

BIG HAIRY DOG



December, 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
"Service you Can't Beat!"



by: SAI

Daily wear. Easy care.
Wear-Tested Guaranteed!

A+ Career Apparel & Image-Wear, established in 1973, has over 30 years experience in custom design, manufacturing and distribution of uniform and corporate casual apparel and school uniforms. It is no surprise that A+ Career Apparel has become the leading manufacturer of custom design and stock uniforms in the US. They provide uniforms for many International icons, such as FedEx, United States Postal Service, Disney, Trump Plaza and various popular restaurant chains, just to name a few.

Located in Star City, Arkansas, with the corporate office located in Burlingame, CA, they operate in a 90,000 sq. ft. manufacturing facility. A+ Career Apparel uses the latest in technology, making their own fabric & embroidery products, literally creating their products from the ground up. They're a one-stop, full-service shop; that means no middle-man.

A+ Career Apparel employs hundreds of residents, and has boosted the local economy tremendously. Employees enjoy the best in working conditions and benefits making A+ Career Apparel a model for manufacturing plants around the world. They also strive to become an eco-friendly company wherever possible.

Tommy Smith is the Retail Pro System Manager. We recently spoke to Tommy about A+ Career Apparel & Image-Wear and its use of Retail Pro.

BHD: How long have you been using Retail Pro to manage your business operations?

TOM: A+ Career Apparel has been using Retail Pro for as long as I can remember, at least 15 years. We've always been sold on Retail Pro, our problem was buying it from the wrong dealer.

BHD: I understand you recently transferred your support to Big Hairy Dog from a previous dealer. Why is that?

TOM: Yes, we purchased the system from Retail Information Systems (RIS) but never received good service from them. Actually, RIS contracted service out to a 3rd party vendor, and RIS wasn't concerned about the quality of service the vendor provided. When we called in with an issue, it usually took 3-5 days to get a callback, and that included if we were 'down', without service, or even if we wanted to purchase more hardware.

BHD: How could you manage your business with such poor service?

TOM: We purchased Emergency Tech Support (ETS) from

BHD. Using Big Hairy Dog's ETS service is the only way we were able to resolve our issues in a timely manner.

BHD: What precipitated the decision for you to transfer to BHD?

TOM: When I became MIS Manager, I immediately made the decision to transfer to BHD. People in the office were doing back flips when they realized they wouldn't have to deal with RIS anymore.

BHD: What sets Big Hairy Dog's service apart from others?

TOM: One major difference is that when RIS actually fixed a problem for us, they wouldn't show us what they did to fix it. At BHD, the techs carefully walk us through the process so we understand what the problem is, and how to fix it. That way, we can take care of it ourselves, should it happen again.

When we decided to transfer to BHD, RIS offered us one year of free service, plus a dedicated technician. They told us that was an \$18,000 value. In the 15 years with RIS, we already know the value of another year of bad service. Thanks to Big Hairy Dog, we now have excellent service!

Call A+ Career Apparel to receive a 10% discount on all products. Contact Aurora Alvarez at: 1-877-632-7587 x 2270 to order.

HUGE 2008 Tax Incentive- LAST MONTH AVAILABLE

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 ENDS 12/31/08

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!!

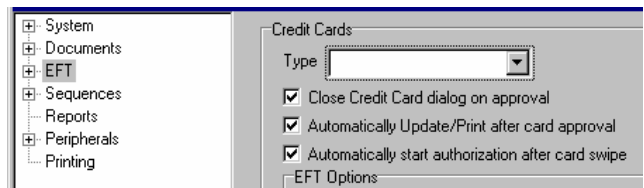
800-377-7776

BHD Customers using ETF Solutions, Please Read!

For clients using EFT solutions integrated with Retail Pro, there is a great Workstation Preference that allows a receipt to automatically be printed after an approved transaction.

From the main screen in Retail Pro, select:

OPTIONS
WORKSTATION PREFERENCES
EFT (from the left side)



Check the three preferences shown here on each workstation. This will eliminate the need to hit "Enter" after swiping the card. The information from the card will be read immediately and a receipt printed.

If you have any questions about this, please feel free to call a BHD Tech at: 916-368-1070.

