



November, 2007

# BIG HAIRY DOG NEWSLETTER

"Breaking Every Rule to Take Care of Our Customers"



## Inside this issue:

Novell to Micro-soft	2
Farewell and Welcome	2
Retraining Guidelines	3
Bad Luck for Buddy	3
Techs on Tour	4
Upcoming Webinars	4

## Did You Know?

- BHD supports customers as far: East as Korea, West as Hawaii, North as Alaska and South as Australia. BHD is truly a GLOBAL company.
- BHD has been in business nearly 15 years to out perform any competitor, anytime.
- You can save \$100 @ hour in support costs by attending FREE Webinars.

Roger Dunn Golf Shops, located throughout southern California and Hawaii, have been in business since the mid 60's. Their continual success and expansion has them at a current total of 38 stores.

The state of the art technology they use to get an exact fit on clubs for their customers makes them unique to most golf shops around. They use completely computerized fitting systems that help show your ball flight and spin while swinging. This technology is also available in a mobile van which travels to golf events in the area.

Their customer orders come literally from every corner of the globe. Jason Weaver, the BHD SYSOP, is usually behind the scenes, but occasionally works on the sales floor. He feels Roger Dunn employees are the best in the industry with a commitment to customer service second to none. In the spirit of generosity and compassion, Roger Dunn Golf shops have a history of sponsoring large tournaments with proceeds going to charity.

Long term plans for Roger Dunn include continued expansion.

When we recently spoke with Jason, we asked some questions about their use of Retail Pro:

**BHD: How long have you used Retail Pro?**

**Jason:** We have been using Retail Pro for 11 years, and this year have rolled out the system company-wide to all 38 stores.

**BHD: In standardizing your POS systems on a store-wide level, what systems did you pull from your stores?**

**Jason:** Our Santa Ana store was using MSD, which was outdated and not just not meeting our needs.

Counterpoint was in some stores we acquired, and it has always been pulled out very quickly as it is not easy to work with and has been difficult from a tech standpoint to address issues.

EzPOS didn't have the growth capabilities that we needed as we move forward as a company.

The General Stores was a bandaid system only, as it had no security features to it, and the reporting was terrible.

**BHD: What led you to Retail Pro?**

**Jason:** We liked the complete functionality of Retail Pro, and the ease of use for our cashiers. We also needed the robust reporting capability.

**BHD: How has Retail Pro affected your POS and inventory control?**

**Jason:** It has greatly improved our ability to report at the corporate office, and identify our best selling products as well as frequent return items. It's invaluable in forecasting inventory with our vendors, and has streamlined our physical inventory process.

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

**Jason:** We originally were with another service provider, and after getting the runaround from a new company we considered, we felt Big Hairy Dog was the obvious choice.

**BHD: How would you describe the service you receive from BHD?**

**Jason:** I've worked with many of the techs, but probably Rob the most. Also have done training with Jeff, and worked with Pam and Mandy in sales. All have been terrific to work with. They each have a thorough knowledge of the product, and I can always depend on a quick response.

We at BHD are continuing to 'break every rule' to provide Excellence in service to Roger Dunn and our entire customer base.

## FROM NOVELL TO MICROSOFT SERVER

BHD has established guidelines for those customers that are replacing their Novell Server and moving to a Windows Server environment:

Any location with six (6) or more workstations will require a BHD Tech to make an onsite visit to your store.

Any location with five (5) or less workstations can be handled by a BHD Tech over the phone, however the following two conditions must be met:

1. You must have internet access and VNC on the other workstations.
2. All workstations must remain the same, with the server swap being the only issue addressed.

If the conditions are anything other than the two listed above, an onsite will be required.

Doing this type of service call requires additional time if it is being done by phone. Please expect to have your network down all day .

**NOTE:** There is a chance that removing the Novell client from a workstation will cause that workstation to have serious network problems. These problems will not be able to be fixed over the phone, and will require you to send your PC in for service, and use a loaner until the problem is corrected. **For this reason, BHD prefers the server swaps to be done onsite.**

If you are planning to change your server from Novell to Microsoft, call and speak to a BHD Tech to determine if service can be provided to you by phone, or if an onsite is required.

Tech onsite appointments are currently scheduled out a few weeks, so call early to schedule an appointment.

## WHY PARTITION THE HARD DRIVE?

BHD partitions our hard drives so that we can create a 'ghost image' of each hard drive we send to a customer, and retain it here at BHD in the event it becomes necessary to restore the customer's hard drive at a future date. The we make the remainder of the drive into a data drive (either D: or R: depending on if the computer is acting as a server.)

If the necessity to restore the C: drive occurs, it is usually a result of a drive becoming virus infected. The 'ghost image' is then available as a backup and can be very quickly restored to look like it did before it was originally sent out. In the process of restoring the drive to the 'ghost image' snapshot, everything the customer has saved to their hard drive will be lost.

BHD has increased the size of the hard drive so that there is 20 GB available, and should provide ample space for use. We recommend you DO NOT save your data nor install programs on the C: drive. Instead, please save all data and install programs on the (D:) data drive.

## A SAD FAREWELL TO JAMIA

With sadness and joy, we must say goodbye to our longtime friend, Jamia, who has served BHD for six years.

