



NCR Sales Advisor for Windows 8.1 Delivers Engaging In-Store Shopping Experiences

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New solution creates all-inclusive converged retail environment, empowering sales associates to be more proactive, informative and engaging

NEW YORK--(BUSINESS WIRE)--Jan. 12, 2015-- [NCR Corporation](#), the global leader in consumer transaction technologies, announced today the introduction of NCR Sales Advisor for Windows 8.1. The solution for fixed and mobile devices allows brick-and-mortar locations to drive unique shopping experiences based on past purchases, wish lists and product information, enabling personalized offers, recommendations and delivery options.

NCR Sales Advisor for Windows 8.1 (and future versions of Windows) is available for both fixed point-of-sale (POS) including the [NCR RealPOS XR7™](#) as well as tablets such as [Windows Devices](#).

"When shoppers can buy whatever, whenever and however they want, retailers have to add value and innovation to the transaction to remain relevant," says Scot DeLancey, director of Department and Specialty Retail Solution Management at NCR. "With a unique blend of entertainment, convenience and relevance, retailers can hold a two-way dialogue with this solution that more than rivals even the best e-commerce experience."

At the heart of NCR Sales Advisor for Windows 8.1 is its ability to blend multi-channel assets such as a CRM database, inventory lookup, and mobile POS, empowering sales associates with a single service and sales platform.

Other features include:

- More inclusive client profiles
- Guided selling tools
- Virtual product views
- Cross-channel product locator
- Offer management and delivery

"The NCR Sales Advisor for Windows 8.1 is a powerful extension to our Windows devices. It puts a game-changing guided selling tool into the hands of sales associates where they can add value to the shopping experience while driving revenue for the business," says Tracy Issel, general manager of Worldwide Retail, Consumer Goods, Hospitality and Travel at Microsoft Corp. "The combination of an empowered salesperson and a rich shopping environment enables a store experience that goes beyond what online can provide."

For a hands-on demonstration of how NCR Sales Advisor for Windows 8.1 can help a business tie together all facets of omni-commerce, creating a unique in-store selling experience on mobile and fixed POS, visit NCR booth #3705 at the NRF Big Show from January 10-13 or visit Microsoft's booth #2803 to see the solution on Windows devices.

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 nearly 550 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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