



## Pace Communications Selects Hosted Marketing Software from NCR Corporation

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### **NCR APTRA eMarketing helps multichannel marketer enhance customer communications and deliver a seamless consumer experience**

DULUTH, Ga., Nov 03, 2010 (BUSINESS WIRE) --

[NCR Corporation](#) (NYSE: NCR) today announced that [Pace Communications](#) has selected the e-mail marketing and preference center modules of the hosted [NCR APTRA eMarketing](#) solution. The company will use the software to handle multichannel customer communications programs and drive a seamless consumer experience for its custom publishing and e-commerce divisions, including its [Exclusively Weddings](#) and [E-Personalized Gifts](#) brands.

The e-mail marketing module provides Pace with a centralized and secure means to run and analyze personalized direct marketing programs to customers via e-mail and other channels. The NCR APTRA eMarketing Preference Center works in conjunction with Pace's business software, CRM system and customer databases, and provides Pace's customers with a convenient online portal to set their communication preferences. It also enables Pace to deliver real-time, personalized and synchronized messaging across all of its marketing channels, in the way consumers prefer to receive them.

The new software will help Pace Communications' e-commerce division increase revenue through new cross-merchandising programs and improve consumers' online experience by delivering more timely and relevant content.

"We selected the hosted software from NCR because of its breadth and depth of capabilities. NCR has enabled our company to improve our customer contact strategy, offer a more consistent consumer experience and improve the overall effectiveness of our e-mail marketing programs," said Elaine Wright, marketing manager for Pace Communications' e-commerce division. "The quick start-up and turnaround time was a lifesaver as we were quickly able to start utilizing capabilities and increasing revenue. This investment will help Pace continuously enhance and refine the experience we provide customers. Its tracking and reporting capabilities help us determine how to increase the value of our messaging and keep the customer engaged."

NCR APTRA eMarketing enables businesses to run cross-channel marketing programs through a wide range of consumer points of service, including e-mail, Internet, mobile, kiosk, ATM, call center and print. NCR also provides social media consulting services that help businesses create connections with their customers through CRM and social media.

Sundeep Kapur, director, strategic marketing for NCR Corporation said, "An effective way to deepen customer relationships is to interact with customers in personal and timely ways, in the way the consumer prefers. NCR helps companies to develop highly effective, multi-channel marketing programs, so that the right messages are reaching the intended targets in an optimized manner in order to drive sales and customer satisfaction."

NCR APTRA eMarketing is hosted and delivered through the NCR eCommerce Solutions Secure Data Center, which ensures high levels of security and application availability and can help companies realize significant cost savings by reducing the need for IT administration and infrastructure investments.

Pace Communications publishes [Southwest Airlines Spirit](#), [US Airways Magazine](#) (formerly *Attaché*) and Four Seasons Hotels and Resorts' [Four Seasons Magazine](#). Its e-commerce division operates the [Exclusively Weddings](#) and [E-Personalized Gifts](#) brands.

#### **About Pace Communications**

Pace Communications develops custom content programs including magazines and web sites for some of the world's leading brands. For more than 35 years, Pace has been an industry leader, in custom publishing. Pace Communications e-commerce division established Exclusively Weddings in 1992. They are a leading provider of wedding invitations, gifts, accessories, and favors for discerning brides and grooms. Offering free invitation samples, having professional bridal consultants on staff, and a 100% satisfaction guarantee on all purchases, has helped position them as a leader in the wedding industry.

#### **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](http://www.ncr.com)) is headquartered in Duluth, Georgia.

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SOURCE: NCR Corporation

NCR Corporation  
Cameron Smith, 770-623-7998  
[cameron.smith@ncr.com](mailto:cameron.smith@ncr.com)