

# BIG HAIRY DOG



June, 2008

## BIG HAIRY DOG NEWSLETTER

"Breaking Every Rule to Take Care of Our Customers"

### CASA ~ CASA

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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  
Sat-Sun: 9am to 2pm  
HOLIDAYS: 8am to 5pm**

That is service you can't beat!

**Casa Casa** is a distinct and very unique gift shop nestled in the small downtown of Willow Glen, within San Jose, California. A small family operation opened in 1992, Casa Casa is currently owned by Ernie and Margie Pyer.

Prior to owning Casa Casa, Margie was a frequent customer who loved the line of specialty one-of-a-kind gifts the store has to offer. Ernie and Margie knew this would be the perfect place for them to direct their skill and passion.

The majority of their customers come on foot or bike to browse the shops in the quaint setting of Willow Glen. With many young families with children, Willow Glen has become the popular spot for locals to shop.

You can find both Ernie and Margie on the floor interacting with customers and making that important connection to shoppers. Customers entering Casa Casa feel as if they have their own 'personal shopper' and free gift-wrapping is another touch of old-fashioned service that's hard to find.

In Willow Glen, Margie and Ernie belong to their community. They support local churches, schools, and a number of organizations. Ernie sits on the Board for the Willow Glen Business Assn. They give back to this close-knit community that has given so much to them.

We recently spoke with Ernie to ask him some questions about Casa Casa's use of Retail Pro.

**BHD:** What POS did you use before using Retail Pro?

**ERNIE:** Before Retail Pro, we used a system by Microsoft called RMSA. Its reporting features were virtually non-existent. What reports we were able to run were not accurate and useless to us. Since our business grew from \$60,000 annual income, to \$2M, we quickly outgrew its capability.

**BHD:** Did you do much comparison shopping before deciding on Retail Pro?

**ERNIE:** We looked at Retail Star, and a number of other products, and did a thorough comparison of features.

**BHD:** What specifically made you choose Retail Pro as your new POS and Inventory Management System?

**ERNIE:** We felt we were getting the best functionality available and could see that with Retail Pro, we'd be able to complete staff training quickly due to its ease of use. It also had many features that we needed to run our business at its fast-growing pace.

**BHD:** In your opinion, what are the best features of the system?

**ERNIE:** We were so happy to get a great reporting system and

really enjoy the ability to customize our reports. We also really like the Voucher and Purchase Order processes, and the QuickBooks Accounting link works very well. We know that we will never outgrow Retail Pro.

**BHD:** How has Retail Pro improved your retail operations?

**ERNIE:** Retail Pro has allowed us to do a better job of tracking our inventory sales. We have a very large product line and use the min/max inventory features in order to obtain the inventory levels we want.

**BHD:** Why did you choose Big Hairy Dog as your Retail Pro Service Provider?

**ERNIE:** My first experience with BHD was with Karen. She was very knowledgeable and able to answer all my questions. I knew from the start BHD was 'The Real Deal'. We find that BHD has good, high-quality people in every department. Service is great at following up, Training and Tech are also great. We have no doubt we made the right choice with BHD. We find the service to be absolutely top notch!

BHD congratulates Ernie and Margie on their tremendous success with Casa Casa. They are a team finding remarkable success in this very special niche.

## GET FREE TECH SUPPORT! FIND OUT HOW!

### PERSONAL COURTESY CALL FROM A CERTIFIED TECH

BETWEEN NOW AND JUNE, you will be receiving a personal call from one of our Certified Retail Pro Technicians. This call is your chance to receive low-end technical and training questions answered at **NO COST TO YOU.**

### TECH COURTESY EMAIL SURVEY- NOW GIVES YOU A CHANCE TO WIN FREE TECH HOURS

Beginning April, the BHD Service Department will email their regular Tech Courtesy Surveys to each of you. However, during the months of April and May, if you complete the survey and send it back to us, you will be entered into a drawing to win **5 FREE TECH HOURS** for your business. **CONGRATULATIONS TO THE APRIL RAFFLE WINNER—CARTRIDGE WORLD #460!!**

