



## **Tony Roma's Uses NCR Restaurant Technology to Open First Site in Brazil and Better Manage Operations**

September 24, 2014 at 8:00 AM EDT

*Industry-leading POS technology and advanced performance reporting software provide real-time insights for Traditional American steak house*

SÃO PAULO--(BUSINESS WIRE)--Sep. 24, 2014-- NCR Corporation, the global leader in consumer transaction technologies, announced that Tony Roma's traditional American steak house, implemented the full NCR restaurant technology solution in its first restaurant in Brazil. NCR will help Tony Roma's improve the customer experience and operate with greater efficiency at its São Paulo location.

For its first restaurant in Brazil, Tony Roma's, famous worldwide for its baby back ribs, required a solution that enabled it to smoothly manage day-to-day transactions and gain insight into its performance. With the ability to configure the POS, access consolidated reports and make menu and price changes all from one central location, Tony Roma's will be implementing the latest NCR hardware and Aloha software in all new locations in Brazil, driving consistency and efficiency across all of its operations.

In the front of the house, Tony Roma's will be using NCR's point-of-sale and kitchen solutions to quickly take orders and expedite them directly to the kitchen, increasing speed of service and productivity, minimizing errors and giving customers a better experience. In the back of the house, NCR is helping Tony Roma's identify trends and optimize store performance with above-store reporting software. The web-based reports help the chain forecast revenues, increase controls and lower operational costs in real time.

Additionally, Tony Roma's has implemented NCR Pulse Real-Time, a SaaS-based mobile app that gives its management team visibility into its day-to-day operations, enabling the team to make better decisions that directly impact the bottom line. With this application, Tony Roma's management team is managing its business more effectively than ever before.

"When we decided to expand into Brazil, we wanted to keep the same level of service and quality that we are known for in our more than 150 stores around the world. NCR is a proven and trusted partner with a broad portfolio of innovative restaurant solutions that we can use to better manage our operations and create an exceptional brand experience that resonates with our Brazilian customers," says diz Carlos Passos, owner partner of Tony Roma's.

Tony Roma's is expanding throughout South America and expects to open ten more restaurants over the next five years, all with the help of NCR software and technology solutions.

"NCR restaurant solutions are easy to integrate, implement and use," said Luiz Bento, Commercial Director of NCR Brazil. "With NCR's industry-leading software and technology, Tony Roma's is well positioned to expand into Brazil, delivering unique dining experiences to its guests while effectively controlling its operations."

### **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.

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### **About Tony Roma's**

With more than 150 restaurants on six continents, Tony Roma's is one of the most recognized names in the industry around the world. From Miami to Los Angeles, Orlando to Edmonton, and Tokyo to Madrid, Tony Roma's serves its traditional ribs, its famous Onion Loaf, and various cuts of meat, chicken, and seafood to thousands of people every day.

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Source: NCR Corporation

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