



NCR Small Business Celebrates Entrepreneurial Vision During National Small Business Week

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Consumer Transaction Technologies Leader Committed to Helping Small Business Owners Reach Their Dreams and Go Big with NCR Silver Cloud-based POS System

DULUTH, Ga.--(BUSINESS WIRE)--May 4, 2015-- NCR Silver™ was launched to transform the way entrepreneurs run their businesses and to take advantage of a growing demand for iPad® POS systems. Today, during National Small Business Week May 4 to May 8, NCR Small Business continues this mission and is celebrating the entrepreneurial spirit.

The theme of this year's Small Business Administration's [National Small Business Week](#) is "Dream Big. Start Small." To celebrate this campaign, NCR Small Business, which sells the NCR Silver cloud-based point-of-sale system, is:

- Telling inspiring entrepreneurial stories on [The Sidewalk](#) blog.
- Sending out "Shop Small" window clings to thousands of small business customers nationwide.
- Encouraging NCR employees to shop at small businesses.

"This is more than just a feel-good initiative," said Chris Poelma, NCR Small Business GM and president. "Small businesses created 2 million of the 3 million jobs last year in the United States. NCR Small Business and our employees obviously take heart and want to help entrepreneurs anyway we can."

Since being introduced three years ago, NCR Silver has served small businesses such as quick-service restaurants, food trucks, retail shops and service providers. NCR Silver was specifically engineered to grow with these businesses, introducing multi-site POS functionality, email marketing, loyalty, advanced sales reporting, and third-party business tool integration.

NCR Silver now also includes industry-leading 24-7 U.S.-based tech support, and additional innovations will soon be unveiled.

Atlanta-based food truck [Happy Belly Curbside Kitchen](#), for example, is leveraging the solution to help grow its "farm to street" business. Owner Dawn Hall values the flexibility NCR Silver offers and is using its reporting tools to enhance their presence at food truck events.

"NCR Silver not only helps us with line busting due to full iPad mobility, but it also helps us make better business decisions," Hall said. "Thanks to geographic-based sales reporting, easy tax implementation and more, we have better tools at our disposal to run our mobile kitchen optimally and to grow."

While developed for small business, NCR's scalability is also good for franchises such as Waffle House. The iconic Southern restaurant chain turned to NCR Silver for its intuitive interface, quick customer transaction processing times, and reporting features.

"Our associates have embraced NCR Silver because of its ability to speed up a variety of key tasks from ringing up orders to completing end-of-shift requirements," said Mike Howard, vice president – Technology, Waffle House. "While some vendors make technology deployment a tedious process, NCR Silver has worked with us from day one to ensure we gain the most from our investment."

Beyond advanced reporting and marketing capabilities, NCR Silver empowers small businesses to keep up with consumer demands for alternative payment acceptance. Building on its integration with PayPal, the solution also has integrated with Apple Pay, bitcoin processor BitPay and LevelUp.

To learn more about NCR Silver's features, visit www.ncrsilver.com, or call 1-877-630-9711. NCR Silver provides live, 24/7 support. The NCR Silver POS system runs in the cloud, uses consumer-friendly technology, and works on Apple® devices as well as customized franchise-focused closed-system Android tablets.

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 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.

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