



M.Fredric Transforms Retail POS and Inventory Management Software with Latest Version of NCR Counterpoint

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Custom retail management solution from NCR allows M.Fredric to access comprehensive real-time sales data anytime, anywhere

DULUTH, Ga.--(BUSINESS WIRE)--Jun. 1, 2015-- NCR, the global leader in consumer transaction technologies, announced today that California-based clothing retailer M.Fredric is enhancing its retail point-of-sale (POS) and inventory management systems with NCR Counterpoint. The solution provides M.Fredric with a single retail management software platform to closely track purchases and inventory levels in real-time across its nine brick-and-mortar locations and e-commerce store. By providing real-time sales data, NCR Counterpoint will enable M.Fredric to benefit from increased visibility for stock purchasing decisions.

To keep pace with rapidly changing fashion trends and consumer demand, M.Fredric turned to NCR to help streamline the buying process with its multiple vendor relationships and enable it to make purchasing decisions in-store or on the go, from fashion showrooms around the world. The flexible POS and inventory management system enables M.Fredric to reduce redundancy and dramatically improve inventory tracking of detailed item information such as size, color and material. Empowered with real-time data insights, M.Fredric will be able to better control costs through tighter re-order points, increase visibility on mark-up ratios, and improve inventory decision making across multiple locations – directly from the point of sale or a mobile app.

"Fashion only has a two to three month shelf life. You can't afford to waste time not knowing how well a product is doing. When I'm on the road meeting with vendors or visiting showrooms, I can use NCR's mobile app to easily access sales performance and inventory data across all of our locations, allowing me to make on the spot decisions that directly impact our bottom line," said Fred Levine, co-founder and buyer, M.Fredric. "Within a few minutes, I can identify our hot sellers and order extra inventory before the item sells out, or even make a decision to swap out a slow selling item, ensuring customers who visit our stores can always find what they're looking for."

M.Fredric worked with NCR channel partner DataTech on the sale and installation of the solution.

Built for retailers of all sizes, whether they have just one or hundreds of locations, NCR Counterpoint integrates all inventory data to make information available whenever retailers need it. It offers comprehensive, customized on-demand inventory management, web-based real-time reporting, touchscreen point-of-sale, built-in customer loyalty, automated purchasing, and configurable reporting capabilities with multiple levels of security. The unified system also offers the option of adding custom solutions that allow retailers the flexibility to configure implementation to their specific business requirements, providing access to instant data feedback at any level, on any web device.

"NCR Counterpoint is a vital portal to real-time information for retailers that takes the guess work out of running a business. Its integrated sales tools help retailers optimize everything from forecasting and purchasing to inventory control," said Scot DeLancey, Sr. Director, Global Channel Solution Management, NCR Retail Solutions. "For M.Fredric, that means having more valuable inventory and sales information at their fingertips so they can better understand customer demand for the latest fashions and make sure its shelves are always stocked with best-selling items."

About M.Fredric

A successful retailer of over 35 years, M.Fredric is touted as a retail haven and must-stop-shop for the fashion forward communities of Los Angeles. Owned and operated by Fred Levine, Lisa Levine and Mardi Fox (husband, wife and sister), the 9 boutiques boast a wide range of chic contemporary styles and cutting-edge brands for women, men and children. Frequented by celebrities, wardrobe stylists and sophisticated shoppers, M.Fredric is constantly evolving to offer clients a fun and dynamic environment to make shopping an exciting experience.

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.

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NCR Public Relations
Jeff Dudash, 770-212-5091
jeff.dudash@ncr.com