

BIG HAIRY DOG



November, 2008

BIG HAIRY DOG NEWSLETTER

"Breaking Every Rule to Take Care of Our Customers"

RONROBINSON APOTHIA

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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!

Ron Robinson is the definition of 'chic'. The Ron Robinson Boutiques, LIFE SIZE and APOTHIA are located in the heart of Melrose and Santa Monica, CA, where celebrity shoppers are the norm.

LIFE SIZE caters to children who are, nonetheless, a very fashionable and stylish clientele. Chic clothing, accessories and gifts for children and babies make this boutique utterly unique and a favorite among Hollywood heavy-hitters who must find the perfect outfit for their child's first movie premiere or black tie gala. Not all moms who shop here are celebrity, though. Many expecting moms can't resist LIFE SIZE'S baby registry, which includes black motorcycle jackets, Juicy Couture Kids and leopard foot stools.

The APOTHIA Boutique in Melrose offer the most exclusive and hard-to-find bath and body, candle, skin care, hair, fragrance and other beauty products in the industry.

Ron Robinson has helped define and shape the beauty industry. Thirty years ago in 1978, he created his first makeup and beauty concept at the renowned Fred Segal™ in Los Angeles. Today, Ron

owns four stores in Southern California which capture the spirit of the entertainment community both in front and behind the camera. His product lines are prestigious and high-end, but not stiff nor stuffy.

Ron, president of APOTHIA and LIFE SIZE, not only runs the entire business, he also is the founder and creative force behind the APOTHIA Los Angeles line, which is retailed in over 100 stores in US, UK, Japan, Hong Kong, Norway and Australia. We recently spoke with Ron about Ron Robinson and the shop's use of Retail Pro.

BHD: I understand your stores were completely manual before you purchased a POS system. What made the decision for you to go with Retail Pro?

RON: We were approached by many different reps, and saw a variety of systems at trade-shows. Retail Pro seemed to be tailored to our needs. It gave us the customer management at the Point-of-Sale, flexible reporting to get to the data we need and Inventory control to manage all stores.

Once we made the decision to purchase Retail Pro, we found the training to be easy and intuitive for our staff to learn.

BHD: Do you use Retail Pro for your online stores?

RON: We run a very successful e-commerce business both from LIFESIZEKIDS.com and APOTHIA.com. Retail Pro manages the inventory for both of them and the tools for minimum/maximum levels keep our stock where we need it to be.

BHD: Why did you choose Big Hairy Dog as your service provider?

RON: We originally went with another dealer. The service, or lack of it, was very unprofessional. They even accused us of sabotaging our own system, so they wouldn't have to fix it.

We heard good things about Big Hairy Dog, and decided to give them a try. They were refreshing and eager to work with us.

BHD: And BHD's service?

RON: We have received nothing but excellent service from Big Hairy Dog. The techs are knowledgeable and return our calls right away. We receive courtesy calls just to see how we're doing. We love the service BHD provides. In fact, we recommend them to other businesses, and are always happy to be a reference both for Retail Pro and Big Hairy Dog!

HUGE 2008 Tax Incentive- ENDING SOON!

The Economic Stimulus Act of 2008 provides BIG INCENTIVES to businesses!!

FOR THE FIRST TIME IN HISTORY A BUSINESS CAN EXPENSE UP TO \$250,000

under section 179 for personal property purchased in 2008. Additionally, businesses can write off 50% for purchases over \$250,000.

THIS IS NEARLY DOUBLED FROM 2007!!

Your business can deduct up to \$250,000 of your hardware and software purchases made in 2008 with the ability to write off 100% of your purchase.

THIS INCENTIVE WILL END SOON!!

IN 2009 AND 2010, THE INCENTIVE WILL BE REDUCED TO \$125,000.

NOW is the best time EVER to purchase hardware and software. Whether you need to expand, upgrade or just replace some old equipment, purchase now...

WHILE THIS TAX INCENTIVE IS STILL AVAILABLE!

Please talk to your business accountant for all details.

CALL BIG HAIRY DOG TODAY!!

800-377-7776

Retail Pro Has Credit Card Payment Solutions to Help your Business Succeed!

As many of you know, Retail Pro integrates with a number of credit card processors to provide you with a credit card integration solution.

Retail Pro payment solutions offer guaranteed unbeatable rates on Credit, Debit, Stored Value/Gift Cards and Check processing to help retailers reduce costs and increase revenues.

Features include:

- ◆ Fully integrated
- ◆ Immediate internet connectivity
- ◆ Completely Secure
- ◆ On-demand reporting
- ◆ Single or multi-store support
- ◆ Elimination of user error

Don't miss this great opportunity to get credit card integration on Retail Pro and increase your customer satisfaction!

Call BHD: 800-377-7776

BHD Courtesy Survey September Winner

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

**CONGRATULATIONS to
CARTRIDGE WORLD
PNW 439
winner of the September drawing.**

Cartridge World is a world leader in inkjet and cartridge refills, offering a 'green' and economical solution to cartridge refill.

