



NCR Retail Online Gives Independent Retailers and Their Shoppers Big-Chain Online Retail Experience

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Integration with NCR Counterpoint point-of-sale software makes managing inventory and orders between web and stores easy

DULUTH, Ga.--(BUSINESS WIRE)--Nov. 21, 2012-- With the just-launched NCR Retail Online, independent retailers and small chains can build [online stores](#) to compete with major retail chains and online-only retailers and can provide the omni-channel online shopping experience customers demand. NCR Retail Online is a simple yet powerful ecommerce solution with out-of-the-box POS integration from [NCR Corporation](#) (NYSE:NCR), the leader in innovative retail transaction technology.

"Single stores and small chains have been at a disadvantage when taking their inventory to the web," said NCR Senior Product Manager Laura Boylan. "Systems were too expensive, required IT and web-design expertise, didn't interface easily with other store software or had cumbersome inventory-management and order-fulfillment issues. With NCR Retail Online, a retailer can have a tightly integrated, world class ecommerce solution fully operational and ready to serve customers in just a few days."

Here's how:

- NCR Retail Online features easy-to-use templates and tools to build dynamic ecommerce web sites that reflect the store brand and feature product descriptions, photos and more without any knowledge of coding, programming or web development.
- NCR Retail Online sites take secure credit card payments and offer advanced shopping features online shoppers have come to expect.
- Interfacing seamlessly with NCR Counterpoint, the leading small-retailer POS software program, NCR Retail Online automatically monitors sales in-store and online to ensure all inventory remains up to date. When an item is sold in the store, it is removed from the web site. When an item sells online, the order flows into NCR Counterpoint, letting the store owner or employee know the sale has occurred to ensure the item can be quickly taken off the floor or removed from the back room and shipped. As new inventory is received into the store system, it is automatically replenished on the web site.

NCR Retail Online is the latest addition to the NCR Retail Apps suite of tools – a suite integrated with the NCR Counterpoint retail management system that gives small and medium retailers unprecedented capabilities allowing them to compete in a fast-changing, converged retailing environment once dominated by major retail chains.

For more information on NCR Retail Online or to see a demonstration, please visit <http://www.ncrretailonline.com/>.

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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Source: NCR Corporation

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