



Kia Oval Cricket Ground Deploys NCR Venue Management Solution to Improve Fan Experience

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Innovative NCR software has enabled Kia Oval hospitality operator, Levy Restaurants U.K., to extend the fan experience and increase profitability

LONDON--(BUSINESS WIRE)--Oct. 30, 2014-- [NCR Corporation](#) (NYSE: NCR), the global leader in consumer transaction technologies, announced today that the [Kia Oval](#) cricket ground has chosen NCR and its channel partner, [Centegra](#), to improve the food, drink and hospitality experience for supporters at its iconic cricket ground in central London. Kia Oval has deployed NCR hospitality software and technology solutions that will be operated by Levy Restaurants U.K., the sport, leisure and hospitality business of Compass Group U.K. & Ireland. This will allow the catering provider to improve the effectiveness and efficiency of its operation at the stadium, thereby extending the customer experience and increasing profitability.

Kia Oval has been the home of Surrey County Cricket Club since its foundation in 1845, one of the U.K.'s leading cricket teams, and a regular venue for England international cricket fixtures. It is also one of London's leading venues for exhibitions, conferences and weddings. Surrey County Cricket Club has a unique relationship with its supporters who expect the premium fan experience for which the Kia Oval is known.

"Cricket fans expect the best possible experience when they come to watch a match or attend an event at the Kia Oval," said Elliott Moore, general manager catering for Levy Restaurants U.K. at Kia Oval. "By investing in the future of the club and providing technology that facilitates a great fan experience, we are able to run our business more effectively and profitably. The software and hardware solutions provided by NCR and deployed by Centegra have helped make this a reality."

Selected for its strong U.K. presence and innovative solutions, NCR has deployed its NCR Venue Manager software that works seamlessly to manage and integrate a range of NCR's latest point-of-sale (POS) solutions also installed by Kia Oval. NCR Venue Manager software is a proven and reliable solution designed specifically for stadia and arena. It enables food and beverage managers and venue operators to accurately integrate all their venue hospitality operations with consolidated real-time reporting. It also allows them to analyze and forecast event usage to boost their bottom line and maximize profitability.

"Fan loyalty is driven by the overall experience when they visit a stadium, such as Kia Oval. Great technology can help achieve this, thereby increasing revenues and the bottom line, and allowing operators to run their businesses more effectively," said Kevin Briggs, venue and arena business lead for Europe at NCR. "NCR is the leader in hospitality technology solutions with solutions deployed at over 250 stadia and arena around the world. We are focused on providing stadium operators, such as Surrey Cricket Club, with innovative software and hardware solutions that deliver significant value to their business and help provide a better experience for their fans."

NCR POS solutions deployed include ninety nine NCR QS710 POS, that provide a rugged, reliable solution for fast moving environments, such as cricket grounds. The versatile POS features ease-of-use for operators, fast and secure payment processing and the ability to operate on mobile kiosks. Kia Oval has also deployed the powerful Q1515 POS for its high-volume front of house operations where more diverse menus are offered.

Centegra, a [NCR Interact Partner](#) that lead the deployment of NCR technology at the Kia Oval, has been working with NCR for more than 15 years in the U.K., specializing on hospitality solutions for stadium and arena.

"The stadium environment has very specific requirements for hospitality technology, as systems may not be used for several weeks and are then required to perform at the highest level. This includes massive peaks in the breaks, when the tills must work," said Tom Bell, managing director at Centegra Ltd. "That is why NCR's innovative POS technology is so valuable to a venue like Kia Oval, as its reliability is phenomenal, it boots up instantaneously and can work off line without dependence. So whatever else is happening in the stadium the POS operates seamlessly and customers will get served."

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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