

BIG HAIRY DOG



March, 2010

BIG HAIRY DOG NEWSLETTER

"Breaking Every Rule to Take Care of Our Customers"

BIG HAIRY DOG CELEBRATES 17 YEARS

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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!

It hardly seems possible to those who were around when Big Hairy Dog opened its doors with not much more than a handful of employees, and a very Big Hairy Dog named Molly, that it now has nearly outgrown its office space and large warehouse, and currently employs around 35 uniquely talented individuals. It should be noted that of those 35 employees, none ended up with a typical career in corporate America. When each signed on at Big Hairy Dog, they became part of a company culture unlike any other.

Providing unmatched customer service, puts all BHD employees in the same boat of setting personal agendas aside, and developing patience and compassion for the issues of every customer. Achieving a high Standard of Excellence is never an easy accomplishment, but it is the responsibility each BHD employee faces every day.

BHD 'Hires' Cristo Rey High School Interns

It has become a tradition at Big Hairy Dog to have four interns from the local Cristo Rey Catholic High School in Sacramento, work at BHD each school year.

Cristo Rey schools across the country offer its students a rare opportunity to work in a real world business environment one day a week as part of their curriculum. In exchange, the companies they work for pay their annual tuition. This gives these underprivileged high schoolers a chance to learn basic responsibilities required of entry-level employees in a business office setting that they would not have had otherwise.

At BHD, the interns are given special projects ranging from testing hardware, to packaging materials for trade shows, managing direct mail marketing and even acting as interpreter on conference calls with Spanish speaking prospects.

Co-Founders Mic and Sandy Malaney overlook the daily operation and navigate the company through changing retail regulations and an uncertain economy. They make no exceptions nor apologies for operational changes required to steer the company in discretionary directions to success during the best and worst of times.

Big Hairy Dog offers a distinct advantage to its customers and a unique opportunity to its employees. In seventeen years, BHD has grown and evolved to find its own individual niche in the world of specialty retailers.

Even though Molly, the company's namesake and mascot has passed along, she has left a legacy in her wake, of boundless energy, acknowledging every person with the same enthusiasm and a dog and child friendly environment. A special Thank You to all BHD customers who have played such a vital part in the success of Big Hairy Dog!

We recently received the following letter from a BHD Intern:

Dear Mrs. Malaney,

I wanted to write you to say how grateful I was to have a summer internship at your company in the summer of 2008. This past year I applied and have been accepted to Carnegie Mellon University. Having real-world experience at a great place like BHD played a crucial role in my decision to attend CMU where I will be studying computer science. Thank you so much for giving me that opportunity. Regards,

John Brieger

Big Hairy Dog is proud to play a mentoring role in the lives of these young people. We wish the best to John and all of our wonderful Cristo Rey Interns.

WELCOME

RETAIL PRO CAN HELP MAKE YOUR BUSINESS PROFITABLE!

'How to create dynamic Sales Charts'

TO ALL NEW BHD CUSTOMERS!!

COUNTRY ROSE

Gift and Home Décor shop, Tulalip, WA

PADDLESURF WAREHOUSE

Sporting Goods store, Costa Mesa, CA

RUSSIAN AMERICAN COMPANY

Gift Shop, Sitka, AK

FOREVER YOURS LINGERIE

Lingerie shop, Langley, BC, Canada

CARTRIDGE WORLD, FRANCE

Ink Cartridge stores:

Chateaubriand, France

Poitier, France

Chatellerault, France

Chateaubriand, France

Mobile, AL

Retail Pro offers an abundance of reports that can help you make better business decisions. Never again will you need to rely on guesswork; 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.

One great feature, "**Sales Charts**", provides retailers with 'at-a-glance' overview of dynamic sales data for easy analysis. Use numerous criteria to get the information you need with easy to read comparisons, helping you to make smart business decisions.

The Feature of the Month page can be found on the [BHD website](#).

We also invite you to view the corresponding video on this topic in the BHD self-training video library. This video is titled "Receipt Editing" and can be located at:

[V8: Sales Charts](#)

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!!](#)**

Viruses Not Covered Under Warranty

Hardware companies are having to take a stand on covering viruses under their warranty programs. There are so many different viruses circulating around the internet, the best defense against acquiring a virus is a strong offense. Hardware companies must now be in the business of educating the public on how to avoid viruses from infecting their computers.

We asked two of our hardware vendors what policy they follow for covering viruses under their hardware warranty. The first vendor, a leading hardware manufacturer, said "*Virus protection does not fall under our warranty as:*

- A) *It is always the client responsibility to load or connect to secure systems.*
- B) *On every computer we sell, we provide a McAfee Total Protection Trial Version on all terminals.*

- C) *Finally, we recommend to our partners and end user customers to activate the McAfee Total Protection or use other well known virus protection software and hardware products to protect any processor system regardless if it is our hardware or another brand."*

Similarly, when we posed the question to another one of our leading hardware vendors, we were told, "*We do not cover virus protection for our computers."*

With this trend of viruses not being covered under hardware warranties, Big Hairy Dog wants to be sure our customers know how to avoid virus infection. We recommend you follow these guidelines to keep your computer free of viruses.

