

# BIG HAIRY DOG



March, 2009

# BIG HAIRY DOG NEWSLETTER

"Breaking Every Rule to Take Care of Our Customers"



## Cartridge World®

### Inside this issue:

BHD President available 24/7	2
History of Retail Pro (Part 1 of 2)	2
RPRO can help your Profitability	2
Retail Pro offers Loss Prevention	2
Save \$\$ on BHD Used Hardware	3
BHD Global T-Shirt Movement	3
Latest Hot Fixes	3
Upscale Home Furnishings wins 5 FREE TECH HRS	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!

**Cartridge World PNW319**, is located in the heart of the University District in Seattle, WA. Opened in October of 2005, the store has been in business just over three years. Their customer base is made up of many university students, a strong walk-in trade, as well as many B2B customers.

Being the youngest of 9 children, owner, James Kinsley, comes from a family of business owners. James spent 12 years in social services, and has always been passionate about giving back – to the community and to the environment. When he decided to become a business owner, he looked for a company that takes a serious and proactive role in creating an eco-friendly environment. He takes pride in the Cartridge World Seattle's Vision Statement, "Creating sustainability through re-use."

James has passed his commitment to 'green' along to his employees. Displayed on the wall of his store is a board where all employees have written three actions each are taking to reduce global warming. James explained, "When you pledge publicly, you feel more accountable to carry out your promise. It's not always easy to take a shorter shower, eat lower on the food chain or ride a bike to work, but it feels good when you do."

There are plans of expansion on the horizon for Cartridge World PNW319. James hopes to expand to a second store by the spring of 2010, and in the long term, has plans to open several additional stores in the Seattle area. We recently spoke to James about Cartridge World's use of Retail Pro.

**BHD:** Was Retail Pro your first POS system?

**JAMES:** When I purchased a franchise, Cartridge World was in the process of switching from Malibu to Retail Pro. I talked to store owners who used or pre-viewed each system and I heard repeatedly that Malibu just doesn't have the ability to grow with the business, that Retail Pro does. I thought Retail Pro was the better choice due to its ability to scale up and grow with us.

**BHD:** What do you find to be the best features of Retail Pro for your business?

**JAMES:** I think its scalability is number one. As we have grown we have relied on Retail Pro for more things. It now runs the whole organization, from front end POS, to manufacturing and inventory management. Each time we use a new feature, such as min/max levels, we wonder why we didn't use it long ago.

**BHD:** Describe how Retail Pro has impacted your day-to-day business operations.

**JAMES:** Retail Pro helped to create the way we now do business. As our business got bigger and bigger, we could no longer keep track of inventory. In Retail Pro, inventory numbers are at our fingertips, and the memo adjustment for defective merchandise lets us track which cartridges are coming back more often than others and for what reasons. We have just begun using the Auto PO feature and are now using custom-designed Purchase Orders.

Using Retail Pro for Purchasing and Sales Orders as well as Shipping and Receiving has been a 'God-Send' for us. We have learned a lot through the free Webinars which BHD provides twice a month and we use the instructional videos from the BHD website as an instructional tool for our new employees.

**BHD:** Are you satisfied with the service you receive from Big Hairy Dog?

**JAMES:** We are very happy with the support we've gotten from BHD. We've received excellent training from Jeff and Colt, and our sales rep, Pam, has always been very helpful. We have developed a good relationship with the BHD team, and consider them to be an excellent business partner.

Big Hairy Dog congratulates James and Cartridge World PNW319 on its outstanding success.

## BHD President, Mick Malaney available to you... 24/7

Each day I speak with many BHD customers who teach me how to improve BHD. Our customers know more about BHD than I do. They use our products and services.



I want to know if we are doing everything we can to help our customers manage their technology.

The most crucial information you can provide is:

**How can we be better?**

I want to hear from you..

Contact me on my personal cell at:  
916-803-3939 or email me at:  
[mickmalaney@gmail.com](mailto:mickmalaney@gmail.com).

## A Brief History of Retail Pro Software 1<sup>st</sup> in a 2-Part Series

In 1984, American Michael Mauerer is living in Mexico City with his bride Carmen. A background in retail, Mauerer is determined to develop an inventory control and POS program for specialty retail stores. Undeterred by the fact that he is not a programmer, Mauerer searches for a person experienced in the relatively new field of software development for personal computers. While searching a job board in the computer department at the University of Mexico, Mauerer meets a programmer named Rubin Misrahi.

In 1987, Misrahi and Mauerer are living in Sacramento, California laboring over the development of their software solution which is called Inventory, Invoicing & Analysis Systems (INVIS). Sales of INVIS were slow as the partner's small company struggled to stay financially afloat.

Finally, the men agree that they would be better served with sales people while they developed INVIS.

By 1988, Mick Malaney had graduated from college and was looking for work. At the insistence of his fiancée, Sandy, Malaney introduced himself to an INVIS distributor at a retail trade show in San Francisco. Soon Malaney is selling INVIS for Mauerer & Misrahi. (In 1990 product name was changed to Retail Pro.)

Historically, retail software development companies tended to originate from the east coast. New York based software companies Fashion Business Systems and Micro Strategies dominated the landscape by offering retail owners advanced reporting tools making them nearly impossible to compete against.

