



## **NCR Announces New Growth Program and Coverage Model for Retail Industry in Brazil**

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**Introduction of new technology and expansion of channel partnerships will help Brazilian retailers improve customer experience and drive productivity**

DULUTH, Ga., Apr 11, 2011 (BUSINESS WIRE) --

As part of a strategic initiative to strengthen its competitive position in fast growing emerging markets, [NCR Corporation](#) (NYSE: NCR) today announced that it will expand solutions and services to retailers in Brazil and, for the first time, plans to recruit a range of new retail channel partners as part of its new sales coverage model throughout the country.

Initial retail solutions offered in Brazil will include NCR RealPOS(TM) assisted-service point-of-sale (POS) terminals, software and peripherals. NCR has already signed up three new NCR Elite channel partners as part of the program: ADD Mark, which will focus on software sales, and Seal and Minas Control, which will each deliver hardware and services throughout Brazil.

According to Euromonitor International, Brazil had the second fastest growing retail market in the world in 2010 and contributed more than \$33B USD of new consumer spending to the global retail markets. Euromonitor's data also shows that over the next five years the Brazilian retail market is forecasted to grow an average of nearly six percent per year, making it the third fastest growing retail market in the world just behind China and India.

NCR's retail strategy in Brazil will focus on reaching super and hypermarket chains, department stores, convenience stores, franchises, the food services market and building material and DIY chains.

"The retail industry continues to fuel a large part of Brazil's robust economic growth," said John Gregg, vice president and general manager for Brazil, Caribbean and Latin America, NCR Corporation. "Both multi-national and domestic retailers are expanding in a fast-paced environment and require new retail technologies to enhance their customers' shopping experience while delivering operational efficiencies. NCR aims to provide innovation through a partnership approach that enables more retailers to compete effectively for the growing consumer base in Brazil."

NCR has operated in Brazil for 75 years, localizing solutions for the needs of Brazilian companies and making significant investments in manufacturing, service support infrastructure and R&D. NCR continues to recruit retail industry domain experts and professional services consultants to complement the support it currently provides to multi-national retailers in the country.

### **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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