



## **NCR Announces Structure of New NCR Interact Global Partner Program**

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**NCR invests in channel partner enablement to deliver new innovative assisted-service and self-service solutions in more markets**

DULUTH, Ga., Oct 06, 2011 (BUSINESS WIRE) --

[NCR Corporation](#) (NYSE: NCR) announced today that as part of its accelerated growth strategy it is creating a new global partner program, which will span its industry sectors for the first time on a global basis. NCR is focusing on building a world class channel infrastructure by investing in channel partner enablement and program development to complement its direct sales force and meet demand for its self-service and assisted-service solutions in both mature and emerging markets.

The new NCR Interact Global Partner Program will enable channel partners to earn designations as NCR Authorized, Advanced or Premier solution providers. This will be dependent on their core competencies, sales and IT staff coverage, completion of technology specialization certifications and infrastructure investments, which could include test lab facilities, training, certification and demo equipment. In turn, resellers will gain access to a full set of channel-ready solutions and marketing programs, helping them to differentiate their brands and deliver greater value to their customers.

Greg Cahoe president of QSI Inc., an NCR solutions provider based in Kentucky, and a member of the newly appointed NCR Global Partner Advisory Board, said, "By investing in channel program development, NCR is showing its partner community its commitment to our success. We're excited about the structure of their new global program, which will help us differentiate our brand, build sales momentum and add value to our customers."

David Wilkinson, NCR's vice president of global channel sales, commented, "Our new indirect channel strategy is truly game changing for NCR and our channel partners. We have company-wide commitment to the new program structure that will help us drive consistency, accelerate global implementation and deliver mutual value and profitable growth for our partner community, NCR and our joint customers."

NCR has designed the new channel program following an extensive benchmarking and consultation process with analyst groups, leading resellers and the management consultancy firm Channel Enablers. The program will be implemented over the next 18 months with channel partners gaining accreditation to the new designations and specialization areas as these are rolled out on a global basis.

Braham Shnider, chief executive officer at Channel Enablers, said, "NCR has taken a truly innovative approach to designing a completely new channel infrastructure, benchmarking best practices, identifying areas of innovation and consulting with its partner community. This places NCR and its channel partners in a strong position as they capitalize on market opportunities in both mature and emerging markets."

### **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 segments in more than 100 countries. NCR ([www.ncr.com](http://www.ncr.com)) is headquartered in Duluth, Georgia.

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