer recently received a Risk Assessment on their PCI Compliant Point of Sale and Credit Card Processing systems. They were found to have 2 violations; one being a weak password. To meet PCI standards, a password must be at least 7 characters, (including 1 CAP and a number of special characters.)

The second violation was due to an archive file for PCCHARGE named **PCCWHIST.MDB**

SCRAPPY'S CORNER

WOULD YOU LIKE TO RECEIVE HOURLY UPDATES TO YOUR EMAIL-CAPABLE CELL PHONE?

Retail Pro can send reports to a regular email account in Excel, PDF or HTML formats. See past inventory or on-hand data by just checking your email archives. It's even possible to have RPRO update a private website with sales information. This would require testing per web server install.

BHD Tech, "Scrappy" Paul Jones, from our Spokane WA. office thought this would be a great feature, and began playing with the idea.

RENT-A-TECH

Physical Inventories are in full swing with thousands of retailers all over the country. BHD offers you a Tech on call specifically for your company while doing your inventory, offsite sale, special event or just a busy weekend.

Sound expensive? It's not!! Just the cost of one service hour covers the flat fee for your tech to carry a pager. After that, you are only charged by the minute if you need to call.

Rent-A-Techs are available around the clock, outside of BHD's regular Tech hours.

Whether it's just a question, or a technical issue, your personal Rent-A-Tech is just a phone call away. To reserve your own personal Rent-A-Tech, call 800-377-7776.

which stores unencrypted data.

PCCHARGE version 5.8 eliminates this problem, however if you are on a version of PCCHARGE lower than 5.8, you must delete the archive file **PCCWHIST.MDB**.

If you have any questions regarding this issue, please contact a BHD tech at:

916-368-1070 -or- 800-377-7776.

Retail Pro v8.60 offers PCI Compliance and Gift Receipts

Retail Pro v8.6 has been upgraded in hundreds of customer stores. This upgrade is absolutely FREE to customers whose Software Assurance is current, and can be done in about an hour. If upgrading from v8.52 it requires absolutely no training.

In addition to having the security and peace of mind of being PCI Compliant, the Retail Pro v8.6 also offers a great new Gift Receipt feature.

If you have not already upgraded, please contact your sales rep today, and receive your FREE* v8.60 upgrade.

800-377-7776

*With current membership

Winner—BHD Tradeshow Raffle

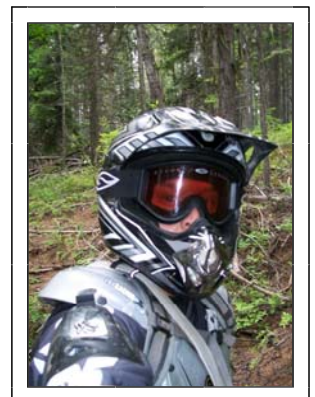
Every Tradeshow season, BHD holds a raffle for prospects who attend the show and receive a FREE Retail Pro demonstration.

The winner from the 2009 Summer shows is **Matt Kubancik**, from Street Moda, who won a Dell mini computer! Congratulations, Matt!

Paul installed the software on BHD customers, New Threads, a unique apparel shop in Corte Madera, CA. Owner, Geraldine says *"I love this feature. I have it programmed to send sales updates every 3 hours to my cell phone so I can see how sales are doing without making a call, no matter where I am. It's Great!"*

IF YOU ARE INTERESTED, BHD WILL GIVE YOU THE SOFTWARE FOR FREE!

The cost to you is only about 60 minutes setup time.



'Scrappy' Jones

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Founded in 1993, Big Hairy Dog is named after Molly, an English Sheep Dog belonging to BHD Founders, Mic and Sandy Malaney.

Molly was a wonderful pet who gave much to those in her life and inspired Mic and Sandy to name their business after her. She became a beloved part of the work environment.

Even though Molly is no longer with us, her influence lives on, as Big Hairy Dog continues to be a dog-friendly company, with 4-legged creatures inhabiting the workspace along with their human counterparts.



Molly

Techs on Tour Jan.—Feb. Tour

Jan. 26	Bellevue, WA	Tech
Jan 28-29	Chicago, IL	Tech
Feb. 1	Vallecito, CA	Tech
Feb. 3	Vallecito, VA	Tech
Feb. 15-17	Benicia, CA	Trainer
Feb. 16-18	Las Vegas, NV	Tech
Feb. 17	Auburn, CA	Tech

Big Hairy Dog has Techs and Trainers on the road servicing our customers throughout the country.

If you schedule a visit when we are already in your area, you can save money by sharing the cost of traveling expenses.

BHD Techs are certified in Retail Pro software, and can answer all your questions, or will research to find the answer.

Call today to schedule a tech or trainer to visit your company and increase the education of your staff.

800-377-7776

Latest Hot Fixes

V 8.52 = 5/14/09

V 8.60.400.33

V 9.14.622.95

Big Hairy Dog is offering Version 8 customers FREE online training. We hope you will take advantage of this great opportunity to receive ongoing re-fresher courses. View the upcoming monthly topics at:
www.bighairydog.com/onlinetraining.htm.

To receive login info, [contact the BHD service staff](#). 800-377-7776

NOTE:

Please call 1-800-377-7776 with any Webinar Topics of interest to you.

BY REQUEST, IN 2009 BHD WILL CONDUCT SOME MORNING WEBINARS.

UPCOMING WEBINARS

JANUARY WEBINARS:

January 13, 4-6pm PDT
Physical Inventory

January 27, 4-6pm PDT
Physical Inventory

FEBRUARY WEBINARS:

February 10, 4-6pm PDT
Sales Orders

February 24, 4-6pm PDT
CUSTOMIZATIONS WITH RDI
Auto Utilities

MARCH WEBINARS:

March 10, **8-10am PDT**
Accounts Receivable with
Trainers on Retail Pro & QBPOS

March 24, **8-10am PDT**
Reports