

BIG HAIRY DOG



January, 2009

BIG HAIRY DOG NEWSLETTER

"Breaking Every Rule to Take Care of Our

The RainShed Inc.

OUTDOOR FABRICS AND SUPPLIES



Inside this issue:

- BHD Selects New Anti-Virus Software **2**
- Renaissance Rose wins 5 Free Tech Hours **2**
- News Customer Networking page **2**
- Retail Pro requiring current Software Assurance **3**
- Latest Hot Fixes **3**
- Save \$\$ on BHD Used Hardware **3**
- States Requiring Pole Displays **3**
- E-Commerce Sales UP **3**
- Techs on Tour **4**
- Upcoming Webinars **4**

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!

The Rain Shed was opened 31 years ago by a creative and crafty mom who wanted to sew rain gear for her 5 children. Located in Corvallis, OR, a small community outside Siuslaw National Forest where long-time residents are like extended family, it has operated as a walk-in and mail order store ever since its opening. In 2007 the store was bought by its current owners, Mike and Glenda Sernach.

The Rain Shed features one of the area's largest selections of fabric. Those in the industry would recognize the names: Cordura, Polartec Fleece, Sunbrella, Lycra, Coated fabrics, tapestries and a variety of waterproof 'breathables'. They also stock all the notion necessities and are continually adding to their inventory. They have one of the most comprehensive websites we've seen. Check it out! www.therainshed.com.

Glenda and Mike foster a company culture that is casual, informal, helpful and FUN as they connect in a personal way with their customers. Glenda says, "we enjoy our customers! They are primarily made up of creative, inventive individuals who have a passion for life and enjoy the great outdoors. We also have a variety of small home-based manufacturers who source materials from us."

According to Mike, Glenda is the overall "Grand Poobah". She makes all the really important decisions, while Mike spends most of his time lugging large bolts of fabric around and doing tech support.

While they were shopping for a POS system at a local trade-show, they received a Retail Pro demo and were entered into BHD's drawing for a free Hawaiian vacation. They received a 'Double Win' when they won the vacation **AND** purchased Retail Pro. Glenda says, "We wanted to go on a cruise for our 25th anniversary, but we bought a 30-year old business instead. BHD is helping us bring it into the 21st century technology-wise and provided us with a wonderful, relaxing, much needed break."

The Rain Shed is now enjoying the benefits of Retail Pro technology in their shop.

BHD: What POS system did you use prior to Retail Pro?

GLEND A: Nothing official; as Mike refers to it, "notes on toilet paper with crayons". Everything hand written several times in several places.

BHD: You said a POS system was your first big purchase. Why did you choose Retail Pro?

GLEND A: We compared systems, and talked with other

retailers as well as current Retail Pro users.

The style features made it easy to deal with repetitive entries like zippers in 12 colors and 8 lengths. It also let us deal with decimal units; this is key for selling fabric in 1/8th yard units.

BHD: What system features are most important for your business?

GLEND A: We use lots of sales orders and customer histories. People call and say, "I want the same kind of fleece you sold my friend Mary," and Retail Pro puts that information at our fingertips. We're also very interested in sales histories as otherwise we are guessing what items are our seasonal hot sellers.

BHD: How would you describe the service you receive from Big Hairy Dog?

GLEND A: Service has been great. Jen's been very helpful and keeps showing us new time-saving tricks. We had a rounding error bug show up the day we went live and the techs were very helpful in getting us squared away quickly.

We have had nothing but good experiences with Big Hairy Dog, which makes life so much easier.

Trend Micro Internet Security 2009 Not Compatible with Retail Pro. BHD Selects New Anti-Virus Software

Trend Micro has a new version of their virus software that is being released. This new version causes slowdowns in Retail Pro that we have determined can not be avoided and are not tolerable for our customers.

Therefore we will not be selling Trend Micro Virus software any longer. The version that causes the issue is Trend Micro Internet Security 2009. This is an upgrade to the TM Internet Security 2008 that we currently install on all of our PC's.

TM Internet Security 2008 still works fine and please continue to use it. When your subscription to Trend Micro Internet Security 2008 expires DO NOT UPGRADE to the 2009 version.

UPDATE:

After testing various Anti-Virus software systems BHD has decided to go forward with AVG as our primary software. We are also approving Kaspersky for use with Retail Pro.

We are discontinuing the use of Trend Micro Internet Security starting with version 2009. Older versions still work fine with Retail Pro, but remember when it comes time to upgrade your Trend Micro - do not upgrade to version 2009. This version creates performance issues with Retail Pro that can not currently be fixed.

We will continue to check with Trend Micro to see if they release an update that fixes the issue, but we can not wait indefinitely for that to happen. Starting Jan 1, 2009, the only version they will available to buy will be the 2009 version.

If you have any questions regarding this issue, please



BHD Courtesy Survey November Winner

Big Hairy Dog is continuing to send out the Tech Courtesy Surveys to all of our customers. Look for these every other month.

When you complete the survey and return it to BHD, your name will be entered into a drawing to win **5 FREE TECH HOURS** for your business.

**CONGRATULATIONS to
Renaissance Rose**

winner of the November drawing.

Renaissance Rose is a chic boutique for hot trends, high fashion and cool costumes. Located in the beautiful community of Ashland, OR.

Congratulations to another great customer!

New Customer Networking Page on BHD website

Big Hairy Dog is always looking for new ways to spotlight our customers. There has been considerable interest in our customers networking with each other for business, best practices and shared interests.