The Tech Survey is a great way to get your technical issues addressed, or a convenient way to request the purchase of tech hours for an upcoming need. Remember to complete and return your survey even if you have no outstanding issues. You may find your next 5 hours of training or tech support are **ABSOLUTELY FREE!**

### REFERRAL PROGRAM

Refer a business to BHD and receive up to **5 FREE TECH HOURS.** For more details, see the "Spring Cleaning" article on page 3 of this newsletter, or call Carol at 800-377-7776.

## HOTFIX AVAILABLE FOR 'ENTER' KEY ERROR

The v8.52 September 07 upgrade has affected the ability to use the 'Enter' key when selecting an item discount, disallowing the user to select the discount type.

This problem has a HOTFIX available to correct the problem. If you have recently upgraded to v8.52 and are experiencing this issue, please contact Big Hairy Dog and we will send you the latest HOTFIX which corrects the problem. When you call in, we will send the HOTFIX and schedule an appointment to install it.

If you have any questions, please contact Christina in our Service Dept. at: **800-377-7776.**

## Protect your computer with LOGMEIN Remote Access Software

Some BHD customers are using VNC to allow BHD to remotely access their computers in the workplace. When BHD uses VNC, we open no ports on your firewall.

However, if YOU use VNC to personally access your workplace computer remotely, please remember that any VNC version lower than v4.12 has security flaws, and the open ports on your computer could provide hackers an opportunity to take control of your computer. If you are currently using a version lower than v4.12, it is very important to upgrade.

It is common among retailers to access their workplace computers from home, whether it's to check daily sales, or perform accounting functions. VNC does not allow remote printing from the workplace PC, so you don't have the option to print checks or other items that may require a level of privacy.

A safe and affordable option to remote access is a product called LogMeIn, available at LogMeIn.com. This software allows you to register up to 10 computers, does not open a port in your firewall, and is one of the easiest and most secure ways to gain full remote access to your computer.

LogMeIn is available at no cost, but you will have to sacrifice some of its features for the free version. For just a nominal fee, you can enjoy features such as file transfer, remote printing, and other features that allow you more functionality. Check out LOGMEIN.COM to see if this is the remote access solution for your business.

BHD is not affiliated with LogMeIn.

## MEET SOME BHD (South Park) TECHS

### WERNER:

Have you wondered "Who's the tech with that strange accent?" He brings a little taste of South Africa with him everywhere



he goes, and keeps the techs and service group entertained with his great stories.

**NATHAN:** Nathan is our newest senior tech, and our customers love him. He's on the road a lot, and gets a huge welcome every time he comes back to us. Nathan



created these South Park caricatures which capture an uncanny resemblance to our techs.

## Big Hairy Dog offers Rent-A-Tech Support

### Have a Physical Inventory planned? A Special Store Event scheduled?

If so, you can rent a Certified Retail Pro Technician to be on standby for you, to handle any unforeseen problems that may occur after BHD's normal technical support hours (see below for support hours).

You pay only:

- ◆ 1 hour at the regular hourly rate for each business day you have the Rent-A-Tech on call. (Mon. - Fri.)
- ◆ 2 hours each weekend day you have the Rent-A-Tech on call. (Sat. and Sun.)

The tech will carry a pager and be on duty specifically for your company's needs.

Any time that the technician spends with you will be billed (by the minute) to your account.

**NOTE: ALL PAGER CALLS ARE BILLABLE AT THE AFTER HOURS RATES WHICH APPLY.**

BHD hours of business: (You may page a technician before or after these hours.)

Monday— Friday: 6:00 A.M. to 6:00 P.M. PST  
Saturday & Sunday 9:00 A.M. to 2:00 P.M. PST

To sign up for a Rent-A-Tech, visit our website at: [www.bighairydog.com/rentatech.htm](http://www.bighairydog.com/rentatech.htm)

Or call Christina at: 800-377-7776.

