



NCR Named "Champion" in Newly Published Aberdeen AXIS Report for Retail Point of Sale Systems

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Global Report Names NCR Retail POS Software Solutions Top Performer Based on Customer Value Delivered and Market Readiness

DAYTON, Ohio--(BUSINESS WIRE)--Jan. 13, 2009--Aberdeen Group, a global technology research and advisory firm, has named [NCR Corporation](#) (NYSE: NCR) as a "Champion," a top designation from its Aberdeen AXIS(TM) Report for Retail Point of Sale (POS) Systems. The Aberdeen AXIS report, created as a global vendor assessment tool for retailers, rates POS retail solution providers primarily on Market Readiness and best Value Delivered to customers - two categories in which the report shows NCR leads the pack.

NCR retail clients include global leaders within the grocery, drug, foodservice, general merchandise and convenience store industries. NCR's POS software solutions are designed to help businesses transform the consumer experience, make check out easier and faster, and optimize operational efficiencies. Retailers can gain a true competitive advantage when deploying NCR POS software integrated with NCR's extensive retail automation portfolio, including self-checkout, self-service kiosks and workstations.

"The 2008 POS AXIS results have shown NCR has performed above par. Our data shows that NCR provides 50 percent higher value to its customers when compared to the norm. According to our data and qualitative interviews with NCR customers, the main advantage of NCR POS software is the ease of integration, flexibility and scalability when combined with NCR hardware," said Sahir Anand, senior research analyst, Aberdeen.

Aberdeen developed the AXIS Report for Retail Point of Sale Systems to provide retail businesses with a competitive intelligence perspective on how various service and products providers are best positioned to help them achieve their goals. The report assesses the success of the respective technology in the context of the user's environment. The assessment is based on two key dimensions: first, Aberdeen aggregates Best-in-Class performance of companies in the target marketplace based on primary surveys conducted typically over the past twelve months; and second, Aberdeen conducts a vendor readiness assessment which includes evaluation of responses to a standardized vendor questionnaire, analyst briefings and customer interviews.

"NCR is very pleased that retailers rating POS systems placed NCR POS software atop the rankings in the Aberdeen AXIS report. The fact that customers, and analysts like Aberdeen, continue to recognize NCR POS software is a testament to the value that these solutions provide," said Richard Arnold, NCR vice president, Retail Industry Marketing. "This Champion status validates our global leadership in helping retailers transform their businesses, move faster and operate with greater ease."

About Aberdeen Group, a Harte-Hanks Company

Aberdeen is a leading provider of fact-based research and market intelligence that delivers demonstrable results. Having benchmarked more than 30,000 companies in the past two years, Aberdeen is uniquely positioned to educate users to action: driving market awareness, creating demand, enabling sales, and delivering meaningful return-on-investment analysis. As the trusted advisor to the global technology markets, corporations turn to Aberdeen(TM) for insights that drive decisions.

About NCR Corporation

[NCR Corporation](#) (NYSE: NCR) is a global technology company and leader in automated teller machines, self-checkouts and other self- and assisted-service solutions, serving customers in more than 100 countries. NCR's software, hardware, consulting and support services help organizations in retail, financial, travel, healthcare and other industries interact with consumers across multiple channels.

NCR is a trademark of NCR Corporation in the United States and other countries.

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