



NCR Named a Leader in Gartner Vendor Landscape Report

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DULUTH, Ga.--(BUSINESS WIRE)--Apr. 8, 2013-- [NCR Corporation](#) (NYSE:NCR) and its Retailix division have been named a leader by Gartner, the leading provider of research and analysis on the global information technology industry, in new research entitled "CRM Vendor Landscape: Multichannel Customer Analytics is a Critical CRM Capability."

Gartner assessed retail software companies on five primary CRM capabilities: campaign management, loyalty, in-store CRM, customer analytics and real-time offers. The five primary capabilities had a variety of sub-capabilities, including "assisted selling application"; "execute and manage emails via email engine"; "real-time delivery of offer to at least one customer touchpoint"; and "execute selfserve in-store kiosk or selfcheck-out offers." There are a total of 32 capabilities, with Gartner deeming 17 of those capabilities critical.

"We believe that Gartner's CRM Vendor Landscape Report provides compelling evidence of the benefits that our software-based solutions bring to retailers of all sizes around the world," said Scott Kingsfield, senior vice president and general manager, NCR Retail. "Retailers will not find a more innovative technology partner than NCR to help manage customer relationships, drive loyalty and increase sales."

Retailix, which [NCR completed its acquisition of in February](#), placed No. 1 in CRM software, with 31 of 32 capabilities, and NCR placed No. 2 in CRM software with 30 of 32 capabilities. Information for the report was compiled before NCR acquired Retailix.

To appear in the rankings, a company had to have at least five verified retail CRM software deployments.

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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