



NCR Silver Brings Breakthrough Technology, Competitive Edge to Small Businesses

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New POS solution now available, empowering small business owners to run their business, connect with customers and sell anywhere

DULUTH, Ga.--(BUSINESS WIRE)--Jun. 28, 2012-- Millions of small businesses have long been at a technology disadvantage, using antiquated, time-consuming methods of taking payments, tracking sales and inventory, managing records and reviewing key data. These small businesses now have a new technology partner that makes running their businesses, connecting with customers and selling anywhere easy: NCR Silver.

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Launched by [NCR Corporation](#) (NYSE : NCR), NCR Silver is now available at www.ncrsilver.com and on the Apple App Store. NCR Silver is a simple and affordable cloud-based point-of-sale (POS) software platform that enables small

Small businesses now have a new technology partner that makes running their businesses, connecting with customers and selling anywhere easy: NCR Silver. (Photo: Business Wire)

business owners and entrepreneurs to take payments and manage their entire business with one POS solution, changing the way small business owners manage their business. It operates on Apple devices like the iPad, iPhone and iPod Touch.

Already in use around metro Atlanta, NCR Silver is transforming pilot customers' businesses, freeing up their time, allowing them to run their businesses more efficiently and paying for itself in increased sales.

According to Tiffany Hodson, co-owner of NCR Silver pilot store Mac Bakeshop & Eatery in Buford, Ga., "NCR Silver allows us to understand what's going on with our business, which is key to being profitable. And the easy-to-run reports have been a huge time-saver." Additional NCR Silver pilot customer testimonials are available on the [NCR Silver YouTube page](#).

"NCR Silver takes the best of big-business technology and brings it to small business in an affordable package that's easy to use; enabling them to focus all of their attention on running their business, not their technology," said Christian Nahas, NCR vice president of small business. "NCR Silver comes complete with customer service only an established company like NCR can provide, delivering accessible, affordable, cloud-based technology to small business people who make up the backbone of our economy. NCR Silver is much more than a simple credit card payments swipe, it enables business owners do the things they need to succeed."

Here's how:

- Run the business – NCR Silver's analytics allow small businesses owners to track inventory and transactions, see profit margins and manage other key business information. With its cloud-based interface, this information can be accessed from any computer with internet access.
- Connect with customers – Template and custom marketing capabilities give business owners the ability to easily and seamlessly launch digital marketing campaigns aimed at welcoming new customers, informing customers of sales, new inventory and store events, and sending other messages that drive sales activity.
- Sell anywhere – NCR Silver operates like a traditional POS system when combined with a credit card reader, iPad stand, wireless receipt printer and wireless cash drawer. The Apple device running NCR Silver can also be taken around the store to take payments or offer more intimate customer service or outside the store to sell at remote locations like farmers' markets and street fairs. When paired with the end-to-end encrypted card reader, NCR Silver is among the most secure ways to take mobile payments available today – giving peace of mind to small business owners and their customers.

NCR Silver is available for download to Apple mobile devices from www.ncrsilver.com and from the Apple App Store for a monthly subscription price of \$79. The core \$79 a month subscription includes access to the POS software, access to back-office analytics and reporting from any internet connected device, on-going alerts, digital marketing tools, live customer care, and next day hardware replacement for any NCR Silver hardware purchases.

The available NCR Silver hardware bundle includes a wireless receipt printer, an iPad stand, a cash drawer and an encrypted credit card reader. This configuration is ideal for businesses that need a central POS area but that also wish to use their POS device in their store aisles or outside. For businesses that want to be entirely mobile, NCR Silver offers the encrypted card reader only solution. Apple devices that run NCR Silver are not sold by NCR.

NCR Silver will initially only be available in the United States.

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, 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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