



NCR Bestows Prestigious C.K. Prahalad Award for 'Disruptive Innovation' to Engineers of Scalable Deposit Module Technology

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Annual award named in honor of former NCR board member, given for the design of technology solutions that promise quantum improvements in customer value

DULUTH, Ga., Sep 22, 2011 (BUSINESS WIRE) --

NCR Corporation (NYSE: NCR) has given its 2011 C.K. Prahalad Award to Brian Connell, software engineer, and Dave Norris, engineering manager, for their work in the development of Scalable Deposit Module (SDM) technology. SDM is one of NCR's most recent ATM innovations and enables the simultaneous deposit of cash and checks through a single slot, making the deposit process twice as fast as other ATMs.

NCR introduced the C.K. Prahalad Award last year to pay tribute to Dr. Prahalad, a member of NCR's board of directors who passed away in 2010 at the age of 68. C.K. was regarded as one of the most influential thinkers on strategy in business and was recognized as the world's most influential business thinker on the [Thinkers50.com](http://thinkers50.com) list in 2009. He was a well-known management expert, author and a distinguished professor at the [Ross School for Business at the University of Michigan](http://ross.scholarship.michigan.edu). C.K. was most famous for his unconventional thinking on the "bottom-of-the-pyramid" approach and [authored a groundbreaking, New York Times bestseller in 2004 outlining](http://www.nytimes.com) his theory.

"C.K. inspired us to move beyond what we believed to be possible - and use the power of innovation to change human behavior," said Bill Nuti, chairman and chief executive officer, NCR Corporation. "We created this award to honor C.K. and his passionate focus on innovation. Brian and Dave's work on our scalable deposit module technology is the embodiment of the values Dr. Prahalad lived."

The award is bestowed annually to NCR employees for their development of "disruptive innovation" that promises dramatic improvements in customer value.

With SDM, a typical consumer transaction of five bank notes and two checks can take less than 60 seconds to deposit. In addition, several financial institutions have positively benchmarked SDM's reliability compared to multi-slot deposit technology, while enjoying the benefit of a quantum improvement in the consumer experience.

NCR worked closely with a large bank customer in the design and technical requirements of the solution, helping improve the technology and speed its introduction and adoption in the market. Since introducing SDM in October 2010, NCR has received orders for more than 7,000 SDM-enabled ATMs, from both large banks and community financial institutions.

Connell and Norris are based in Waterloo, Ontario.

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, public sector, telecom carrier and equipment organizations in more than 100 countries. NCR (www.ncr.com) is headquartered in Duluth, Georgia.

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