



NCR Silver Makes Everyday Easier for Small Businesses with Gift Card Update

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DULUTH, Ga.--(BUSINESS WIRE)--Mar. 14, 2013-- [NCR Corporation](#) announced today that the [NCR Silver mobile point-of-sale](#) (POS) system has been updated to give small business owners the ability to easily promote and grow their businesses with gift card programs.

NCR Silver's gift card capabilities make loading, accepting and managing gift cards as simple as taking credit card payments, giving small business owners an easy, affordable way to create powerful business-building gift card programs.

Existing customers typically give gift cards to potential new customers, so gift cards are an important way to promote a business. And gift cards usually result in sales much higher than the gift card's face value. According to [industry research](#), 61 percent of gift card recipients spent more than the value of the cards, with the average gift card holder spending an additional \$29 over the value of the card.

"Until now, small business owners relied on hard-to-manage paper gift certificate programs – if they offered any gift certificate program at all," said Christian Nahas, vice president and general manager of NCR small business team. "Integrating gift cards with NCR Silver gives small business owners the power to easily build their business. It also sets up current customers to tell others about the business while giving gifts to their friends and family."

Because NCR Silver is cloud-based, the gift card update easily deploys to existing NCR Silver customers and is included in all new versions of NCR Silver delivered to customers. The freedom and flexibility of the updates empowers new and existing NCR Silver customers to respond quickly to changes in customer expectations.

"We're speaking with retail, hospitality and other businesses and their consumers every day to stay ahead of business and shopper expectations to ensure NCR Silver offers the tools and functions small businesses need today and tomorrow," said Nahas.

Powerful cloud-based technology allows NCR Silver to go beyond simple payment swipe and cash-register functions, giving small business owners the power to easily track sales, profits and inventory; market to customers with targeted and customized email campaigns; analyze business trends; and manage business finances. NCR Silver operates on Apple® devices running iOS, like the iPad®, iPhone® and iPod touch®, giving small businesses the freedom to interact with customers from anywhere. Apple devices are sold separately.

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 Corporation

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