Krispy Kreme Drives Efficiencies with NCR Aloha Restaurant Technology Solution

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Multilayered solution helps improve the customer experience and automate restaurant operations across its locations

DULUTH, Ga.--(BUSINESS WIRE)--May. 1, 2012-- NCR Corporation (NYSE: NCR) today announced that it has entered into a new agreement with Krispy Kreme to implement the NCR Aloha restaurant technology solution in all of its U.S.-based corporate-owned sites and make the solution available to franchisees. The solution will enable Krispy Kreme to manage mission critical daily operations at the local level while leveraging the power and freedom of having transactional data, systems configuration and management hosted in the cloud.

Krispy Kreme's strategic focus is on providing high quality service and creating joyful memories. With integrated point of sale (POS) and kitchen production systems, the NCR Aloha solution will help Krispy Kreme maximize guest satisfaction, improve food quality and ensure food is queued, prepared and delivered to consumers - fresh and fast.

"NCR is a strategic partner that not only has deep expertise within our industry, but also understands our unique culture," said Nathan Mucher, vice president of information systems, Krispy Kreme. "NCR's technology will help us continue to deliver an engaging consumer experience and impeccable presentation of our products, while taking our operations to the next level."

"We expect to see improvements in our speed of service, increases in same-store sales and a reduction in our food costs," added Mark Reasor, vice president of operations, Krispy Kreme. "In addition, NCR's cloud-based support tools will enable us to remotely drive consistency and accuracy across all of our sites."

Krispy Kreme will implement the NCR Aloha system configuration and management tools to securely and remotely change menu items, run reports and support multiple locations from anywhere. The above-store reporting functionality will help key personnel at Krispy Kreme take the guesswork and time drain out of analyzing data and will give them visibility into all aspects of the operations.

"Restaurant managers, IT staff and executives want to be more productive, more profitable and make decisions on demand – at home, in the office or in the store," said Andy Heyman, senior vice president, NCR Hospitality. "Our solution provides the freedom to go anywhere while staying connected to the operations and will enable Krispy Kreme to spend more time building meaningful relationships with its consumers."

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.

For more information on the NCR Aloha restaurant technology solution, visit www.radiantsystems.com.

About Krispy Kreme

Krispy Kreme is an international retailer of premium-quality sweet treats, including its signature Original Glazed® doughnut. Headquartered in Winston-Salem, N.C., the company has offered the highest-quality doughnuts and great-tasting coffee since it was founded in 1937. Today, Krispy Kreme can be found in more than 660 locations around the world. Krispy Kreme Doughnuts, Inc. (NYSE: KKD) is listed on the New York Stock Exchange. Visit www.krispykreme.com for more information.

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Source: NCR Corporation

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