

BIG HAIRY DOG



February, 2009

BIG HAIRY DOG NEWSLETTER

"Breaking Every Rule to Take Care of Our Customers"

A LETTER FROM BIG HAIRY DOG PRESIDENT, MICK MALANEY

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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!

In times like these it's natural for customers to question the viability of their vendors. The following is in two parts: Service (BHD) and Software (Retail Pro).

Big Hairy Dog

Big Hairy Dog opened its doors February, 1993. Although the early '90's recession past, history notes that the massive job loss in the labor market continued throughout the mid-1990's. The following from an economic study posted at **Monthly Labor Review** Online:

Employment declines were more widespread across the major occupational and industry groups in the 1990-91 recession than in past contractions. White-collar workers in general, and workers in the finance, insurance, and real estate industry were at greater risk of losing their jobs in the early 1990's than at any time in the past. Also, the rate of employment decrease in both wholesale and retail trade was nearly twice that of the averages of prior contractions.

I had no idea that America was in the throes of a labor meltdown in 1993. If I had known would it have mattered? The reality was we had no other options but to work our way through dark economic times. In the sixteen years since, again, we find ourselves working through dark economic times.

Talking heads say it's America's darkest hour since the Great Depression. I sit in my office and watch the BHD training staff educating brand new retail store owners on the use of their new computer system.

Today, ninety-percent of BHD annual revenue is generated from an established client base (repeat business). I don't know if that's good or bad but it's indicative of a company which has spent sixteen years providing superior service and support. We have no intention of changing our business model.

Retail Pro

Recently Retail Pro executives confirmed that the company Retail Pro, Inc. is reorganizing with the intent of becoming a privately held corporation. Becoming private means Retail Pro will no longer be a publicly traded company.



A buyer was found with like interest however the new owners negotiated away past debt by having that debt managed within the framework of a bankruptcy. Read more about Laurus Capital Management at: <http://www.lauruscapitalmanagement.org>

Is Retail Pro in bankruptcy? Yes. Will it come out of bankruptcy? Yes. Furthermore, the new owners are meeting with large international Retail Pro customers at the National Retail Federation show in New York City to assure all involved that Retail Pro will continue as an entity in the private sector focusing on the continuation of the development of Retail Pro.

BHD is committed to the continued sales and support of Retail Pro Software.

Questions or concerns can be directed to my private cell phone number: 916-803-3939. I'm available to you anytime.

Mick Malaney, President
Big Hairy Dog Information Systems

1st in Series

RETAIL PRO CAN HELP MAKE YOUR BUSINESS PROFITABLE**'Target Customers who haven't purchased in 6 Months'**

Big Hairy Dog knows that it is imperative NOW, more than ever, to education our customers on HOW Retail Pro can make a positive impact on your bottom line. We know you can ring up sales on a second-hand cash register, but in today's sophisticated Retail industry, your POS should be educating YOU on how to:

1. Make Better Buying Decisions

- See on-hand quantities
- Know best / slowest sellers
- Auto order: min/max
- Timely markdowns

KNOW WHERE EVERY PENNY OF YOUR INVENTORY IS LOCATED

2. Market to your Customers

- Track their spending and demographics
- Customer loyalty program
- Track trends and more!
- Email a picture directly from your inventory list.

TURN OCCASIONAL CUSTOMERS INTO SATISFIED, LOYAL CUSTOMERS

3. Dynamic and Flexible Reporting

- Sales, Purchasing, Shipping, Receiving
- History of vendors
- Charts
- Merchandise: on-hand/on order hipping,
- Employee performance, stats, and time clock features

ALL THE DATA YOU NEED IS AT YOUR FINGERTIPS TO LOOK AT HISTORY AND PROJECT FUTURE SPENDING.

Big Hairy Dog wants to turn your occasional customers into loyal, frequent customers, and get them back into your store. Therefore, this month's **Feature of the Month** is the first in a series features that we hope you find educational.

The February **Feature of the Month**, found in your statement package, tells you how to create a simple report to find those customers who haven't made a purchase in over 6 months. Once identified, these customers can easily be exported to MSExcel and targeted for a promotional mailing. You can create labels using MSOffice 'Mail Merge'. It's simple and effective!

NOTE:

This Feature of the Month can be located in your statement packet as well as on the BHD website at:

<http://www.bighairydog.com/FEATURES.HTM>

ADDITIONALLY, There is an instructional video on this topic on the BHD video website at:

<http://www.bighairydog.com/video/NoSale.html>

Please review our FREE library of self-training videos which offer step-by-step instructions on every aspect of Retail Pro software. Feel free to download these and view at your convenience and at your own pace.

If you need help using a feature of Retail Pro that you haven't previously used, or have a question on any feature that may enhance your bottom line, please contact us at 800-377-7776. We would be happy to create a **Feature of the Month** based on your request.

We are committed to your success. Please call with any comments, questions or ideas. 800-377-7776.

New BHD Customers

310 ROSEMONT

A 'colorful' apparel shop carrying Lilly Pulitzer label and many other popular brands.

Roanoke, VA

THE PET STOPS HERE

A pet shop that sells pets and a wide variety of pet supplies.

Bellevue, WA

WELCOME

PHYSICIANS FOOTWEAR

A shoe store specializing in orthopedic services and footwear and working in association with Frederick Memorial Healthcare System.

Frederick, MD

NORTHWEST ART AND FRAME

A full service art gallery, selling art, frames and art supplies. It also has a gift shop.

Seattle, WA

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

Trend Micro's 2009 version of their virus software 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.

If you have any questions regarding this issue, please feel free to contact a BHD tech at 916-368-1070.

Critical update from Windows to fix a security hole in Microsoft's Internet Explorer

Microsoft has links on their website from which you can download the fix for the security hole in Microsoft's Internet Explorer.

The fix was released in mid-December. If you haven't already, please run Windows Update on your computers immediately.

There are two downloads;

- Windows XP 32-bit
- Windows Vista 32-bit

Links to these downloads can also be found on BHD's website at:

<http://bhdnews.blogspot.com>

Please contact a BHD tech if you have any questions regarding this issue. 916-368-1070

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

Latest Hot Fixes

V 8.52 = 9/16/08

V 9.14 = MP: 533.90

BHD Courtesy Survey December Winner

BHD 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**.

CONGRATULATIONS to
LOCKEFORD HAY STATION
winner of the December drawing.

Lockeford Hay Station is a locally owned family business. It has been serving the animal feed and supply needs of San Joaquin, Calaveras, Amador and Sacramento Counties in California since 1992.

Congratulations to another great customer!

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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—Feb. Tour

Feb. 6	Lodi, CA	Trainer
Feb. 7-10	San Francisco, CA	Tech
Feb. 12-14	Las Vegas, NV	Tech
Feb. 16-20	Detroit, MI	Tech
Feb. 16-20	Detroit, MI	Trainer
Feb. 17-19	Las Vegas, NV	Tech
Feb. 23-27	Detroit, MI	Tech

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

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

APRIL WEBINARS:

Apr. 8, 4-6pm PST
DVS

Apr. 22, **8-10am PST**
Document & Screen

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.