



Big Y Foods Inc. Implements NCR Deli Ordering Kiosks

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Self-Service Kiosks Reduce Deli Wait Times, Enhancing Convenience for Shoppers

DULUTH, Ga., Sep 01, 2010 (BUSINESS WIRE) --

[NCR Corporation](#) (NYSE: NCR) today announced that [Big Y Foods Inc.](#) has completed its initial deployment of automated deli ordering kiosks powered by NCR's self-service technology. Now featured in 18 Big Y stores throughout New England, each Big Y deli kiosk uses the NCR Netkey deli ordering application and several run on [NCR EasyPoint\(TM\) Advantage](#) kiosk hardware. All future Big Y stores will feature the combined NCR kiosk software and hardware solution.

To use the kiosks, Big Y customers simply swipe their Big Y Express Savings card. The simple and intuitive touch screen enables shoppers to place and customize their meat or cheese order from the in-store deli. The NCR software determines the appropriate time for the customer to return to the deli counter to pick up their order, which is then printed at the bottom of the customer's receipt. An in-store announcement also alerts customers when their order is ready. Customers have the added convenience of being able to check the price of all in-store merchandise at the kiosks.

"The self-service kiosks extend even more choices to our shoppers as part of our commitment to deliver the best possible shopping experience," said Bill Classen, deli sales manager, Big Y Foods Inc. "Our customers appreciate the option to place their deli orders without waiting in line and the extra convenience the kiosks provide."

The NCR Netkey management software is the first to bring together in-store digital advertising and self-service kiosks under a single platform, enabling retailers to leverage rich multimedia content across digital signs and kiosks. For example, retailers could opt to use digital advertising to promote their frequent shopper program and then make it easy for shoppers to enroll at self-service kiosks.

"The deli is often one of the highest profit centers for grocers, but it can also be the most frustrating and delay-filled part of the customer's shopping experience," said Dusty Lutz, general manager, NCR Netkey kiosk and digital signage solutions. "Grocers can use the NCR Netkey deli ordering application as part of an integrated loyalty program, in a converged retailing - or c-tailing - manner, to deliver targeted offers to consumers and simplify ordering for loyalty card members based on their previous purchases, saving valuable time and improving the shopping experience."

NCR Netkey is one of [NCR's c-tailing\(TM\) solutions](#), a set of software and services that enable retailers to offer consumers greater personalization and consistency across channels, such as the Internet, mobile devices, social media and in the store. These converged retailing solutions enable retailers to differentiate themselves, lower operating costs and attract today's empowered and elusive consumer. Additional information on the NCR c-tailing solutions can be found at: <http://www.ncr.com/c-tailing>.

About Big Y Foods, Inc.

Headquartered in Springfield, MA, Big Y is one of the largest independently owned supermarket chains in New England. Proud to be family owned and operated, they currently operate 56 stores throughout Connecticut and Massachusetts with over 9,100 employees. Founded in 1936 by brothers Paul and Gerald D'Amour, the store was named after an intersection in Chicopee, Massachusetts where two roads converge to form a "Y".

About NCR Corporation

NCR Corporation (NYSE: NCR) is a global technology company leading how the world connects, interacts and transacts with business. NCR's assisted- and self-service solutions and comprehensive support services address the needs of retail, financial, travel, healthcare, hospitality, entertainment, gaming and public sector organizations in more than 100 countries. NCR (www.ncr.com) is headquartered in Duluth, Georgia.

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