



NCR Introduces Converged Retailing Consultancy Service

January 10, 2011 at 7:33 AM EST

New offer will help retailers converge sales channels to create a differentiated, personalized shopping experience for customers

DULUTH, Ga., Jan 10, 2011 (BUSINESS WIRE) --

[NCR Corporation](#) (NYSE: NCR) today introduced the NCR c-tailing(TM) Value Blueprint, a professional services offering that enables retailers to develop a converged retailing (c-tailing) strategy to remove silos between physical and digital retailing channels and identify the right processes and technologies to get them there.

The new service is part of [NCR c-tailing 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.

By applying the Value Blueprint, retailers can create unique, personalized shopping experiences for customers and accelerate their ability to respond to changes in consumer behavior. Retailers can also gain a clear understanding of the business value that can be generated through converged retailing.

Retailers will also benefit from a detailed gap analysis, benchmarking and a forward-looking plan to implement converged retailing solutions while maximizing existing technology investments. For example, the retailer may choose to complement their CRM system with the NCR Enterprise Preference Manager, software that enables retailers to provide a Web-based portal for customers to manage their shopping experience based upon their declared preferences and presence in a retailer's channels.

"NCR's consultants have worked with many of the world's leading retailers, helping them adapt to changes in consumer behavior and implement innovative new technology solutions," said Mike Webster, vice president and general manager of NCR's retail and hospitality business. "By leveraging our unique understanding of consumer behavior, and knowledge of consumer touchpoints, NCR is uniquely qualified to help retailers create the consistent experience across channels that consumers demand."

NCR's industry consultants have deep retail domain experience in design, human factors, cognitive engineering, user interface design, consumer psychology and industrial engineering.

Additional information on NCR's c-tailing solutions and services can be found at www.ncr.com/c-tailing.

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.

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

SOURCE: NCR Corporation

News Media:

NCR Corporation
Cameron Smith, 770-623-7998
cameron.smith@ncr.com