



Citymarket Selects NCR Technology for Paraguay Launch

November 17, 2014 at 8:00 AM EST

Mini supermarket chain relies on NCR point-of-sale solution for exceptional combination of performance, reliability and energy efficiency

ATLANTA--(BUSINESS WIRE)--Nov. 17, 2014-- [NCR Corporation](#) (NYSE: NCR), the global leader in consumer transaction technologies, announced today that [Citymarket](#), a chain of small grocery stores owned by PRV STORES PY SA, has opened ten stores in Asuncion, Paraguay and plans to open four more by year's end featuring NCR technology at the point of service.

As part of the agreement, Citymarket is using the [NCR RealPOS™ 40](#) as a key component of its operations. The technology features the smallest form factor and lowest energy consumption in its class.

"With the Citymarket concept, we are capitalizing on a global trend to place well stocked smaller format stores in the middle of dense populations, providing shoppers with roughly 80 percent of the variety of goods they could expect in a supermarket," says Carlos Gesino, CEO of Citymarket. "The NCR POS technology solution was the perfect combination of a small footprint, but a big return on our investment."

As part of a five-year plan, Citymarket intends to open a total of 90 locations in Paraguay, all incorporating NCR technology.

"Shoppers in this mini supermarket format are looking to get in and get on their way quickly," says Jorge Belmar, vice president of NCR Retail for CLA. "This solution packs speed and performance in a small space. We believe it will meet the needs of Citymarket for many years to come."

NCR is working with local channel partner Tecnologia de Negocios S.R.L. (TDN) and its customized software to create a complete retail solution for Citymarket, including the management of all the back-office operations for the company.

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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Source: NCR Corporation

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