

BIG HAIRY DOG



October, 2009

BIG HAIRY DOG NEWSLETTER

"Breaking Every Rule to Take Care of Our Customers"

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Old Boss Meets New Boss at Big Hairy Dog

As Retail Pro Inc. enters into a new chapter of development newly retained Retail Pro CEO Kerry Lemos visited with BHD founders, Mick and Sandy Malaney, at BHD headquarters. Questions centered around the recent changes occurring at Retail Pro Incorporated, located, in Folsom and La Jolla, California (Northern and Southern California, respectively).

Lemos stated that his primary focus at the moment is to centralize all aspects of Retail Pro development at the Folsom campus, effectively, closing the La Jolla office. Lemos, a bay area native, moved to the Folsom region and desires tighter control over future development.

Further changes ensue with more timely and accurate release dates for Retail Pro enhancements. Explaining that it's been frustrating for both customer and BHD tech staff Lemos confirmed that his staff is in the process of updating client manage-

ment technology providing faster upgrades and allowing for more accurate and timely release dates.

The biggest change is Lemos himself. The Malaneys expressed their concerns regarding past executives at Retail Pro and their lack of technology experience. Lemos, a technologist with a vast background in technology management knows computer speak. Unlike his "number-crunching" predecessors, Lemos is intimately involved with the development of Retail Pro. "Speaking with past Retail Pro executives about development only led to blank stares," states BHD CEO Sandy Malaney. "Kerrie is the first CEO since Retail Pro founder Michael Maurer to operate within the scope of Retail Pro development and we're excited to be working with him."

BHD ROLLING BACK PRICES TO 2000!

SAVE \$25 PER HOUR* when you pre-purchase service hours with payment by check. That is a 20% savings!! Stock up on service hours now for the new year and **SAVE BIG!** Must purchase a minimum of 10 hours to qualify. **OFFER ENDS NOV 30th, 2009, so ACT NOW!**

800-377-7776

*Must be current on Membership

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 Guy" Crashes Retail Pro

The never-ending story about the retail operator who knows someone who knows someone who has a brother in-law that took night courses at the local learning exchange and became Microsoft-Certified reared its ugly head recently when a BHD customer contacted tech support.

Technicians were mystified to discover a serious and potentially lethal virus running amok

through the client's network. Questioned as to who had administrator rights to the client's servers narrowed the list down to an individual outside the organization who visited the stores frequently to provide "quality" IT support.

Upon contacting the 'IT Guy' a verbal shoving match ensued until he admitted that he was dissatisfied with the anti-virus software loaded by BHD techs

and removed it in order to install his own solution.

"There was no way to fix the damage done to the servers over the phone," states BHD technician Paul Jones. "The client shipped their servers to BHD for repair."

Save money, stress and sometimes embarrassment by using your best resource for technical support— the Big Hairy Dog!

WELCOME

TO ALL NEW BHD CUSTOMERS!!

DISCOVERY MUSEUM

A Museum Gift Shop, Sacramento, CA

ANKLEBITERS

Children's Store, Roswell, GA

COMMON FOLK KIDS

Toy and Home Décor shop, Kirkland, WA

DUCKS & DAISIES

Children's store, Newport Beach, CA

KAYDEN'S PLACE

Gift store, Gray, GA

LAZZARO

Shoe store, Sherman Oaks, CA

OLIVIA ROSE CHILDREN

Children's store, Marshfield, MA

SOCCER & LIFESTYLE

Sporting Good Store, Davis, CA

BAD LAND BEAUTY

Beauty Supply Store, Lufkin, TX

CABINET WORKS

Furniture & Cabinet Store, Billings, MN

CALDRON'S PET'S CHOICE

Pet store, Modesto, CA

COP COPINE

Apparel shop, San Francisco, CA

FIDALGOS HOME

Gift shop, Seattle, WA

GIFT AND GARDEN

Gift & Garden shop, Concord, NC

LITTLE MISS EVERYTHANG

Apparel shop, Carlsbad, NM

SACRAMENTO HISTORY MUSEUM

History Museum, Sacramento, CA

HOLISTIC HEALING

Medical Marijuana shop, Richmond, CA

LA PLAYA—NOBLE HOUSE

Resort gift shop, Naples, FL

LITTLE PALM—NOBLE HOUSE

Resort gift shop, Summerland Key, FL

OCEAN KEY—NOBLE HOUSE

Resort gift shop, Key West, FL

STITCH BY STITCH FASHION

Apparel shop, Pratt, KS

RETAIL PRO CAN HELP MAKE YOUR BUSINESS PROFITABLE!

'XZ OUT GRAPHING"

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.

October's Feature of the Month, **XZ Out Graphing**, can be used to analyze sales, create competition between cashiers or breakdown a Dept by Vendor. The results can be printed, graphed or exported and offer a clear and unique perspective of the data.

The **Feature of the Month page** can be found on the [BHD website](#). An Accompanying video is embedded in the Feature.

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!!](#)**

Print cards directly from Retail Pro with the Zebra P430i Printer

If your business uses a card printer, using the RIGHT printer is critical. It is a primary factor affecting the reliability and consistency of your card printing needs. Big Hairy Dog has tested the Zebra P430i printer for quality standards and optimum performance and found it works flawlessly with Retail Pro v8 and v9.

