



NCR Names Michael Bayer Senior Vice President and President, Retail Solutions Division

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DULUTH, Ga.--(BUSINESS WIRE)--Jul. 29, 2014-- [NCR Corporation](#) (NYSE: NCR), the global leader in consumer transaction technologies, today announced that Michael Bayer is joining the company as senior vice president and president, Retail Solutions Division. Bayer will report to NCR Chairman and CEO Bill Nuti.

"As we continue our reinvention, I am confident that Michael's leadership will enhance customer engagement and innovation, drive software-related revenue growth, and capture the significant opportunities across our Retail Solutions Division," said Nuti. "Our Retail business is very different today than it was just a few years ago. We are well positioned with high-value, omni-channel solutions and services that retailers need now and in the future."

Bayer comes to NCR with vast experience in communications technology, most recently serving as president of Global Growth Markets for Avaya. Prior to this, he was Avaya's EMEA president, where he led the region's sales and operations. Bayer has also held leadership positions at companies such as Motorola, Symbol Technologies and Cisco.

"NCR's commitment to innovation and its world-class portfolio of solutions for retailers of all types, sizes and geographies is unique in today's marketplace," said Bayer. "I look forward to leading the talented NCR Retail team, and helping our retail clients increase loyalty with their customers and earn a greater share of wallet by providing highly personalized, omni-channel shopping experiences."

NCR has developed a powerful ecosystem of digital services, innovative apps, and cloud-based solutions that take shopper engagement to the next level, empowering retailers to personalize customer interactions in real-time. NCR's Retail Solutions Division emphasizes three segments: Food, Drug and Mass Merchant; Petroleum and Convenience Retail; and Department and Specialty Retail. This is complemented by a complete line of warehouse and back office optimization software. NCR is the leader in self-checkout shipments with a total of 71 percent share according to strategic research and consulting firm RBR, and the second largest provider of point-of-sale solutions in the world.

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. The company encourages investors to visit its web site which is updated regularly with financial and other important information about NCR.

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