

November, 2011

BIG HAIRY DOG NEWSLETTER

"Breaking Every Rule to Take Care of Our Customers"

Congratulations to BHD's Awesome Techs and Trainers

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Please pardon a moment of boasting, as Big Hairy Dog is full of pride for our techs and trainers. We know without a doubt we are offering our customers the best tech support available anywhere!

All of our techs and trainers on staff are certified on Retail Pro v8, and ten have been fully certified on Retail Pro v9! Four BHD trainers have an additional Certification in QuickBooks Accounting and QuickBooks Point-of-Sale, to better assist the many customers who use QuickBooks and the Accounting integration link with Retail Pro.

The BHD techs and trainers are available:

- * To travel to your location
- * By phone, through the tech board
- * Through the online Chat Room
- * On the Q & A Message Board
- * For 'Emergency Tech Support' (ETS)
- * After Hours and on Holidays
- * Through BHD's 'Rent-A-Tech' program

Through some innovative ideas and BHD teamwork, our techs have been successful in

reducing the call-back time to customers who need assistance. Over the last 4-week period, our customers had an average wait of 55 minutes to have their tech call returned. That's impressive by any business standard!

If you'd like to learn a little more about the BHD techs and trainers, you can go to our website and check out their Bios! Just go to the BHD homepage at: www.bighairydog.com and choose the 'Company' tab. Select 'Employee Bios' from the drop-down menu. Bios on the rest of the BHD employees will be coming soon!

DID YOU KNOW?

Customers with current Software Assurance are placed on priority status for a call-back. If you keep your Software Assurance current, you can expect a much quicker call-back from our Techs. Call Felicia or April to get a quote on renewing your Software Assurance!

800-377-7776

Contact Us

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E: info@bighairydog.com
W: www.bighairydog.com

LET IT RIDE "Best Sporting Good Store in Spokane"

Many of you remember Paul Jones, who for 12 years was a Senior Tech with Big Hairy Dog. Paul left BHD a little over a year ago to open a board and sporting goods shop in Spokane, WA. called "Let It Ride".

Let It Ride entered the "Best Sporting Goods Store in Spokane" contest and won 1st place!!

This was an enormous achievement, especially considering what a short time the store has been

open! **Congratulations Paul!!**

Visit the [LET IT RIDE](http://LETITRIDE.com) Website and if you're ever in the Spokane area, be sure to stop by and say hi.



WELCOME

COLLEGE CYCLERY

Bicycle Shop
Sacramento, CA

COOKIES CLOTHING COMPANY

Women's Apparel
Honolulu, HI

FLUTTER

Gift Shop
Twin Falls, ID

FROG 2 HOP

Gift Shop
Clinton, UT

IDAHO UNLIMITED

Gift Shop
Pocatello, ID

KULA SWEET BOUTIQUE

Women's Apparel
Los Altos, CA

OOH LA LA—NUBAR INC.

Apparel Shop
Clovis & Fresno, CA

SHINY OBJECTS

Jewelry & Accessories
Ft. Meyers, FL

CURVE COUTURE

Apparel Shop
San Diego, CA

EN VOGUE BOUTIQUES

Apparel and Accessories Shop
Saint Maarten, W. Indies, Caribbean

FAN FARE GIFTS

Gift Shop
Texarkana, TX

HUFF HARRINGTON FINE ART

Fine Art Gallery
Atlanta, GA

KAMLOOPS OUTFITTERS

Outdoor Sports Shop
Kamloops, BC, Canada

NORTHBOUND OUTFITTERS

Outdoor Sports Shop
Roscommon, MI

VICKERS WESTERN STORE

Western Apparel
Pocatello, ID

NOVEMBER FEATURE OF THE MONTH 'Secure Retail Pro from Viruses by Limiting Internet Access'

Retail Pro and all programs running on your computers are at constant risk of being infected with a virus. Virus protection software reduces that risk dramatically, however there is additional protection available to secure your computers from the threat of a virus.

Some internet sites are at a higher risk than others and it is prudent to restrict access to these sites.

The [November 2011 Feature of the Month](#) walks you through the steps of limiting access to specific internet sites through the use of Internet Explorer (IE).

All BHD Features of the Month can be found on our website on the [Feature of the Month page](#). We invite you to view the corresponding video on this topic in the BHD self-training video library. This video is titled:

['Using IE to Limit Internet Access'](#)

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!!**



Applications and Plug-Ins

This is just a sampling of applications available at an affordable cost to enhance your marketing efforts and give you the information you need at the tip of your fingers:

Customer Loyalty Program:

This plug-in gives the retailer the ability to accumulate and track loyalty points for their customers.