Retailers use card printers for many reasons, most commonly:

- * Employee ID cards
- * Student and faculty ID cards
- * Access control cards
- * Membership and loyalty cards
- * Personalized gift cards
- * Visitor ID cards
- * Government licenses

The Zebra P4301 printer allows retailers to print professional quality customer cards directly from Retail Pro.

For many clients this means the end of an archaic membership software they kept up just for the purpose of generating customer or membership cards.

Previously, retailers only had the option of printing a barcode that could be affixed to the

card. Now they can print the card directly from Retail Pro.

For more information, call your BHD Sales Rep at: 800-377-7776.



EBay for Hardware Purchase? Be Serious!

Some customers are attempting to save money by purchasing retail hardware on eBay. You need, however, to be aware that this can end up costing you more than you save.

With hardware that integrates with Retail Pro, purchasing from eBay is never a good idea. There are many unknowns:

- Is it the correct model of hardware to work with your version of Retail Pro?
- Does it have all of the cables you need?
- Does it require additional programming?
- Does it even work the way its supposed to?

Here is a typical scenario:

You just bought a physical inventory scanner from eBay. You test it by scanning an item, and it appears to work okay, so you hire your employees to work overtime to conduct a physical inventory. A few minutes into the job, you realize the unit you purchased from eBay at \$150 is not what it's cracked up to be! It's missing cables and it's not programmed to work with Retail Pro. You have to tell your staff that the physical will need to be done manually. You end up spending more money in physical labor than you 'saved' by buying this scanner on eBay rather than from Big Hairy Dog.

When you purchase hardware from BHD:

- We **guarantee** it will be the correct model to work with your version of Retail Pro.
- We **include all the necessary cables** to work properly
- All **programming costs are included** in the price of the hardware.
- We **guarantee** that it is a working unit before we ship it.
- We offer a built in **1 year 24-hour replacement warranty** if it should stop working. We pay for shipping on the replacement and the tech time to get it re-installed.
- We offer a **FREE 1-month loaner** of any hardware outside of the warranty period to those with current membership.

Big Hairy Dog is invested in your success! We know that excellent customer service includes warning our customers of potential disaster. It is always in your best interest that we recommend BHD hardware for all of your Retail Pro hardware needs.

Feel free to call a BHD tech if you have any questions BEFORE purchasing hardware elsewhere. 916-368-1070.

Retail Pro v8.6 on list of validated PCI Compliant Payment Applications

Retail Pro v8.6 is listed as a validated PCI Compliant payment application on the [Security Standards Council website](#).

PCI DSS compliance is required of all entities that store, process, or transmit Visa cardholder data, including merchants. The PCI DSS applies to all payment channels, including retail (brick-and-mortar), mail or telephone order, and e-commerce. This includes Point of Sale systems even when the POS is not used to process credit cards.

If you have not already upgraded to Retail Pro v8.6, please call your BHD Sales Rep immediately at 800-377-7776!

Retail Pro Software Plug-Ins

Plug-Ins are a great way to increase your business productivity and increase your revenue.

Retail Pro has a number of affordable Plug-Ins that may just be the answer your company is looking for:

- Charge Balance Updater
- Mark 'N Mail (for emailing)
- Quantity Group Discounting
- Cross Selling
- Security Cameras

Retail Pro Plug-Ins take minimal effort and time to implement. Call your BHD Sales Rep today and find out about all of the Plug-Ins available to you.

800-377-7776

Vista Update

Just as a reminder to our customers, Microsoft Vista works without issue only on non-polling machines. Retail Pro still cannot use Server 2008/Vista for Version 8.

BHD Supporting "Hope in Harmony"



Hope Productions presents "Hope in Harmony", a concert you won't want to miss! Grammy award winner **Natalie Cole** headlines this benefit concert for children with special guest **Louis Anderson**, one of the best stand-up comedians of all time.

November 20, 2009
Sacramento Auditorium
1515 J Street
Sacramento, CA 95814

Purchase tickets at:

www.tickets.com

[Visit Hope Productions for more information.](#)

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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 October, 2009

Oct 18-21	Naples, FL	Trainer
Oct. 20-22	Benicia, CA	Tech
Oct. 27-28	Fairlawn, OH	Trainer
Oct. 27-29	Benicia, CA	Tech
Oct. 27-Nov 1	New York, NY	Tech
Oct. 28	Placerville, CA	Tech
Oct. 29	San Mateo, CA	Tech
Oct. 29	Philadelphia, PA	Trainer
Oct. 30	Fracksville, PA	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.

Latest Hot Fixes

V 8.52 = 5/14/09

V 8.60.400.33

V 9.14.622.95

800-377-7776

SAVE \$\$ BY PURCHASING BHD USED HARDWARE!

Call today to see what we have in stock. 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 BHD service staff](#). 800-377-7776

NOVEMBER WEBINARS:

November 4, 8-10am PDT
Multi-Store Distribution and Auto Utilities

November 18, 4-6pm PDT
Physical Inventory

DECEMBER WEBINARS:

December 2, 8-10am PDT
Accounts Receivable

December 16, 4-6pm PDT
Reports

December 30, 4-6pm PDT
Physical Inventory

JANUARY WEBINARS:

TBA

Let us know on what topics you would like some free refresher training!!

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.