



Shake Shack Deploys NCR Pulse Real-Time

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Innovative smartphone app, in 5,500 locations, drives real-time decision making

DULUTH, Ga.--(BUSINESS WIRE)--May. 13, 2013-- [NCR Corporation](#) (NYSE: NCR) today announced that [Shake Shack](#) has implemented the NCR Pulse Real-Time smartphone application, joining the 5500 others already using the app. Available for iOS® and Android® devices, NCR Pulse Real-Time is a SaaS-based mobile analytics engine that helps restaurant operators solve the everyday challenges of low visibility into current operational performance, lack of predictable data and inability to be in several places simultaneously.

The application delivers up-to-the-second performance metrics and notifications directly to a user's smartphone. Operational data is segmented for quick, easy review, such as voids and comps, net sales by hour, employee performance and overtime alerts.

"NCR Pulse Real-Time is a great tool. It gives you information that you can use right now to improve your results for the rest of the day," said Giancarlo Fiorarancio, Director of Information Systems, Shake Shack. His team leverages the tool to not only review real-time sales data but to manage labor costs in real-time. In addition, they monitor voids and comps, which could indicate an operational issue, such as cashiers potentially needing additional training.

Integrated with NCR restaurant point-of-sale (POS) platforms, NCR Pulse Real-Time allows users to instantly see every important data element about their business regardless of where they are. This powerful application even allows the user to view the guest check of a customer that just sat down or paid their bill. Users will be able to take this data and make real time decisions that will directly impact their bottom line.

"Restaurant operators work long hours and the last thing they want to do is sift through multiple reports and spreadsheets to try and manage their businesses," said Kim Eaton, SVP and GM of NCR Hospitality. "NCR Pulse Real-time's artificial intelligence engine analyzes operational data and gives operators details about their restaurant that can't be found anywhere else."

About Shake Shack

Shake Shack® is a modern day "roadside" burger stand known for its all-natural burgers, flat-top dogs, frozen custard, beer, wine and more. With its fresh and simple, high-quality food at a great value, Shake Shack is a fun and lively community-gathering place with widespread appeal. From its ingredients and employment practices to its environmental responsibility, design and community investment, Shake Shack's mission is to continually Stand for Something Good®.

Shake Shack is part of Danny Meyer's Union Square Hospitality Group (USHG), which includes many of New York City's most celebrated restaurants: Union Square Cafe, Gramercy Tavern, The Modern, among others. Since the original Shake Shack opened in 2004 in NYC's Madison Square Park, it now has multiple locations in New York, Washington, DC, Connecticut, Pennsylvania, Florida, Massachusetts, and seven international locations, with London and Istanbul slated to open mid-2013.

About NCR Corporation

NCR Corporation (NYSE: NCR) is the global leader in consumer transaction technologies, turning everyday interactions with businesses into exceptional experiences. With its software, hardware, and portfolio of services, NCR enables more than 300 million transactions daily across the retail, financial, travel, hospitality, telecom and technology industries. NCR solutions run the everyday transactions that make your life easier.

NCR is headquartered in Duluth, Georgia with over 26,000 employees and does business in 180 countries. NCR is a trademark of NCR Corporation in the United States and other countries.

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