BHD Courtesy Survey October 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
FINE EYE GALLERY**

winner of the October drawing.

Fine Eye Gallery is a stunning showcase of a broad spectrum of art and craft. They are located in historic Sutter Creek, CA.

Congratulations to another great customer!

Customer Link Exchange Page on BHD Website

Big Hairy Dog is always looking for new ways to spotlight our customers. There has been considerable interest in our customers networking with each other for business, best practices and shared interests.

BHD has created a place on our website for customers to be able to reach out to other customers. If you are interested in participating, please send us your logo and a brief (30 word) description of your company. We will feature you on our 'Customer Exchange' page on our website. Big Hairy Dog will then send you the BHD logo for you to place on your website, and link to BHD's website home page.

If you are interested in being featured on the BHD website Customer page, please send your logo and company description to:

janw@bighairydog.com

If you have any questions, please contact Jan by phone at :

800-377-7776



TRADESHOWS A Wealth of Information for Retail Shoppers



Big Hairy Dog continues to represent Retail Pro at major Tradeshows around the country. Retail Shoppers are always looking for a POS system that will work for them. Most find that Retail Pro will do just that.

Latest Hot Fixes

V 8.52 = 11/3/08
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

4 Heads are Better Than 1

Paul, one of the senior Techs at BHD, recently assisted Nike in their retail store at the Chicago Marathon. An issue arose which required 23 PCs to be re-configured. Paul called BHD to get some information from Werner, a fellow senior tech. Werner mentioned the situation at the Chicago Marathon to the other BHD techs and soon Nathan and Rich picked up their phones and dialed into the PCs at the Chicago event to help reconfigure them remotely.

Paul reports that the situation came up unexpectedly and a plan of action was quickly agreed upon. The entire issue was resolved within a very brief period of time, thanks to the spontaneous teamwork that is a fundamental part of Big Hairy Dog service. "We break every rule to take care of our customers!"

Purging Sales Orders with ECI link open - BHD has the FIX

A technical issue has been discovered when customers attempt to purge Sales Orders while the ECI integration link is open. This includes the link being open even at the main screen. Some customers have experienced duplication of Sales Orders while purging with the ECI link open.

Retail Pro is working on a permanent fix to this problem, however to remedy this in the short term, please do not purge Sales Orders until you are completely closed out of ECI.

If you have any questions about this issue, please call a Big Hairy Dog Tech at 916-368-1070.

WELCOME

NEW November Customers

MINNESOTA TWINS

Major League Baseball team with gift shops that sell their whole line of merchandise. Minneapolis, MN

MOUNTAIN HI DEAWAY

Clothing, outerwear, footwear and gear designed for the outdoor sports enthusiast. Lubbock, TX

WRIGHTS WESTERN, INC.

A western apparel and accessories shop Enumclaw, WA

NECESSARIES

A new Accessories store opening, offering a broad spectrum of luxuries for women Frederick, MD

SHOE XPLOSION

A popular shoe store Crystal Springs, MS

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—Dec. Tour

Dec. 2	Benicia, CA	Tech
Dec. 4	Benicia, CA	Tech
Dec. 4	Emeryville, CA	Trainer
Dec. 8	San Francisco, Ca	Trainer
Dec. 8-17	Honolulu, HI	Tech
Dec 8	Anaheim, CA	Tech
Dec. 9	Benicia, CA	Tech
Dec. 9-10	Irvine, CA	Tech
Dec. 11	Benicia, CA	Tech
Dec. 11	Detroit, MI	Trainer
Dec. 15	El Segundo, CA	Tech
Dec. 16	Benicia, CA	Tech
Dec. 18	Emeryville, CA	Trainer
Dec. 18, 23	Benicia, CA	Tech
Dec. 30	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

DECEMBER WEBINARS:

Dec. 3, 4-6pm PST
DVS

Dec. 17, 4-6pm PST
Customizations

Dec. 30, 4-6pm PST
Physical Inventory

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.

JANUARY WEBINARS:

Jan. 14, 4-6pm PST
Reports

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

FEBRUARY WEBINARS:

Feb. 11, 8-10am PST
Sales Orders

Feb. 25, 4-6pm PST
Auto Utilities