

Sometimes, retail works better outside.

Running a surf and sand retail store can often be as unpredictable as the ocean itself, which is precisely why fashion retailers like sunny southern California's **Rip Curl** rely so heavily on Big Hairy Dog.



"We consider ourselves a relatively small retail company", says IT manager Tobin Barrett, "Regardless, Big Hairy Dog makes us feel like one of their top customers." This approach and level of individual care and attention is ultimately what makes Big Hairy Dog unique. It's what separates us from the pack, so to speak.

"We appreciate being part of their process," Barret adds. "We really love the commitment from them as our partners and most of all, the genuine family atmosphere they bring to everything they do for us. It's comforting to know them all so personally so that we can get any issues solved and get on with growing our business."



Will Seeley, from North Carolina-based sports shop **GetOutdoors**, couldn't agree more. "We chose Big Hairy Dog as our Point-Of-Sale (POS) partner because they are a great team who communicate extremely well," he says. "They came with real solutions right when we needed them most. We were looking to attach our website to the POS system, implement real-time inventory management, and bottom-line, get more power out of our POS system."

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And candidly, getting more out of your system and more out of your POS partner is the name of the game. "If we ever have a problem, there's always someone right there who can help guide us through and solve it," Seeley says.

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"They can quickly access our entire system remotely. It's nice to know they have our back." This industry-leading level of customer service, key solutions, and ongoing support has made Big Hairy Dog the obvious choice for outdoor retailers and fanatical nature worshippers everywhere.

