



NCR Launches Innovative Ecosystem of Digital Solutions for the Retail Industry

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NCR Cloud Connect makes it easy for retailers to tap the latest digital services on the market and apply these innovations to their existing retail environments

DULUTH, Ga.--(BUSINESS WIRE)--Jan. 8, 2014-- [NCR Corporation](#) (NYSE: NCR), the global leader in consumer transaction technologies, today unveiled NCR Cloud Connect: a powerful, cloud-based ecosystem of digital services for retailers. The innovations offered to retailers as part of the NCR Cloud Connect ecosystem will be provided by both NCR and a growing roster of innovative technology companies.

As a result of the digital explosion, retailers are increasingly turning to new and innovative technology services to better engage consumers. According to a recent study by [Retail Systems Research](#), 48 percent of retailers recognize that they must do more to incorporate digital and online experiences into stores. The challenge many retailers have experienced to date has been finding the best solutions to implement and making them as effective as possible in their existing retail environments.

NCR Cloud Connect allows retailers to quickly and easily introduce these new services over their NCR point-of-sale (POS) or loyalty and marketing solutions.

By using an advanced integration layer, NCR's consumer-facing touchpoints can be linked to NCR Cloud Connect. This allows technology companies to seamlessly introduce services such as mobile payments, digital coupons, big data analytics and augmented reality shopping, simply by joining the NCR Cloud Connect ecosystem.

"NCR Cloud Connect provides the retail industry with an ecosystem where new digital applications – whether from NCR or a growing number of innovative tech companies – are easily exposed to a broad set of retailers," said Oren Betzaleli, vice president of solution management and marketing, NCR Retail. "The environment that we have created will greatly reduce the time it takes for a good idea to be transformed into a digital tactic for retailers to interact more effectively with their customers."

NCR's existing range of cloud-based offerings, including [NCR Connected Payments](#) and [NCR Connected Cashier Analyzer](#), are complemented by a significant base of technology providers with leading companies such as:

- Paypal for online and mobile payments
- Inmar's digital promotion and analytics platform
- Cimagine's augmented reality retail solutions
- Emcien for big data analytics
- ACTV8 providing multi-screen consumer engagement

"Today, retailers around the world using NCR technology conduct 125,000 transactions a minute and many are an opportunity to further engage shoppers," said Eli Rosner, CTO, NCR Retail. "These digital services, which can take many forms, will be created by NCR or any of the numerous technology providers participating in the NCR Cloud Connect ecosystem. All of them can be easily delivered to retailers because they will be readily available and already integrated into our existing POS solutions."

For more information on NCR Cloud Connect including joining the ecosystem as a partner or a retailer, please visit [here](#).

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 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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