



NCR Empowers DSW Employees to Go Mobile, Making Check-Out and Returns Easy

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DULUTH, Ga.--(BUSINESS WIRE)--Jan. 14, 2013-- [NCR Corporation](#) (NYSE:NCR) announced today that [DSW Inc.](#) (NYSE:DSW), a leading branded footwear and accessories retailer, will expand their use of [NCR Advanced Store](#) point of sale (POS) software to offer DSW shoppers [mobile POS](#) functionality and returns throughout the chain.

Advantages of bringing POS enabled tablets onto the store floor include:

- Sales associates can easily assist customers in finding items out of stock at the store they are in, but available at another store or on the DSW website;
- Loyalty program information is available anywhere, allowing associates on the floor to personalize the shopping experience with relevant product advice and make recommendations based on shoppers' past purchases;
- Increased checkout capacity and agility at peak periods like holidays, weekends or major store sales days;
- Sales associates and sales management can now perform back office functions anywhere in the store floor, increasing customer service by keeping more associates on the store floor;

DSW will also implement NCR's enterprise returns capability, ensuring customers get the correct refund for the correct item easily – with or without a receipt. DSW benefits also include a clear and accurate record of all purchases and subsequent returns available anywhere in the store, reducing losses linked to returns.

DSW worked with NCR's Global Consulting Group to design an engaging mobile POS experience for customers and store associates. NCR consultants helped DSW define an achievable mobile POS program for their stores that provides associates ways to better serve customers throughout the store and to generate more sales.

"DSW's mission is to optimize the consumer experience in our stores making it easy and efficient for consumers to purchase the shoes they love," said DSW Executive Vice President of Store Operations Carrie McDermott. "Deployment of mobile point of sale in our stores is designed to enable our store associates to get closer to the customer, making purchasing information and even the checkout process in the aisle vs. at traditional checkout lane. Along with our new returns systems, customer service will be enhanced to a new and exciting level as the systems are introduced."

"NCR Advanced Store Mobile POS and Enterprise Returns arm retailers with the tools they need to serve today's increasingly time-starved, technology savvy shoppers demand for even more robust and easy shopping experiences and functions," said Adam Blake, NCR Vice President and General Manager of General Merchandise. "NCR is delighted to be part of DSW's efforts to bring these innovative services to DSW shoppers."

About DSW Inc.

DSW Inc. is a leading branded footwear and accessories retailer that offers a wide selection of brand name and designer footwear and accessories for women, men and kids. As of November 20, 2012, DSW operated 364 stores in 41 states, the District of Columbia and Puerto Rico, and operated an e-commerce site, <http://www.dsw.com>, and a mobile website, <http://m.dsw.com>. DSW also supplied footwear to 346 leased locations in the United States under the Affiliated Business Group. For store locations and additional information about DSW, visit <http://www.dswinc.com>. Follow DSW on Twitter at <http://twitter.com/DSWShoeLovers> and "like" DSW on Facebook at <http://www.facebook.com/DSW>.

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. NCR is a trademark of NCR Corporation in the United States and other countries.

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Source: NCR

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