



NCR Puts Big Data Analytics to Work for Retailers

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Retailers can now turn mobile, social and transaction data into actionable, real-time intelligence to deliver value to shoppers and increase revenue

DULUTH, Ga.--(BUSINESS WIRE)--Oct. 7, 2014-- [NCR Corporation](#) (NYSE: NCR), the global leader in consumer transaction technologies, today announced that Emcien's data analysis platform has been integrated with NCR Retail solutions, providing retailers the ability to immediately analyze volumes of big data to enhance and personalize shopper experiences.

Emcien's automated data analysis will be used to support a variety of NCR Retail solutions with the advanced capabilities of big data analytics. As a result of the agreement, NCR will be able to deliver Emcien's software for use in retail environments around the world. The first implementation of these new capabilities will be with NCR Recommendation Engine, which complements NCR's loyalty and marketing solutions with predictive analytics and product recommendation capabilities.

"Today, retailers are changing to a digital business model where they need to understand how their consumers interact and transact with them in their everyday lives through wearable devices, smart machines, phones, watches, beacons, RFID and others. Marketing and promotions are all about creating personalized offers that lead a shopper to act. What has been missing in the past is a way to analyze tremendous amounts of structured and unstructured data and reveal what actions can be taken in real-time," said Eli Rosner, CTO, NCR Retail. "At any given touchpoint, we can now create targeted offers and actions that will better suit customers. Providing shoppers a better experience across channels will in turn help retailers grow their business faster."

Today, Emcien has existing customers across a variety of lines of business using the pattern detection software and NCR has been using it internally for two years. The software is language independent, also increasing its viability worldwide. The relationship gives NCR the ability to sell NCR Recommendation Engine powered by Emcien as a stand-alone service as well as integration into existing NCR customer engagement and marketing solutions.

"NCR has seen the potential of automated data analysis first hand," said Radhika Subramanian, CEO of Emcien. "By creating this strategic relationship with NCR, we will have the opportunity to put advanced analytics in the hands of thousands of retailers in the grocery, mass merchandise, petroleum and convenience segments, and improve the way they engage with shoppers."

Emcien has also become a member of the NCR Cloud Connect program. NCR Cloud Connect is an ecosystem for advanced technology companies to quickly reach retailers that wish to meet today's consumers' expectations and offer a large range of added-value digital services and innovative applications by simply registering the retailer to the specified service.

For more information on the data analytics software for retail, visit [here](#).

About Emcien

Emcien is a pioneer in automated data analysis, providing advanced capabilities without any advanced coding, math, or data science experience. Emcien's platform, the result of highly competitive NSF grants and years of research at Georgia Tech and MIT, is delivering unprecedented value to organizations across many industries through advanced data analysis.

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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