

BIG HAIRY DOG



May, 2011

BIG HAIRY DOG NEWSLETTER

"Breaking Every Rule to Take Care of Our Customers"

ARE YOU PCI COMPLIANT?

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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!

Tired of hearing about PCI Compliancy— its regulations, requirements, deadlines and the frightening and menacing consequences for having a security breach?

The volume of information can seem staggering, hard to comprehend, and nearly impossible to know for sure if you are legally out of harms way.

BHD understands that meeting PCI requirements is a concern on the mind of every Retailer today. We want to help you feel confident that your POS and Inventory Control software is doing its part to protect your customer's personal information.

Through a number of security measures, such as a detailed logging process and encryption, Retail Pro v8.6 gives you the assurance you need to feel confident that you are



PCI SSC FOUNDERS



PARTICIPATING ORGANIZATIONS

Merchants, Banks, Processors, Hardware and Software Developers and Point-of-Sale Vendors

doing everything you can to protect your business and your customers.

Besides this important security measure, Retail v8.6 offers software-based licensing, User-Interface Branding options, Gift Card enhancement and Webstore, (available with the Small Business Edition.)

Big Hairy Dog is vigorously working toward upgrading to v8.6 all our customers currently running an earlier version of Retail Pro. Many customers have already seamlessly upgraded and are enjoying the peace of mind of operating a PCI-DSS Certified version of the software that offers you the tools to meet all the standards credit card companies require.

If you haven't already upgraded to Retail Pro v8.6, call your to upgrade today. It's a decision you won't regret.

800-377-7776

It's Turkey Season at Big Hairy Dog

Wild turkeys roam freely in the Big Hairy Dog neighborhood. Both drivers and pedestrians yield to these large birds, as they feed among the local grasses and bushes.

BHD Tech, Matt, found this very vocal turkey atop his car in early March.



WELCOME

RETAIL PRO v8.6 CAN HELP MAKE YOUR BUSINESS PCI COMPLIANT!

TO ALL NEW BHD CUSTOMERS!

ALL SEASONS NURSERY

Floral Shop
Standpoint, ID

BARTELS MEN'S STORE

Men's Apparel
Olympia, WA

BLANISH INTERNATIONAL

Grocery & Deli
Turlock, CA

CLARKS JEWELERS

Jewelry and Accessories
Gig Harbor, WA

FROM THE HEART

Gift Boutique
Goldsboro, NC

HARDWARE EXPRESS

Hardware Store
Westerly, RI

MUD MART

Motorcycle Park
Rancho Cordova, CA

NORCAL INDOOR SPORTS

Sports Apparel
Woodland, CA

OXFORD WAY TAILORING

Men's Apparel Shop
Oakland, CA

PENINSULA HUMANE SOCIETY

Animal Shelter
San Mateo, CA

STEPHANIE GRACE

Gift Shop
Santa Monica, CA

THE BOUTIQUE

Women's Apparel
Hilo, HI

XTREME ACCESSORIES

Accessories Shop
Ely, Nevada

GROOVE

Apparel, Accessories
Ogden, UT

OBIKA

Apparel Shop
Las Vegas, NV

PAISLEY PINEAPPLE, INC.

Furniture store
Olive Branch, MS

SOCIALLY WRITE

Gift Shop
Plano, TX

YELLOWSTONE ASSOCIATION

National Park
Yellowstone, WY

YOSEMITE CONVERSANCY

National Park
Portal, CA

'How to Add Rows in Retail Pro'

Retail Pro offers an abundance of features and 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 and protect your business.

The May, 2011 [Feature of the Month](#), Adding Rows in Retail Pro, can be found on the BHD website. All previous Features of the month can also be found on our website on the [Feature of the Month page](#).

Happy Upgrade Client: *"Training is going well on V8. I love all the improvements I am seeing and I love working with Tanya. She is the best! My question is why didn't you make me do this years ago? LOL, I know you tried. Slap my hand and say 'Bad Gregg!'"*
Gregg, Boyer Boot & Shoe Repair—Quincy, IL

We invite you to view the corresponding video on this topic in the BHD self-training video library. This video is titled:

["Adding Rows in Retail Pro"](#)

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 TOPIC OR REPORT YOU'D LIKE TO HAVE FOR YOUR BUSINESS!!**

WE WANT TO SEE YOU (AROUND THE WORLD) IN BHD GEAR!



All new customers receive a BHD T-Shirt, Hat and Tote Bag. Also, if we hear of a customer with a small dog, we'd like to send you a BHD T-shirt for your dog.

