

BIG HAIRY DOG



July, 2008

BIG HAIRY DOG NEWSLETTER

"Breaking Every Rule to Take Care of Our Customers"

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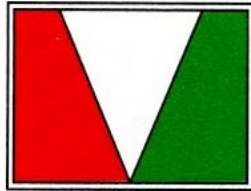
DID YOU KNOW

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!



Milan

Group of Boutiques
Since 1974

Milan Group of Boutiques, located in the heart of the Singapore Shopping District, is one of the earliest established 'Luxury Italian Fashion' retailers in its area. It includes three high-end shops which offer a dazzling assortment of top Italian labels, that an increasing number of shoppers are finding hard to resist.

Milan Boutiques, elegantly designed to house their exclusive product line, took its name from the Italian city that produces the highest quality shoes and handbags worldwide.

Originally opened in 1974, Milan Boutiques cater to customers around the world that have the purchasing power to buy the highest quality products available in today's global market. More than 80% of Milan's customers are world travelers who have experienced the best in high fashion both in Europe and America.

These shops, specializing in shoes and accessories, high-end men's apparel, and young boys apparel are truly one-of-a-kind in their unparalleled quality and fashion. To find out more about the Milan

Boutiques, please visit their website at: www.milangroup.com

Mrs. SeowLing Tang-Cheung is the Business Development Director of Milan Boutiques. We recently spoke with her about Milan's use of Retail Pro.

BHD: How long have you been using Retail Pro in your Boutiques?

LING: We've been using Retail Pro for the past 7 years and now are upgrading them all to v8. With the upgrade we will interface our RPRO database with our eCommerce website, giving us the ability to receive customer orders from every corner of the world.

BHD: What POS system were you using before Retail Pro?

LING: We were using Fujitsu's Retail POS (formally called ICL's Retail POS) for 6 years. It did not allow amendment for inventory item reference, and did not generate accurate reporting.

BHD: Did you comparison - shop before purchasing Retail Pro?

LING: Before making a decision, we looked at several POS systems. We choose Retail Pro because it integrated POS and back-office functions; we were generally impressed by its total functionality and its ability to scale up with our business as it grew.

BHD: What are the Retail Pro features you find most useful?

LING: The feature we appreciate most is the POS, which is not only easy to use but also captures the essential data for effective reporting. Our staff can practice

Retail Pro in 'practice mode' on-site without disturbing the data in our actual system.

BHD: From whom did you originally purchase RPRO?

LING: We purchased Retail Pro from the Singapore dealer who supported our system for 3 years. With them we encountered numerous problems that affected our business operations and damaged our database. They didn't partition the hard drive with a ghost image of our data, so we lost data that couldn't be recovered. At one point, our entire system was out of operation for more than a week, which was devastating to our business.

BHD: Why did you transfer membership to BHD?

LING: We talked to several dealers outside Singapore and found BHD to be the best fit, even though it was the furthest distance from Singapore.

BHD has improved our entire retail operations. After using their Emergency Tech Service we immediately had confidence in their ability to serve the global customer. For the past 3 years we've been impressed by BHD's professional online and email support and the competency of their Techs.

With BHD's use of best practices, we know they will play a large role in serving their global customers.

Congratulations to Milan Boutiques on their 34th anniversary!



Big Hairy Dog's Annual Make-A-Wish Fundraiser Drive



MEET Anthony . . .

ANTHONY is our Make-A-Wish child this year. He is an adorable 6-year old, who lives in the Sacramento area, and has Wilm's Tumor. Wilm's Tumor is a rare kidney cancer that primarily affects

children. New technology has made big improvements in this disease, and all of us at Big Hairy Dog are behind Anthony and cheering him on to recovery. Anthony's Wish is to go to Disney World!

Big Hairy Dog held it's annual BBQ this year on Friday, May 9. Thanks to our customers, business neighbors, Retail Pro, Inc., Make-A-Wish staff and all the BHD employees who supported and attended this event.

The food was delicious, as usual, and we want to give a huge "Thanks!" to our local businesses who supported this great cause with food or money donations:

- ◆ Bel Air / Raley's
- ◆ Dos Coyotes Restaurant
- ◆ Chevy's Restaurant
- ◆ Chili's Mexican Restaurant

The BHD annual BBQ raised a total of \$10,710.09 this year, granting the wishes of two children.



BHD hosted their annual BBQ in the back lot on May 9, 2008.

This year's Make-A-Wish fund raising season has prompted many creative events from BHD employees. The company, divided into four teams to see whose team could raise the most money. Some of the events included a waffle breakfast, Italian buffet, bake sale, poker game, daily snacks and drinks, silent auction and ping pong tournament.

THANK YOU TO each of you who purchased raffle tickets.