Congratulations to another great customer!

Big Hairy Dog's Newest Tech



This is Derek. Derek has been with BHD for 7 months. He grew up working with computers, and worked in several IT/ Helpdesk jobs where he learned that helping the customer is Priority #1.

As you can guess, Derek is a musician, running professional sound for bands, press conferences, and rallies (including Mic's band, Delta Breeze.) He's started a few bands of his own, and shares his time between them and the new baby at home. Derek brings a lot to his job, and enjoys resolving our customers tech issues.

Retail Pro users can not upgrade to TM 2009

The new version of Trend Micro Internet Security (TM 2009) has been changed, affecting the operating speed of Retail Pro. On TM 2009, Retail Pro runs slower when it is running on a workstation. The operating speed of Stand Alone PC's are not affected by this latest version.

NOTE: Big Hairy Dog is installing TM 2008, which causes no negative effect on the operating speed of Retail Pro.

There is no way to turn off the 'On Access' scanning in this new version and excluding Retail Pro from the scanning does not help the speed.

So for right now, Retail Pro users can not upgrade to Trend Micro Internet Security, TM 2009. We will keep you updated as to the resolution of this issue. If you have any questions, please call a BHD Tech at 916-368-1070.

Latest Hot Fixes

V 8.52 = 7/28/08
V 9.14 = MP: 533.90

SAVE \$\$ WITH BHD USED HARDWARE

Big Hairy Dog knows that not every customer needs or can afford new hardware. That's why we provide a reduced-cost option for the purchase of hardware.

USED HARDWARE is available in:

- ◆ POS Equipment
- ◆ Backroom
- ◆ Monitors
- ◆ Miscellaneous

Miscellaneous consists of hubs, routers, switches, UPS Backup and Firewall.

All used equipment has been refurbished and comes with a complete 30-day depot warranty.

Next time you need reliable hardware, and want to save a few dollars, call us and see what is in stock.

800-377-7776
Ask for April or Felicia

PASSWORDS NOT POLLING? Read On:

Are you having problems with your password changes not polling to your remote locations? If so, Big Hairy Dog has the fix.

Recently, Retail Pro wrote an update in the software, which is essentially a hidden "secret" switch that stops user passwords from being overwritten at remote sites.

PROBLEM: Once you've initialized for security, changed user passwords do NOT poll over, even though RPRO says "SECURITY HAS BEEN UPDATED". In reality, the changed user passwords have NOT been updated.

FIX: The fix for this is to edit the RPROUI.INI file. At the remote, open the file and go to the very bottom of the page. Find the section that says:

```
[Polling]
XFERPWS=0
```

This setting needs to be set to 1. This will allow changed passwords to be updated at the remote.

This step must be taken at ANY REMOTE LOCATION THAT WANTS TO RECEIVE USER PASSWORDS. Then reinitialize security and the issue will be resolved.

This fix requires the latest core update to Retail Pro v8.52.

We invite you to call BHD tech support for assistance with this issue.

BHD Tech line: 916-368-1070

WELCOME

NEW OCTOBER CUSTOMERS

CAFÉ COTON

A high-end Boutique that sells men's apparel and accessories. University Park, TX

NIKE CORPORATION—EVENTS

Apparel and shoe giant, represented at numerous sports events—Nationwide.

PRIMO REGALI

A Boutique specializing in gift and home décor items. San Anselmo, CA

RIVIERA

A beautiful gift shop located in the luxurious Riviera Hotel. Palm Springs, CA

ARTICLE

An popular Clothing Boutique to fit any style shoppers are looking for. Roseville, CA

SIMPLY SUBLIME

A chic retailer specializing in the design of all types of jewelry. Vancouver, BC

THE FIRM

A women's apparel shop with fashions for every lifestyle. San Francisco, CA

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—Nov. Tour

Nov. 4	Benicia, CA	Tech
Nov. 6	Emeryville, CA	Trainer
Nov. 6	Benicia, CA	Tech
Nov. 13	Emeryville, CA	Trainer
Nov. 13-14	Benicia, CA	Tech
Nov. 18	Benicia, CA	Tech
Nov. 20	Emeryville, CA	Trainer
Nov. 20	Benicia, CA	Tech
Nov. 24	Emeryville, CA	Trainer
Nov. 25	Benicia, CA	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

NOVEMBER WEBINARS:

Nov. 5, 4-6pm PST
Clean House / PO and SO Maintenance

Nov. 18, 4-6pm PST
Sales Orders

DECEMBER WEBINARS:

Dec. 3, 4-6pm PST
DVS

Dec. 17, 4-6pm PST
Customizations

Dec. 30, 4-6pm PST
Physical Inventory

JANUARY WEBINARS:

Jan. 14, 4-6pm PST
Reports

Jan. 28, 4-6pm PST
Multi-Store Distribution

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.