BUT HERE'S THE FUN PART! We want you to take a picture of yourself, your child or your dog in BHD gear and send it to us. We will post it on our website and see all the interesting (and far away) places BHD gear has been worn. Include a familiar landmark, if possible.

Send digital photos to: janw@bighairydog.com. If you send a hardcopy photo, we will scan it and return it to you. Send hardcopy photos to:

Big Hairy Dog, Attention Jan
3205 Ramos Circle
Sacramento, CA 95827

[CHECK OUT OUR CUSTOMERS IN BHD GEAR](#)
Help us get BHD Gear Around the World!

Call Jan with questions—800-377-7776

BHD Techs and Trainers take their competition to the Race Track!



BHD Techs and Trainers unleashed their competitive spirit after work at a popular Sacramento Race Track, 'RPM'. After suiting up and racing laps around the track, they ended the night with Colt Riley, BHD Trainer, as the winner who came in at 38 seconds ahead of 2nd place winner, BHD Tech, Rich Carranza.

02	Colt Riley	11 41.25	0 Stephen
03	Rich Carranza	14 41.63	0 JAMES V
04	Stephen Baker	18 45.88	0 Rich
05	James Veloz	04 45.17	0 TEAM RA
06	Jeff Kenshol	01 43.26	0 Sasquat
07	Robert Mcormley	23 43.34	0 ROBERT
	Jeffrey Clark	30 43.70	0 BRIAN

California Supreme Court rules unlawful to request zip codes during a credit card transaction

A couple of weeks ago the Supreme Court in California ruled that asking a customer for their Zip Code during a credit card transaction violates privacy laws and therefore can't be done anymore.

Any customers using Credit Pro, PPM or PC Charge are affected by this ruling because Retail Pro requires a Zip Code when doing a manual charge. A manual charge is one where the credit card won't swipe for some reason and you have to type in a credit card number.

Credit Pro and PPM are not PA-DSS compliant, and if you have not already, you should remove this software from your computer immediately and properly address the associated compliance issues.

All California customers currently using PCCharge should switch their credit card application to either Shift4 or the Retail Pro EFT link. These two types of credit card software can have the Zip Code requirement turned off.

Please call BHD Sales for assistance with ensuring that you are using the correct credit card software and are not putting your business at risk.

800-377-7776

BACK UP!

It really can't be said too often!

A secure and thorough backup of your company's data on a regular daily schedule may well be the single most important thing that saves your company from financial disaster, in the event of an emergency.

Think about it this way: When you go home at night do you lock the doors of your store to protect it? Then why wouldn't you backup all of your data every night?

With natural disasters, such as fires and floods occurring all around the world with little or no predictability, it's prudent to be prepared at all times for any type of emergency. The recent earthquake in Japan is a very real, very current example of this. We had customers in Hawaii whose stores were under water due to the tsunami.

It is also important to note as you plan your company's daily backup schedule, to choose a time when no one will be logged into the system. During the backup process if a user is on the system, the backup will lose some data. Therefore, to create the most secure backup process, schedule the backup after hours, and do not allow login during the backup process.

Many companies, in an attempt to create the most secure backup process, schedule a time to run their backup in the middle of the night, and will not allow login during the backup process.

Whatever method or schedule your company chooses, it is vital to the security of every business to have a current and complete backup available.

And it is equally important that those backups be taken offsite daily. Being diligent in your backup process does you no good if your store is destroyed by fire, flood, earthquake with the backups all sitting in the store.

If you have any questions about the backup process of your company, please talk to a BHD tech at 916-368-1070.

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

May 16-20, 2011	Folsom, CA	Tech
May 17-18, 2011	Fountain Valley, CA	Trainer
May 19, 2011	Berkeley, CA	Trainer
May 23, 2011	Sacramento, CA	Tech
May 23, 2011	Sacramento, CA	Trainer
May 24, 2011	Folsom, CA	Trainer
May 25-26, 2011	Seattle, CA	Tech
May 26, 2011	Rancho Cordova, 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.

RPRO Latest: Versions Hot Fixes

8 Series:
V8.52 11/09 HF
V8.60 12/10 HF
9 Series
V9.2 R4 602.139

800-377-7776

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 re-fresher courses. View the upcoming monthly topics at:
www.bighairydog.com/onlinetraining.htm.

To receive login info, [contact the Service Department](#). 800-377-7776

MAY WEBINARS:

May 25 1pm-3pm PDT
Reports

JUNE WEBINARS:

June 8, 4pm-6pm PDT
Sales Orders

June 22, 10am-12pm PDT
Physical Inventory

JULY WEBINARS:

July 6 1pm-3pm PDT
Accounts Receivable

July 20 4pm-6pm PDT
Multi-Store Distribution

NOTE:

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