



## NCR Makes the Everyday Easier

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*Revitalized brand now reflects company's growing value to consumers, customers and shareholders*

DULUTH, Ga.--(BUSINESS WIRE)--Nov. 20, 2013-- [NCR Corporation](#) (NYSE: NCR) reintroduces its brand to the world with a new look for its logo and messaging that more accurately reflects the NCR of today: a hardware-enabled, software-driven business.

Bill Nuti, chairman and CEO, has led this transformation over the last seven years. With a strong leadership team, the company changed its business and its value proposition for customers, delivering comprehensive offerings through an integrated software, hardware and services approach across multiple industries. Today, consumers experience NCR technology where they bank, shop, eat and travel—across 180 countries.

“Our leadership developed a successful growth strategy. Historically, we were largely perceived as an ATM and point-of-sale provider and now companies across industries come to us for complete solutions—from consumer experience design and mobile software to cloud services and transformation consulting,” said Susan Somersille Johnson, vice president of Global Marketing, NCR. “We believe this strategy is working. During our quarterly earnings call on October 24, 2013, we announced a record 15 consecutive quarters of revenue growth.”

As Johnson explained, NCR is a leader in many of the areas it serves, including ATM, self-checkout and restaurant solutions. NCR also has a large, rapidly growing software and mobile technology business, and is recognized on the [Tech Research International Global Software Top 100](#) list.

“We needed a way to express all that we make possible for businesses and customers around the world. Our revitalized brand—complete with a new look, feel and voice—now embodies who we are, what we do, and the difference we make in people’s lives, every day,” said Johnson.

For example, the brand value is distilled into a new essence, *Everyday made easier*™.

A grassroots approach to communicate the new brand essence—and associate this identity with the NCR of today—is proving successful. NCR, through focus groups with employees, identified its key characteristics—trusted, innovative, vibrant and agile—and then empowered its 26,000 employees in three primary ways: through an internal Live the Brand campaign that recognized individual and team contributions to the brand; through development of a Brand Ambassador network of 410 employees who help share the NCR story internally and externally; and by way of the first-ever companywide volunteer initiative, the NCR Big Give, which celebrates employee participation in local charities and events that they’re most passionate about. Already, employees have taken part in more than 500 volunteer activities across more than 20 countries.

Johnson added, “People today don’t just buy what you’re selling. They buy into who you are and what you believe. That’s the power of brand. And employees are the heart and soul of every brand, which is exactly why we took an employee-first approach. As a company, we are stronger than ever. And now, thanks to our employees, we’re connecting with the world even more powerfully than before.”

### 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 450 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 more than 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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