On the West Coast companies like Cam Data competed for supremacy against smaller, scrappier development houses like Mauerer's newly named Retail Technologies, Development Company for Retail Pro. "It was a race for dominance," says Malaney.

Retail Pro didn't carry the reputation of a Fashion Business System being installed in some of the world's most recognizable fashion houses.

2nd in Series

## RETAIL PRO CAN HELP MAKE YOUR BUSINESS PROFITABLE 'Targeting Best Customers'

It is important to identify your best customers and to let them know that you appreciate them and that you're aware of their loyalty to your business. A customer is more likely to frequent your store if they feel their business is appreciated, and they are not just another anonymous shopper.

The March **Feature of the Month**, enclosed in your statement packet, gives detailed instructions on how to identify your best customers and to target them for a mailing. This can be a simple 'Thank You' or a special promotion. Every customer is important, however it is crucial in today's competitive market, to single out those loyal, largest spending and most frequent shoppers.

The **Feature of the Month** can also be found on the BHD website at: <http://www.bighairydog.com/FEATURES.HTM>

And in our video library at: <http://www.bighairydog.com/video.htm>. The video is named: 'Flag Customers' under the heading of Point Of Sale. In addition, you may view the videos "Creating Customer Labels".

By the way, BHD offers a Customer Loyalty customization which is a great way to pay back to your best customers. If you're interested in hearing more about this customization, please contact your sales rep at 800-377-7776.

Malaney says that although Retail Pro could not compete with the more advanced solutions, it was a relatively simple program to maneuver about, which was what many retail store owners were looking for as they introduced technology to their store's personnel. "Not every store owner needed or wanted a myriad of complex reporting capabilities," says Malaney. As a result, the Retail Pro sales team, as well as its burgeoning distribution channel began to enjoy a slow and steady rise garnishing a reputation as a solid, inexpensive and relatively simple solution.

By 1993, Retail Technologies had attracted interest from cash register companies across the country interested in selling and supporting Retail Pro. During the winter of 1992, Mauerer met with the Malaneys and confided that Retail Technologies was going to focus on the expansion of its distribution channel. "We were out of a job," says Malaney. Instead, Mauerer offered the Malaneys an opportunity to join the Retail Pro distribution channel. Big Hairy Dog was born.

**Continued Next month...** Aggressive development, explosive growth and Michael Mauerer says goodbye.

## Retail Pro offers 'Loss Prevention'

Big Hairy Dog knows that today's retail businesses are often challenged by theft and store liability. Thefts from customers as well as employees, including Worker's Compensation claims can have a draining effect on a company's bottom line.

BHD now offers a Loss Prevention customization which integrates Retail Pro software with video surveillance systems to provide an efficient and effective means of managing these retail challenges.

From your company's back room, or from home

- \* Monitor employee performance
- \* View customer transactions
- \* Investigate security and liability issues
- \* See synced video & sales info on 1 screen

Operators can determine if items are being rung up and scanned correctly. An unlimited number of transactions can easily be stored and retrieved and the systems are scalable so when requirements change, systems can grow to meet them.

## 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\*

\*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.

Protect your hard-earned profits from theft and liability. The video integration is seamless and affordable. There is no better way to screen employees, and stop un-prosecuted theft.

Tom Grenache, from CA State Railroad Museum has this to say,

*"I was not a big believer in the need for such a product before we agreed to test it, but I've changed my mind while using it. While it does function as a "security system", its presence in our back office helps me monitor service on our sales floor. During the day we leave the monitor on a 4-screen view. At a glance I can view the registers in use, customers in line, and the hidden corners of our store. While any camera system can show video of a transaction, this application combines a video clip with the details of our Retail Pro transaction. With a visual record of every transaction (showing line item detail), every void, and every tender, there's absolutely no questions when it comes to employee transactions."*

For more information on this HOT new feature, contact Buddy at: 800-377-7776

## Take BHD on your next trip!

Have you got a trip planned that will take you to a special place of interest? Send us a picture of yourself at your destination wearing a Big Hairy Dog T-shirt, and we'll post your picture on our website.

Just let us know when you have a trip planned, and we'll send you a BHD T-Shirt. Have your picture taken in front of a global icon, or just a place you enjoy visiting. Send us your picture, and be a part of the Big Hairy Dog global T-shirt movement.



## Latest Hot Fixes

V 8.52 = 12/31/08  
V 9 MP = 9.14.579.91

## BHD Courtesy Survey January 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**. Winners will be picked quarterly.

**CONGRATULATIONS to  
UPSCALE HOME FURNISHINGS  
winner of the January drawing.**

Upscale Home Furnishings is exactly as its name describes: Upscale! If you walked into this consignment store in Spokane, WA, you'd think you were in a new furniture showroom. They sell only excellent quality products and are enjoying great success.

Congratulations to another great customer!

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](mailto: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—MARCH Tour

March 2	Auburn, CA	Tech
March 2	Grass Valley, CA	Tech
March 15-18	Las Vegas, NV	Tech
March 18-20	San Francisco, CA	Trainer
March 24-26	Mendocino, CA	Tech
March 29-April 2	Baltimore, MD	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](http://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](http://www.bighairydog.com/onlinetraining.htm).

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

### 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 Design

### MAY WEBINARS:

**May 6**, 4-6pm PST  
Physical Inventory

**May 20, 8-10am** PST  
Common Maintenance &  
Hardware Troubleshooting

### 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.**