Jamia has always said it would take an opportunity of enormous magnitude to tear her away from her BHD family, but that opportunity has, at last, knocked.

She will be moving to Melbourne, Australia, to accept an offer she couldn't refuse . . . working for a multi-global telecommunications company that operates in about 60 countries around the world. She will be performing systems integration, testing and training.

Jamia wants everyone to know she will miss her friends at BHD greatly, and will miss serving our awesome customers.

In Jamia's absence, two new people have come aboard. Darrell will be picking up Jamia's role inhouse.

Darrell, born in Oklahoma, did his share of moving as a child. Besides living in Oklahoma, he also lived his early years in Kansas, Texas and finally California.

He was an Electronics Tech in the US Navy, worked for Tandy Corp. for about 10 years and then worked for CompUSA for the next decade teaching MS Office.

He has been married for 34 years, has 2 boys and 2 girls, ranging from 19-30 years old.

Darrell loves the team spirit he finds at BHD, and we welcome him to our dynamic workplace.

Darrel will be assisted by Norman, who comes to us as a result of receiving a phone call from a friend to let him know a BHD position was open.

Norman is native to California, born in San Francisco, and raised here in the Sacramento area. He's an independent guy with a history of self-employment doing subcontracting and handy-man work.

Norman says he still feels a bit 'wobbly' on his feet here, but is fitting right in and learning the ropes.

Welcome and Congratulations to both Darrell and Norman.

## GUIDELINES FOR FREE & DISCOUNTED BHD RETRAINING

Big Hairy Dog has set the highest standard in the industry for customer service. We know that a System Operator (SYSOP) fully trained on Retail Pro, is one who has few, if any, technical issues. And we also know that retraining the trainer is what makes operations continue to run smoothly.

### FREE SYSTOP RETRAINING:

Once a company selects a dedicated SYSOP, they are fully trained in all areas on the BHD training checklist. **When the checklist is completed**, the SYSOP (only) can then be retrained on any area of the checklist at **NO CHARGE**. They can also attend the **FREE** Webinars after completion of the checklist.

### DISCOUNTED SYSOP RETRAINING:

If a company loses their SYSOP, a retraining package can be purchased for \$1200. This allows up to 20 hours of training to get the new SYSOP fully trained on the checklist.

If a new SYSOP with an existing store is being trained under the discounted retraining, and leaves before training is complete, all of the next SYSOP's training will be **FREE** up to 20 hrs. This new SYSOP will get trained **FREE** to the point where the prior SYSOP left off, and will receive the remainder of the time (up to 20 hours) for training, since it will have already been paid for.

If a SYSOP leaves a company within 60 days of completion of the training checklist, that company will receive **FREE** training for their new SYSOP.

Current BHD membership is required in order to qualify for the discounted training rate. These 20 hours must be used for training, and not tech support.

If your store qualifies for free or discounted SYSOP retraining, please contact BHD today, and schedule training to increase the education of your SYSOP and other system users.

## BAD LUCK FOR BUDDY

Buddy, our hard working sales assistant, had the misfortune of breaking his foot recently in a diving accident.. There has been a lot of speculation, and no one at BHD has been able to confirm the accuracy of his story. But by Buddy's account, he was at his niece's 4th birthday party, and in the last dive of the night, jumped up from the diving board with a slight miscalculation, and came back down on the board on his toes rather than his foot..

The force of his body bent his toes back, and in pain, he sought the immediate comfort of some pain medication. With that giving him no lasting relief, he made the inevitable trip to the hospital, where it was confirmed that he had broken his foot in four

places, and even had a protruding bone chip visible. Nearly a week later, Buddy went under the knife to get the fractures set, and now hops around on crutches with 3 screws in his foot.

Even though we wish Buddy a speedy recovery, most can't resist the temptation to put their own spin on his accident, and have made him the target of endless teasing. But Buddy has gotten pretty good with the crutches, and since he's developed some moves in his own person form of martial arts, we're all learning to give him a wide berth.

Colt wrote a comic strip dedicated to Buddy. And jokes aside, Buddy, we all want you to get well!!



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Founded in 1993, Big Hairy Dog is named after Molly, an English Sheep Dog belonging to BHD owners, Mick and Sandy Malaney.

Molly was a wonderful pet who gave much to those in her life and inspired Mick 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—NOVEMBER TOUR

Nov.		Tech
Nov.		Tech
Nov.		Tech
Nov.		Tech
Nov.		Tech
Nov.		Tech
Nov.		Trainer
Nov.		Tech
Nov.		Trainer
Nov.		Trainer
Nov.		Tech
Nov.		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: <http://www.bighairydog.com/onlinelearning.htm>.

To receive login information, let the BHD service staff know if you are interested in participating in a Webinar.

### NOVEMBER WEBINARS:

**Nov. 7**, 4-6pm PST  
DVS

**Nov. 21**, 4-6pm PST  
Customizations

### DECEMBER WEBINARS:

**Dec. 5**, 4-6pm PST  
Reports

**Nov. 19**, 4-6pm PST  
Physical Inventory

### JANUARY WEBINARS:

**Jan. 5**, 4-6pm PST

**Jan. 19**, 4-6pm PST

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