



## The University of Wisconsin-Madison Selects NCR Technology to Streamline Athletic Event Operations

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### Deployment to be the largest NCR Venue Manager installation at a National Collegiate Athletic Association institution

DULUTH, Ga.--(BUSINESS WIRE)--Dec. 10, 2012-- [NCR Corporation](#) (NYSE: NCR) today announced that the University of Wisconsin-Madison (UW-Madison) is installing the NCR Venue Manager solution at four of its athletic facilities to drive revenues and increase the efficiency of its concessions and suite catering operations. The integrated solution, which will be deployed in January 2013, will enable venue staff to plan, manage and run events more effectively, increasing customer satisfaction while enhancing operational visibility and controls. Each year, thousands of fans attend UW-Madison varsity sports, making this college athletics program one of the top earners in the nation.

The UW-Madison solution includes point-of-sale hardware and software that enable effective back office management; integrated credit card processing; and ticket, suite, premium and retail sales. NCR will also provide application hosting, ensuring exceptional uptime and reliability of its back office software and rugged, high performance hardware. Stadiums and arenas that have deployed NCR Venue Manager increase per-event revenue by accelerating speed of service, enhancing the VIP experience and driving sales of high-value offerings such as fan cards and loyalty programs.

More than 100 NCR Diversus terminals will be deployed at the university's four athletic facilities – Camp Randall, Kohl Center, the UW Field House and the LaBahn Arena – making this the largest NCR point-of-sale technology deployment at a National Collegiate Athletic Association institution.

"We are delighted to partner with NCR on providing UW-Madison fans with an outstanding experience at our athletic events," said Christine Gunter, senior accountant of revenue for the University of Wisconsin Athletics Department. "NCR Venue Manager will enable us to improve service across all aspects of our venue operations, keeping our fans returning for more."

"Today's fans expect fast, customized service," says Rob Hough, general manager stadiums & arenas, at NCR Hospitality. "NCR technology enables operators of large venues to make the most of game day, with decisions and service that increase per-customer spend and strengthen loyalty, while reducing operational costs."

### 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](http://www.ncr.com)) is headquartered in Duluth, Georgia.

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### About University of Wisconsin-Madison

Founded in 1848, the University of Wisconsin-Madison is a public land grant university with an enrollment of more than 42,000 students, over 16,000 employees and 2,000 faculty members. The main campus covers 936 acres along the south shore of Lake Mendota. UW-Madison is widely recognized as a leader in teaching, research and public service with 132 undergraduate majors, 148 master's, 107 doctoral and 12 professional degree programs.

The University of Wisconsin–Madison, Intercollegiate Athletics is a member of the Big Ten Conference. Athletics many facilities include; Camp Randall, Kohl Center, the Fieldhouse, LaBahn Arena, University Ridge Golf Course, McClimon Complex, and Goodman Diamond provide a variety of suite and club seating areas as well as a wide variety of concession stands. Camp Randall seats over 83,000 fans per game during the football season. The Kohl Center seats over 17,000 fans for basketball and 14,000 fans for hockey. Athletics maintains 23 sports and over 800 student athletes.

Source: NCR Corporation

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