



Ascot Racecourse Promises Exceptional Customer Experiences with NCR Venue Management Solution

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NCR software to enhance operational efficiency with real-time inventory control and cash management at Perth's legendary racecourse

PERTH, Australia--(BUSINESS WIRE)--Nov. 3, 2014-- [NCR Corporation](#) (NYSE: NCR), the global leader in consumer transaction technologies, announced today that it has successfully deployed the [NCR venue management solution](#) at Ascot Racecourse, 'the grand old lady' of Australian racecourses. The extensive suite of innovative solutions will give the Perth racecourse a modern edge delivering an exceptional customer experience.

NCR Venue Manager, which has been deployed in more than 250 stadiums and arenas globally, is a robust point-of-sale (POS) and back office system that provides Ascot Racecourse with sales information from every POS device and retail outlet in real time. This enables accurate reporting, analysing and forecasting of sales thereby improving inventory control and cash management. Through a combination of advanced touchscreen point-of-sale (POS) and software solutions, NCR technology will allow Ascot Racecourse to streamline operations, to deliver a world-class experience to Ascot's diverse member base.

"From newly-joined members to our loyal members, we want to ensure that every Ascot racegoer has a personalized experience. Our relationship with NCR, the global experts in venue management, gives us the advantage to deliver a seamless, quick and flexible level of service effortlessly," said Peter Konzewitsch, Chief Financial Officer at Perth Racing. "With the adoption of modern technology, we can conduct deeper analysis of our customers' preferences, giving us the scalability to integrate better customer-focused loyalty programs."

NCR will provide Ascot Racecourse a host of touchscreen POS systems to help reduce queues and serve patrons at the extensive food and beverage outlets. Additionally, NCR has deployed its [NCR Vitalcast](#) digital signage solution to create and share promotions, advertisements and event information to improve customer engagement. All the technology can be upgraded and adapted to meet the evolving needs and preferences of the consumer.

"NCR is proud to be a part of this transformational story, as this majestic racecourse adds an element of innovation to its history of racing over the decades," said Nick Wagnitz, general manager, Speciality Hospitality at NCR. "Easy-to-use, reliable technology that increases the speed of service is crucial for event venues that are focused on providing great fan experience. Our solutions support Perth Racing's goals to deliver a best-in-class experience to patrons each time they attend race carnivals and events at Ascot Racecourse."

About Ascot Racecourse

The Western Australian Turf Club (now operating as Perth Racing) has had a proud history of hosting thoroughbred racing in the state for over 150 years, and runs the two magnificent riverside racecourses of Ascot and Belmont Park. Perth Racing is popular for its premier horse racing events and being a breeding ground of champions. The world-class amenities and superior services that Perth Racing extends towards its members is a mark of its sheer dedication and perseverance that has developed the member's affinity and loyalty towards it.

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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