This year's raffle winners were:

- ◆ **OUTSIDE IN**, a successful Housewares store in Aptos, CA, won 20 FREE TECH HOURS.
- ◆ **THE DIFFERENCE**, from Lake Oswego, Oregon, offering great gift and novelties, won the chili dinner for 8.

Congratulations to these winner with many thanks for supporting Make-A-Wish.

BHD has Fix for Trend Micro Error

The latest update of Trend Micro Virus Software is causing problems with many software programs, including Retail Pro.

If you are experiencing problems running Retail Pro as a result of a Trend Micro Virus update, please call Big Hairy Dog and a tech will resolve the problem for you.

Call 916-368-1070

Congratulations to Glass Butterfly

Big Hairy Dog 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 to BHD, your name will be entered into a drawing to win **5 FREE TECH HOURS** for your business.

CONGRATULATIONS to Glass Butterfly, the winner of the May drawing.

Glass Butterfly is a successful apparel store carrying women's and children's apparel and accessories. They are located in Oregon, and currently have 2 stores about 30 miles apart.

Congratulations to another great customer!

FIX for SYSTECH DIAL-UP ERROR

In the SYSTECH units that have been sent out to upgrade from modem, there are three optional dialup numbers that were initially programmed by the SYSTECH manufacturer. Big Hairy Dog has discovered the primary (default) dialup phone number to IP translation is INVALID, (800-950-8950). If you use this number to dialup, you will receive an error message saying "This number cannot be reached from you calling area."

There are two other phone numbers translating to IP. These are: 877-529-5688 AND 800-866-1764.

Both of these numbers are valid roll-over numbers, and can be used without error.

If you are experiencing this error, please call Big Hairy Dog at 800-377-7776, and we will correct this issue for you.

FREE TRAINING VIDEOS

During a Courtesy Call, one of our customers recently asked "Are those training videos on your website REALLY FREE??"

The answer is YES! Big Hairy Dog offers a library of FREE TRAINING VIDEOS for you to download and view at your convenience, and at your own pace.

These videos cover topics from Inventory, Back Office, POS, Tools & Advanced Features, Reports, and Tech Tips. And these videos do not just cover high-

level general information; they are detailed, step-by-step instructions to help you through any aspect of the system. Over 60 videos in all! **Please let us know if you have a topic suggestion for a video.**

SAVE YOUR TECH SUPPORT DOLLARS! Take advantage of these FREE TRAINING VIDEOS! Located at: www.bighairydog.com/video.htm

Another way BHD puts you first!

IT'S TIME TO UPGRADE

Retail Pro v8.52 has many exciting new features— making NOW the time to upgrade. Here are some benefits you can appreciate!!

- + Full Windows Program
- + Email your PO's to Vendors
- + Intuitive" Short learning curve for staff
- + Displays YOUR LOGO on tags, receipts, etc.
- + Credit & Gift Card integration options—Internet based
- + Precise & Detailed reports—export to Excel, PDF
- + Optional Item & Customer pictures, added security
- + Additional data fields
- + Screens : Touch capability, User designable AND Interactive Help

Get in on the **2008 ECONOMIC STIMULUS ACT** for a HUGE SAVINGS that won't last long!!

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

Donny, Bribor

Call us today to upgrade to v8.52! Improve your POS System, and Improve your Business!
Call your Sales Rep at 800-377-7776.



BHD To Increase Tech Support Rates

Effective August 1, 2008, Big Hairy Dog tech support rates will increase as follows:

- ◆ Tech support with current Membership will increase from \$100 to \$125 per hour
- ◆ Tech support with non-current Membership will increase from \$130 to \$155 per hour
- ◆ Emergency Technical Support (ETS) will increase from \$150 to \$175 per 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%.

It is BHD's commitment to keep our technical and training support rates well below industry standard. As always, we will continue to bill by the minute, giving you the most cost-effective use of your tech hours.

Prior to August 1, 2008, you may still purchase tech support hours at \$100 an hour, for customers with current

Membership, \$130 for those without current Membership and ETS customers at \$150 an hour.

This is a great opportunity to bank hours on your account at these low rates 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

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—July Tour

July 10	San Francisco, CA	Trainer
July 15	Portland, OR	Tech
July 23	Turlock, CA	Tech
July 26-29	San Francisco, CA	Tech
July 28-30	Las Vegas, NV	Tech
August 8-11	Salt Lake City, UT	Tech
August 10-13	San Francisco, CA	Trainer
August 13	Auburn, CA	Tech
August 25-27	Las Vegas, NV	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

JULY WEBINARS:

July 16, 4-6 pm 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

SEPTEMBER WEBINARS:

Sept. 10, 4-6pm PST
Inventory Creation

Sept. 24, 4-6 pm PST
POS & X/Z Out

NOTE:

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