



Ahold USA Selects NCR Retail Marketing Software

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NCR Advanced Marketing Solution will help grocers enhance the delivery of promotions and consumer loyalty programs

DULUTH, Ga.--(BUSINESS WIRE)--Jan. 16, 2012-- [NCR Corporation](#) (NYSE: NCR) today announced that Ahold USA, the U.S. division of Amsterdam-based Ahold, has selected the [NCR Advanced Marketing Solution](#) to manage offers and promotions to customers. The Ahold USA marketing support team will make the software available to all of its local retail divisions, which operate more than 750 supermarkets as Stop & Shop, Giant Foods of Landover, Giant Foods of Carlisle and Martin's regional brands. NCR will also provide consulting services to help Ahold USA manage the technology migration, as well as ongoing software maintenance and support.

The Ahold USA divisions will use the NCR software to manage their loyalty and promotion programs and implement personalized marketing promotions, integrating the software into point-of-sale (POS) technology. The NCR software will also enhance the retailers' business agility, enabling them to bring new promotions to market faster and more quickly respond to changing customer needs.

"The NCR Advanced Marketing Solution has been installed in the Giant-Carlisle stores since 2009, which gave us the confidence to select it as our next-generation promotional marketing engine for availability to all of our local retail divisions," said Erik Keptner, Ahold USA senior vice president, marketing and consumer insight. "The capability to offer customers more targeted promotions will provide greater value to shoppers and enhance our ability to build enduring relationships with customers."

"NCR is pleased to build on our partnership with Ahold USA, providing solutions and services that enhance marketing effectiveness and improve the shopping experience for customers," said Adam Blake, general manager, converged marketing solutions, NCR. "The NCR Advanced Marketing solution provides a fast and convenient means for retail marketers to improve the overall customer experience and enhance the effectiveness of loyalty programs."

The NCR Advanced Marketing Solution allows retailers to streamline the management of multichannel promotion delivery by eliminating systems and business processes, while also reducing operations and IT support requirements. It provides the ability to consolidate planning, promotion logic, offer variables, discounts and graphical content into a single, easy-to-use tool, further accelerating the development of promotions across multiple channels, such as at the POS, online or mobile. The NCR Advanced Marketing Solution is part of the [NCR c-tailing™ solutions](#), a set of software and services that enable retailers to differentiate themselves, lower operating costs and attract today's empowered and elusive consumer.

About Ahold USA

Ahold USA is part of Ahold, a Dutch-based international food retailing group that operates quality supermarkets in the United States and Europe. Ahold USA supports four regional Divisions – Stop & Shop New England, Stop & Shop New York Metro, Giant Landover, and Giant Carlisle – that together operate more than 750 supermarkets with approximately 115,000 associates in 13 states and the District of Columbia along with Peapod, the nation's leading e-commerce grocery shopping/delivery service.

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, 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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