## TIME FOR SPRING CLEANING: HERE ARE SOME TIPS!

This IS the time of year to clear out the winter cobwebs and freshen up for the Spring and summer seasons ahead. Spring cleaning isn't just for your home; businesses need to do spring cleaning as well.

After the Rush of holidays is over and retailers are selling new inventory, it's a great time to review the self-training videos available from the BHD video website. These are located at:  
[www.bighairydog.com/video.htm](http://www.bighairydog.com/video.htm).

**CLEAN HOUSE:** This video is a tutorial which shows how to use the Clean House utility and allows you to delete and reissue Item Numbers without losing any of the item history.

**MARKDOWNS:** Another great video for this time of year is the Markdowns video. This tutorial teaches you to use the Price Cost Manager to conduct a Planned Markdown and sell off that old winter stock while salvaging as much profit as possible.

**PROMO PRICING:** This is another approach to selling stock at a discount and can help you reduce older inventory to make way for new product.

**PHYSICAL INVENTORY:** Spring is a popular time of year for retailers to conduct a physical inventory. There are three videos which walk your staff through the process of how to conduct an inventory from beginning to finish. This will be especially helpful to new hires.

**REPORTS:** Review the Reports videos to get a current and accurate picture of the business data and detail you need in order to make wise business decisions.

These are just a few of the many videos available that provide FREE TRAINING for your staff. Now, that's more than a bargain!!

Some other good ideas for Spring Cleaning are:

**PLAN AHEAD:** If you are planning an expansion or upgrade before the busy summer selling season, make sure to place your orders now. Big Hairy Dog wants to help you be successful when opening a new store location or upgrading software to a newer version.

Use the **BHD Referral Program** to get FREE support hours on your account. Refer a business to BHD and fax us the following information at 916-368-1411.

Business Name being referred  
Contact Name  
Contact Phone Number  
Your Store Name  
Your Name  
Your Phone Number

Spring Clean! Get Prepared for a Great Year.

www.bighairydog.com

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

Fax: 916-368-1411

E-mail: [info@bighairydog.com](mailto:info@bighairydog.com)

## BHD To Increase Tech Support Rates

Effective August 1, 2008, Big Hairy Dog tech support rates will increase from \$100 an hour to \$125 an hour.

The BHD tech support rates have remained constant since 2000, and in the last eight years, the industry standard rates for tech support has increased by as much as 80-100% percent.

It is BHD's commitment to keep our technical and training support rates well below industry standard.

Prior to August 1, 2008, you may still purchase tech support hours at \$100.00. This is a great opportunity to bank hours on your account at this low rate and address those issues you've been putting off or save for future use.

If you have any questions regarding the tech rates, please feel free to contact us at:

Phone: 800-377-7776

Email: [info@bighairydog.com](mailto:info@bighairydog.com)

## Techs on Tour—June Tour

June 1-4	Buffalo, NY	Tech
June 2	Walnut Creek, CA	Tech
June 3-5	Grant Pass, OR	Tech
June 9-13	Buffalo, NY	Trainer
June 23	San Francisco, 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](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: <http://www.bighairydog.com/onlinetraining.htm>.

To receive login information, let the BHD service staff know if you are interested in participating in a Webinar.

### JUNE WEBINARS:

**June 4**, 4-6pm PST  
Security Administrator

**June 18**, 4-6 pm PST  
Auto Utilities

### JULY WEBINARS:

**July 16**, 4-6pm PST  
Marketing with Retail Pro

**July 30**, 4-6 pm PST  
Purchasing & Receiving

### AUGUST WEBINARS:

**Aug. 13**, 4-6pm PST  
Presets

**Aug. 27**, 4-6 pm PST  
ECI Merchandiser -  
E-Commerce Integration  
Merchandiser

### NOTE:

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