



## Russian Supermarket Chain Magnit and NCR Announce Their Cooperation in Self-Checkout Project

May 13, 2015 at 8:00 AM EDT

*Strong software offering and integration capabilities allowed NCR and its Partners New Vision and Shtrikh to win Magnit bidding for the self-checkout project*

MOSCOW--(BUSINESS WIRE)--May 13, 2015-- [NCR Corporation](#) (NYSE: NCR), the global leader in consumer transaction technologies, announced today that [Magnit](#), the largest food retailer in Russia, has chosen NCR SelfServ Self-Checkout following a five-way competitive bid. In the thorough evaluation process, NCR proved to be the vendor with the most compelling software offering and integration capabilities in the bidding. For this comprehensive offer, NCR partnered with Shtrikh to embed the fiscal receipting in its self-checkout solutions, while New Vision supported the integration with the existing Magnit infrastructure.

Magnit retail chain is the leading food retailer in Russia with over 10,000 stores in 2,180 cities across the Russian Federation. The company wants to improve consumer satisfaction with their offering of high-quality convenience goods at reasonable prices. In order to improve service in stores and convenience of its customers, Magnit uses innovative technology. Installing self-checkout solutions in 40 hypermarkets will be the first stage of NCR's and Magnit's cooperation.

During the testing phase NCR demonstrated how to deploy self-checkout successfully in two very different Magnit supermarkets: One in the company's hometown Krasnodar, a regional capital with more than 800,000 citizens, and one in Tuapse, holiday resort on the Black Sea with a population of less than 100,000 inhabitants.

"Self-checkout is still a very new concept in Russia," explained Andriy Pinkevych, Area Industry Leader for Retail at NCR Russia, "Test trials have shown that the new technology has been proven popular and attracted the attention of customers. Using the self-checkout solution, Magnit's customers will make purchases at a convenient mode and the shopping experience becomes more interesting and fast."

NCR provides a variety of retail solutions and services, and has supported Magnit in determining the ideal configuration and layout of self-checkouts. Especially since the findings of a recent [NPD global study commissioned by NCR](#) revealed that 85 percent of Russian customers believe that retailers who offer self-checkout provide better customer service. NCR is known for its best in class practices and its focus on providing trainings in order to exceed targets set for self service solutions utility 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 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.

NCR is headquartered in Duluth, Georgia with over 30,000 employees and does business in 180 countries. NCR is a trademark of NCR Corporation in the United States and other countries.

Web sites: [www.ncr.com](http://www.ncr.com), [www.ncrsilver.com](http://www.ncrsilver.com)

Twitter: [@NCRCorporation](https://twitter.com/NCRCorporation)

Facebook: [www.facebook.com/ncrcorp](https://www.facebook.com/ncrcorp)

LinkedIn: [www.linkedin.com/company/ncr-corporation](https://www.linkedin.com/company/ncr-corporation)

YouTube: [www.youtube.com/user/ncrcorporation](https://www.youtube.com/user/ncrcorporation)

### About Magnit

Magnit is the largest food retailer in Russia. As of March 31, 2015, the company's retail chain consists of 8,581 convenience stores, 196 hypermarkets, 104 "Magnit Family" stores and 1239 drug store in 2,180 cities and towns across the Russian Federation. Approximately two-thirds of the company's stores are located in towns with the population less than 500,000 people. The majority of stores are located in Southern, North Caucasian, Central and Volga Federal Regions. Magnit is also located in the North-Western, Ural and Siberian Federal Regions.

As of March 31, 2015, Magnit operates in 28 distribution centers, using automated stock replenishment systems and a fleet of 5,934 vehicles. <http://www.magnit.ru>.

Source: NCR Corporation

NCR Public Relations  
Ortrud Wenzel, +49 821 405 8191  
[ortrud.wenzel@ncr.com](mailto:ortrud.wenzel@ncr.com)