



## **Charles C Parks Deploys NCR Power Mobile Software to Enable its Customers and Sales Reps to Order On-the-go**

February 11, 2015 at 8:00 AM EST

*Innovative solution helps drive sales and tighter alignment between wholesalers and their customers with improved productivity, accuracy and speed on any mobile device*

DULUTH, Ga.--(BUSINESS WIRE)--Feb. 11, 2015-- [NCR Corporation](#) (NYSE: NCR), the global leader in consumer transaction technologies, today announced that Charles C Parks, a broad line convenience distributor to stores across seven states, has selected NCR Power Mobile. The mobile-enabled customer relationship management software solution was designed for the wholesale industry and empowers both customers and sales representatives to easily place orders using their own mobile devices.

[NCR Power Mobile](#) provides Charles C Parks with an intuitive solution with a rich feature set that enables convenience distribution excellence with both its customers and sales representatives. The solution improves visibility at every stage of the ordering process with real time status updates on product data, promotions, new item lines and the ability to track order status from point of entry through delivery and payment.

"We live and work in an increasingly mobile and dynamic space. Providing our convenience customers with instant access to all facets of their inventory purchases in the palm of their hands is the next logical step to providing the best possible service," says David Lowery, IT manager at Charles C Parks. "NCR Power Mobile not only gives us that accuracy and immediacy, but the solution interface really provides an engaging and rich user experience that helps keep them loyal."

In addition to NCR Power Mobile, Charles C Parks uses a broad portfolio of NCR supply-chain software solutions, including Power Enterprise, Power Warehouse, Power Analyzer, Power Net, Power Delivery and Vendor Portal.

"Offering mobile-enabled business solutions is no longer an option for distributors and retailers to engage with their customers, it's a necessity," said Todd Michaud, global vice president and general manager, Global Enterprise, Merchandising and Supply Chain Solutions at NCR. "NCR Power Mobile allows Charles C Parks to engage with its customers anywhere and anytime, seamlessly raising customer interaction and differentiates them from the competition."

NCR Power Mobile serves both customers and service reps with the ability to place and search orders, research product details, access multi-media product content such as sales sheets and websites, and provide consultative selling opportunities that increases sales and fosters customer loyalty. The solution works on any mobile operating system and any tablet or smartphone device, and also utilizes barcode scanning and image capture for expanded search capabilities.

### **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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NCR Corporation  
Jeff Dudash, 770-212-5091  
[jeff.dudash@ncr.com](mailto:jeff.dudash@ncr.com)