Multiple Price Level Management

Automatically calculate prices for all price levels for an item based on the first input price level of the item.

Buy One Get One (BOGO)

The retailer can link items together as part of a buy one, get one free promotion.

AccntReceivable Charge Balance Updater

This plug-in updates the customer AR Charge Balance correctly as charges or payments on account are made.

UPC Mask Generator

This version 8 plug-in helps those customers preparing to convert a version 8 installation of Retail Pro to version 9.

Shipper Integration

Integration modules are available for connecting Retail Pro to UPS WorldShip, FedEx and USPS through Endicia's Galaxy,

Multiple Images to Product/Style

Up to four images per item can be added to a product or style through this plug-in.

Sales Associate Prompts

This plug-in pops up a window to prompt the sales associate to verify or collect customer information.

Email Receipt to Customer

This plug-in prompts the sales associate to e-mail a receipt to a customer giving the retailer the chance to collect the customer's e-mail address and provide a service.

Auto-Calculate Shipping Costs

This plug-in allows a retailer to set up a desired shipping cost for each shipper and order value.

Cross Selling Prompt

This plug-in ties configuration items or styles together. When the cashier sells one of those items, a prompt appears in the receipts screen alerting him/her to cross-sell up to three additional items.

Return Reason Code

This plug-in specifies a reason code for each item on a return receipt or a negative quantity line item on a sale receipt.

**Call BHD for more information:
800-377-7776**

BIG HAIRY DOG *and* RDi Retail Dimensions

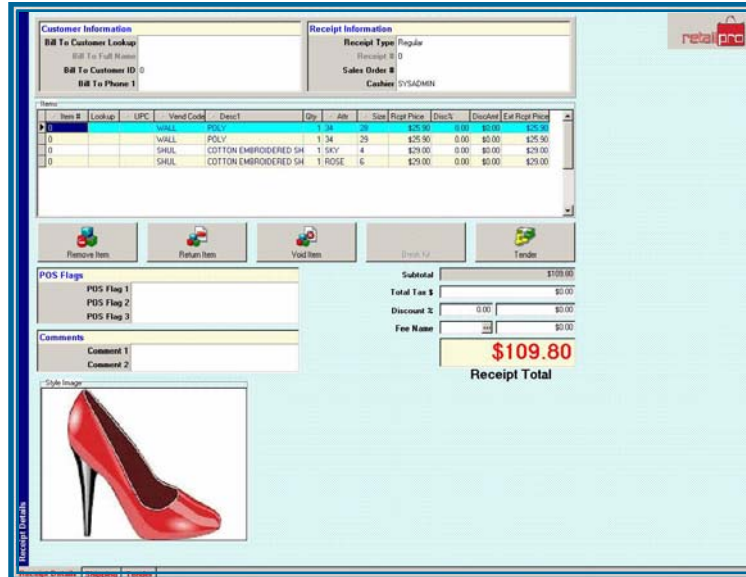
Retail Pro has earned its place in the industry at the top of the list of Point of Sale (POS) and Inventory Management products being used extensively throughout major global retail markets. Trademarked 20 years ago, Retail Pro's evolution has been propelled by changes in technology and the ever more demanding needs of today's retailers.

The latest advancement of **Retail Pro, Version 9**, offers enhancements across the layers of functionality to help the retailer run a more efficient business. Retailers today can now reach beyond the performance of their Point of Sale and Inventory Management system into a more deeply personalized environment which can carry out processes written to their company's precise business requirements. Customized software has put many smart retailers ahead of the game, streamlining their business and creating a more satisfying customer experience.

Retail Dimensions Inc. (RDI) Founder, Kurt Beeken, has spent his entire career designing and building software that adds value to retail businesses, as well as making their data interact across multiple systems. Originally founded on its ability to integrate Retail Pro software with e-commerce websites, RDI enables retailers to synchronize their online and offline operations. Today, RDI has expanded its offering to include hundreds of successful and relevant applications and plug-ins as well as integration software allowing Retail Pro to operate seamlessly with established industry software.

Big Hairy Dog and its customers work very closely with Beeken and his staff at RDI. A larger number of BHD customers are enjoying an extra advantage in the marketplace by creating a more individualized business process.

The process starts with a conference call between RDI, BHD and the customer, to assess the requirements and scope of the project, and discuss solutions and timeframe.