BHD is creating a place on our website for customers to be able to reach out to other customers. If you are interested in participating, please send us your logo and a brief (30 word) description of your company. We will feature you on our 'Customers' page on our website.

In exchange, Big Hairy Dog will send you the BHD logo for you to place on your website, and link to BHD's website home page.

If you are interested in being featured on the BHD website customer page, please send your logo and company description to:

Jan : janw@bighairydog.com

If you have any questions, please contact Jan by phone at :

800-377-7776



Tech Support from Retail Pro available only for customers whose Software Assurance is current

Retail Pro has announced that effective January 1, 2009, they will no longer be available for technical support for those customers whose software assurance program (formerly known as membership) is not current.

Big Hairy Dog will continue to provide support for customers whose software assurance program is not current, however in the event a technical issue needs to be escalated to Retail Pro, that support will not be provided unless software assurance is current.

If you have any questions regarding this, please call Felicia or April at 800-377-7776.

Latest Hot Fixes

V 8.52 = 9/16/08

V 9.14 = MP: 533.90

Save \$\$ with BHD Used Hardware

Big Hairy Dog knows that not every customer needs or can afford new hardware. That's why we provide a reduced-cost option for the purchase of hardware.

USED HARDWARE is available in:

POS Equipment
Backroom
Monitors
Miscellaneous*

*Miscellaneous consists of hubs, routers, switches, UPS Backup and Firewall.

All used equipment has been refurbished and comes with a complete 30-day depot warranty.

Next time you need reliable hardware, and want to save a few dollars, call us and see what is in stock.

800-377-7776
Ask for April or Felicia

Pole Displays required by law

Many states are now requiring Scanned Price Displays at the Retail Point of Sale. These displays must be placed in a location plainly visible to consumers. Each year, more states adopt this legislature, managed under the State Department of Weights and Measures, subdivision (a), article 13300. In part, this article states: "13300. (a) The operator of a business establishment that uses an automatic checkout system to sell goods or services to consumers shall ensure that the price of each good or service to be paid by the consumer is conspicuously displayed to the consumer at the time that the prices is interpreted by the system."

Big Hairy Dog is working with our customers to get price pole displays shipped and installed by deadline. These pole displays interface seamlessly with Retail Pro, and are sale-priced to be affordable to those customers needing them.

One customer has already been hit by the Dept. of Weights and Measures and was given 30 days to comply before receiving a fine. Be sure to protect your business to avoid legal action. Call today to order your pole displays and save with our promotional pricing. Call today to order — 800-377-7776.

Retail Sales UP for Webstores

12/03/08: Associated Press reports that the Internet research company comScore Inc. said that online sales spiked 15 percent to \$846 million on "Cyber Monday", which was named by the National Retail Federation in 2005 to describe the surge in online spending when customers returned to work after Thanksgiving and shopped from their desks.

According to comScore, the four-day period from Friday through Monday saw **e-commerce spending jump 13 percent** as both weekend days and Monday all posted double-digit gains. "This is an extremely encouraging development for retailers", said comScore Chairman Gian Fulgoni. ShopperTrak said that total retail sales from Friday through Sunday rose nearly one

percent from the three-day holiday weekend a year ago. Sales increased 3 percent on Friday alone.

If you don't already have the ability to sell online, this is a great opportunity to take your business to the next level.

Big Hairy Dog offers E-Commerce Integration (ECI) that works seamlessly with Retail Pro. You no longer need two separate systems; all your transactions, in-store and online, can be managed together.

This is a great time to watch your profits increase with e-commerce technology.

Call Big Hairy Dog and ask how ECI can help your business grow.

800-377-7776

www.bighairydog.com

3205 Ramos Circle
Sacramento, CA 95827

Main Phone: 800-377-7776
916-368-3939

Fax: 916-368-1411

E-mail: info@bighairydog.com

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. Tour

Jan. 8	Emeryville, CA	Trainer
Jan 12	San Francisco, CA	Tech
Jan. 13-14	San Luis Obispo, CA	Tech
Jan. 15	Emeryville, CA	Trainer
Jan. 22	Emeryville, CA	Trainer
Jan. 22-24	San Diego, CA	Tech
Jan. 22-25	Salt Lake City, UT	Tech
Jan. 29	Emeryville, CA	Trainer

Big Hairy Dog has Techs and Trainers on the road servicing our customers throughout the country. To have a Tech or Trainer come to your company, it's as easy as calling:

800-377-7776.

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.

Our Trainers are the best in the industry at tailoring Retail Pro demonstrations to fit your individual needs.

Find out where Techs on Tour will be in the upcoming months, by checking the BHD website: bighairydog.com/techtour.htm

The Techs on Tour schedule is continually being updated, so check our website often to see if we are coming to your area.

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

UPCOMING WEBINARS

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

To receive login info, call the BHD service staff . 800-377-7776

JANUARY WEBINARS:

Jan. 14, 4-6pm PST
Reports

Jan. 28, 4-6pm PST
Multi-Store Distribution

FEBRUARY WEBINARS:

Feb. 11, 8-10am PST
Sales Orders

Feb. 25, 4-6pm PST
Auto Utilities

MARCH WEBINARS:

Mar. 11, 4-6pm PST
Purchasing & Receiving

Mar. 25, 4-6pm PST
Accounts Receivable

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.