



## INTERSPORT Chooses NCR to Enhance Customer Experience at Its U.K. Stores

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*NCR 'retail-hardened' solutions reduce ownership costs while providing a more engaging customer experience for leading sporting goods retailer*

LONDON--(BUSINESS WIRE)--May 21, 2014-- [NCR Corporation](#) (NYSE: NCR), the global leader in consumer transaction technologies, announced today that INTERSPORT U.K. has chosen NCR and its partner, SPC International, to provide new point-of-sale (POS) solutions for its stores. The versatile [NCR RealPOS™ solution](#) minimizes downtime, reduces training time and enhances the customer experience with fast, easy and convenient transactions.

NCR solutions will be installed at the first 50 INTERSPORT stores in May with subsequent deployments throughout the chain over the next 24 months. INTERSPORT also selected NCR receipt printers, cash drawers and barcode scanners as part of the integrated POS solution. The deployment also involved Retail IT, a specialist retail provider that installed and supports software used on the POS.

"We chose to work with NCR and SPC because of their experience working with retail organizations similar to our own. NCR is known for innovative technology that consumers want to experience when they shop," said Tom Foley, general manager at INTERSPORT. "Introducing their 'retail-hardened' POS solution in our stores provides a significant return on investment and greatly enhances the customer experience by saving time at the point of transaction."

NCR POS solutions are tested for radio signal immunity, as well as humidity, shock, vibration and resisting contamination. The resulting 'retail-hardened' NCR solutions provide the reliability that retailers expect and speed that today's shopper demands.

"Consumers are driving the retail conversation, as they increasingly dictate where, when and how they want to shop. Retailers, such as INTERSPORT, are responding to these demands for a convenient and swift engagement at the point of transaction by providing the latest in-store technology," said Ronen Levkovich, EMEA vice president, NCR Retail. "Our leadership in consumer transaction technologies for many years combined with the experience of leading partners, such as SPC, lets us offer solutions that meet the growing expectations of consumers while delivering significant benefits for retailers."

SPC has been an NCR Interact Premier Partner since 2008 and regularly deploys NCR solutions in the food, convenience and fashion sectors.

"SPC provides world class IT solutions on a global basis. We achieve this by working with innovative hardware and software partners, such as NCR, who enable SPC to deliver best-of-breed solutions to retailers who are focused on engaging with their customers, while maximizing the value of their investment," said Bill Miller, retail sales manager at SPC International. "The value that is driven from this relationship provides significant benefits to both INTERSPORT and their shoppers."

### About INTERSPORT U.K.

INTERSPORT U.K. is part of IIC-INTERSPORT International Corporation is the brand management and purchasing company of the INTERSPORT Group. With a retail turnover of over EUR 10.2 billion and more than 5,400 associated retailers in 43 countries INTERSPORT has the worldwide leading position in the sporting goods retail market. For more detail go to <http://www.intersport.co.uk/company>

### About SPC International

SPC International is an NCR Interact Premier Partner and provides EPOS solutions to retail end users. It also provides hardware support services to many of the world's leading IT maintainers and hardware manufacturers, it has nine sites in five countries on three continents and employs 250 people. It has traded with more than 80 countries.

Web site [www.spcint.com](http://www.spcint.com)

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### 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 485 million transactions daily across retail, financial, travel, hospitality, telecom and technology, and small business. NCR solutions run the everyday transactions that make your life easier.

NCR is headquartered in Duluth, Georgia with approximately 29,000 employees and does business in 180 countries. NCR is a trademark of NCR Corporation in the United States and other countries.

Web sites: [www.ncr.com](http://www.ncr.com), [www.ncrsilver.com](http://www.ncrsilver.com)

Twitter: [@NCR\\_U.K.](#), [@NCRCorporation](#)

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YouTube: [www.youtube.com/user/ncrcorporation](http://www.youtube.com/user/ncrcorporation)

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