*The latest advancement of **Retail Pro, Version 9**, offers enhancements across the layers of functionality to help the retailer run a more efficient business.*

RDI, BHD and BHD Customer, Crocker Art Museum, went through just such a process to create a Membership and Fund-Raising software application (Raiser's Edge) used by many non-profits and museums. The Crocker Art Museum, in Sacramento, CA uses **Retail Pro v9** in their beautiful gift shop, and tracks members and membership levels with RDI's integration between Retail Pro and Raiser's Edge.

Michelle McKenzie, who manages the Crocker Art Gift Shop, says, "The process was simple. I told Big Hairy Dog and RDI what I needed. We discussed the excel format that membership would use and then RDI created the link. Now I get an updated list, open the import window, **CLICK & RUN!** It's updated in a couple of minutes! I'm so happy."

"We wanted to be able to look up current members using their name or number, and locate both their membership and discount levels. We were hoping the individual discount could be automatically assigned to each sale. Eureka! We got it all!!"

"I got the inventory control system I needed for the store and am also able to get the membership data from the Raiser's Edge system."



Michelle McKenzie, Gift Shop Manager
"I am really a happy customer!"

Call Big Hairy Dog and see how easily you can customize your business process to meet your business-specific needs.

By taking advantage of the great V8 and V9 features, and the partnership between Big Hairy Dog and RDI, the possibilities for enhancing your workflow are nearly endless. Make it happen—and sharpen your competitive edge! Call BHD today!

800-377-7776!

BHD CUSTOMER ADVERTISING

World of Wonders Science Museum PRESENTS

incredible edible science
an adventure in Molecular Gastronomy

Saturday November 12th 6-9 p.m.

Chefs
Chef **Iredh Herrera**
Rosewood Bar and Grill
Chef **Ruben Larazolo**
Alebriles Mexican Bistro
Chef **Mark Berkner**
Taste Restaurant, Plymouth
Chefs **Kelly and James Dame**
Marin County
Chef **Amanda Fielding**
Graduate Cordon Bleu Culinary School
Chefs from **San Joaquin Delta College Culinary Arts School**
Chef **Fabrice Dubuc**
Wine & Roses Hotel, Restaurant, Spa

The evening will feature a unique fundraiser that will allow the World of Wonders Science Museum to bring popular exhibits from the San Francisco Exploratorium to a new, permanent home at the WOW Museum.

Cost
\$35 per person
\$60 per couple
21 & older

Sponsors
Lodi Memorial Hospital
Wells Fargo Bank
General Mills
Wells Fargo Insurance Services
The Lodi Monthly Magazine

To Reserve Your Seat
Tickets may be purchased at the WOW Science Museum or by calling 209.368.0969 (Seating is limited)

WORLD OF WONDERS SCIENCE MUSEUM 2 North Sacramento Street, Lodi, CA 95240



[Click to read Press Release](#)

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With help from BHD we incorporated Retail Pro into our website!

www.summitshop.ca

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DISCOUNT CODE: Summit

*orders \$50 or more

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Rabobank Agriculture Museum
Art & Cultural Events and Exhibits

steinbeck.org

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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

Nov 20	Petaluma, CA	Tech
Nov. 29	Grass Valley, CA	Tech
Nov. 29	Auburn, CA	Tech
Nov. 29	West Sacramento,	Tech
Nov. 29	Carmichael, CA	Tech
Nov. 29	Folsom, CA	Tech
Dec. 4	San Francisco, CA	Tech
Dec. 19	San Francisco, CA	Tech

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.

800-377-7776

RPRO Latest: Versions Hot Fixes

8 Series:
V8.52 11/09 HF
V8.60 07/11 HF
9 Series
V9.20 R4GA
721.135 8/24/11

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

NOTE:

Please call 800-377-7776 with a Webinar Topic of interest to you.

NOVEMBER WEBINARS:

Nov. 23 10am-12pm PDT Reports

DECEMBER WEBINARS:

Dec. 7 10am-12pm PDT Physical Inventory

Dec. 21 1pm-3pm PDT Physical Inventory

SPECIAL WEBINARS FOR CUSTOMERS WHO NEED TO UPGRADE:

Nov. 15 10am - 12pm PST and 4pm - 6pm PST Upgrade to Retail Pro v9

Nov. 21 1pm—3pm PST Upgrade to Retail Pro v8

Nov. 29 1pm—3pm PST Upgrade to Retail Pro v9

****NOTE:** If you would like to upgrade to either v8.6 or v9, please call your account representative to see what special offers you can take advantage of. You will love the benefits of a Windows-based POS system and many wonderful new features.