1. Follow safe surfing practices. Most virus protection software provides a pop-up dialog box before linking to an insecure site, warning that the site

you have requested is insecure, and offers the opportunity to decline visiting the site. "WHEN IN DOUBT, NEVER GO TO AN INSECURE WEBSITE."

2. If you are unsure about a page link, DO NOT CLICK!
3. Make sure your hardware is PCI Compliant with current virus software.
4. If your computer should get virus-infected, request a BHD Loaner computer, and send the infected computer in to BHD to get cleaned.

Viruses must be caught and cleaned immediately in order to avoid rapidly spreading to other computers. If you have any questions about safe practices, recommended anti-virus software, or what to do about a virus-infected computer, please call a Big Hairy Dog Tech at 916-368-1070. Let us help you stay virus free!

Get a Complete System Solution with Big Hairy Dog Hardware

GIVE BIG HAIRY DOG FIRST RITE OF REFUSAL ON ALL YOUR HARDWARE!

- BHD Hardware Warranty gives you free 24-hour replacement up to 3 years! Receive FREE Replacement Hardware configured to your specs—In One (1) Business Day!
- Your Local Hardware company won't know Retail Pro! They can't reconfigure your system, direct printers, set cash drawers to open, etc.
- Only One Number to call for Accountability! Don't waste your valuable time figuring out if it's a hardware or software issue.

- We Know what you Need! Don't trust your company's hardware to anyone else!

Big Hairy Dog stands behind its hardware with only the best product, and backed with a warranty that protects against downtime. Call your Big Hairy Dog Sales Rep for all of your hardware needs.

Call 800-377-7776 for a quote today!

BHD GIVES AWAY A DELL MINI

Each Tradeshow season Big Hairy Dog provides dozens of interested retailers with a demonstration of Retail Pro. BHD enters the name of each retailer who receives a demo into a drawing to win a FREE prize. During the 2009-2010 winter tradeshows, a Dell Mini was given away, and the winner was **Inner World Gifts**.

Inner World Gifts, located in sunny Oceanside, CA, has been a staple to the downtown Oceanside district for over 30 years.

Congratulations to Owner, Franklin Korn for winning the Dell Mini Computer!!

Now is the time to Upgrade! Feature Benefits and PCI Compliancy

WIN/WIN!!

Read some of the great things our customers have to say about their recent upgrades to Retail Pro v8.6 and credit card processing. These latest versions provide your business with security features allowing you to meet the PCI Compliancy standards.

"We love the Upgrade! It's so easy to navigate, employee transition was quick, and my stores love the touch screen monitors."

Mary Jane, Bribor



"Any bottom line driven retailer will be financially pleased with the business detail provided in Retail Pro v8. The further benefit is being able to deal with the pros at BHD. We had a seamless upgrade!"

Craig, Spinners Sports

"Our upgrade to v8 has been the best thing since sliced bread. We love it!"

John, Red Stick Sports

"The upgrade went so smoothly and everything runs perfectly."

Rence, Squaw Valley Ski

"I can't say enough great things about v8. It has changed the way we do business significantly."

If you are current on Software Assurance, there is no charge for the software when you upgrade to v8.6. This version of Retail Pro offers you the protection against a security breach which could lead to staggering fines.

The appointment for upgrading your Retail Pro is only about an hour if you are upgrading from another version 8 series. You will need to be out of Retail Pro for a portion of that time, but not the entire hour.

Big Hairy Dog wants to be sure none of our great customers are caught unaware or unprepared for the July, 2010 deadline for having your POS system PCI-Compliant. Let BHD remove this risk and worry and offer protection for you and your business from potential financial disaster.

The deadline for your Point of Sale system to be PCI Compliant is July 1, 2010!

Please call Big Hairy Dog today to request your upgrade. With the new features and PCI Compliancy, make this WIN/WIN decision for your business.

800-377-7776

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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 March-April Tour

March 22	Sacramento, CA	Tech
March 24	Harrisburg, PA	Tech
March 24	Auburn, CA	Tech
March 24	Grass Valley, CA	Tech
March 24	East Sacramento, CA	Tech
March 24	Carmichael, CA	Tech
March 26	Elk Grove, CA	Trainer
April 6	Harrisburg, PA	Trainer
April 12	Benicia, CA	Trainer

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 = 11/09

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](#)

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.

MARCH WEBINARS:

March 24, 8-10am PDT
Reports

APRIL WEBINARS:

April 7, 4-6pm PST
Purchasing & Receiving

April 21, 4-6pm PST
Physical Inventory

MAY WEBINARS:

May 5, 4-6pm PST
Security in Retail Pro

May 19, 4-6pm PST
Basic Tech Support

UPCOMING WEBINARS