



Retail Technology Leaders Unite in Support of New Open Application Ecosystem and Evolutionary Path to the Internet of Things

June 24, 2015 at 8:00 AM EDT

NCR announces retail technology innovators, including Microsoft, Inmar, FreshHub and Intel, supporting NCR retail vision and launch of NCR Retail ONE commerce hub

ORLANDO, Fla.--(BUSINESS WIRE)--Jun. 24, 2015-- **NCR SYNERGY 2015** – As part of [today's launch](#) of the NCR Retail ONE commerce hub at [NCR Synergy](#) in Orlando, a number of leading retail technology providers are voicing support for NCR's leadership, vision and strategy around the future of retailing. Leading retail technology innovators, including [Microsoft](#), [Inmar](#) and [Freshhub](#) - all directly involved with NCR Retail ONE – are uniting with other technology leaders, including [Cisco](#) and [Intel](#), in support of the new commerce hub and the digital capabilities it provides for retailers seeking to bridge the physical and digital worlds.

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[NCR Retail ONE commerce hub](#) unites a new open ecosystem of retail applications with an omnichannel platform that is implemented using the cloud, on-premise software or a hybrid of both. It also provides an evolutionary path for retailers preparing to capitalize on a future enabled by the Internet of Things (IoT).

Building on over 130 years' retail experience, NCR has established an unmatched reputation for leading the evolution of retail. Fundamental to this leadership is recognition that reinvention requires collaboration within the retail technology ecosystem to deliver the value to both retailers and consumers. This is particularly pertinent to sophisticated technologies as well as addressing important industry topics, such as omnichannel retailing and the IoT. Working groups, open development platforms and industry standards are key to success.

"To remain competitive and deliver a frictionless shopping experience for consumers, retailers must embrace omnichannel today and prepare their businesses to capitalize on a future based on the Internet of Things and Big Data," said Eli Rosner, Chief Technology Officer and Head of Product Management at NCR Retail Solutions. "NCR's vision, the technology we have unveiled at NCR Synergy and our relationships with the most influential retail technology innovators will enable retailers to achieve this faster and gain an important competitive advantage."

NCR technology partners and retail technology leader comments relating to the launch of NCR Retail ONE commerce hub at NCR Synergy in Orlando this week include:

"Modern retailing requires a flexible platform that allows retailers to serve customers across channels and devices. NCR's Retail ONE platform is an exciting solution that addresses a retailer's need to deploy seamless omni-channel capability today, while being extensible to meet the unpredictable innovations of tomorrow by leveraging the cloud and the Internet of Things (IoT)," said Brendan O'Meara, Managing Director, WW Retail Industry at [Microsoft](#). "Microsoft is thrilled that NCR chose the Microsoft Azure hybrid cloud platform for Retail ONE. The combination enables capability, flexibility and scale at an unprecedented level thanks to a worldwide network of Microsoft-managed datacenters across 19 regions and a growing collection of integrated services."

"We are proud to be playing a part in the forward thinking vision of NCR Retail ONE, and are delighted that NCR chose to offer our smart kitchen commerce solution to its retail customers," said Iri Zohar, CEO and founder of [Freshhub](#). "We are looking forward to bringing retailers into the heart of people's kitchens via connected appliances, such as smart microwaves, kitchen music players and connected recycle bins. This will allow consumers to update their online grocery shopping cart by simply waving the desired product in front of connected kitchen appliances or by voice commands."

"Retailers employing Inmar's digital promotion solution can leverage our nationwide, open network to provide their customers with attractive, purchase-motivating offers," says David Mounts, Chairman and CEO at [Inmar](#). "In addition to helping build and sustain shopper loyalty, our platform allows retailers to maintain optimal visibility into shopper behavior and promotion performance," adds Mounts.

"Delivering a seamless omnichannel solution is the ultimate goal of retailers and Intel is rapidly embracing innovative technology within retail and the Internet of Things to deliver on that desire," said Alec Gefrides, director of retail platform marketing at [Intel](#). "NCR's Retail One effort provides a new platform, based on Intel architecture, to enable new experiences for the future of retail and shopping."

"Cisco and NCR's vision brings a whole offer together with validated, secure solutions and optimization services. Our focus centers on the customer and transforming today's retail experience into tomorrow's guest experience," said Todd Meister, Vice President, Software & Solutions Innovation at [Cisco](#). "Our solution delivers omnichannel features and retail analytical insights that enable a positive customer experience and enriched loyalty."

Further news and information relating to NCR Retail ONE ecosystem relationships:

- [Freshhub](#): NCR Retail ONE makes connecting with Freshhub's eCommerce system easy. Thanks to its next-generation architecture, Freshhub can deploy its technology even faster, which provides value for retailers and their customers. Freshhub technology enables consumers to update their online grocery shopping cart by simply waving the desired product in front of connected kitchen appliances, such as smart microwaves, kitchen music players or connected recycle bins, or using a voice command. The omnichannel capabilities of NCR Retail ONE, combined with the open nature of the applications ecosystem and the migratory path to the Internet of Things, is projected to be a driving force in expanding Freshhub's value

proposition and helping to grow its business even more effectively. More on this news at this [link](#)

- **Inmar:** Inmar's industry-leading digital promotion platform integrates seamlessly into the NCR Retail One ecosystem, creating a powerful, combined shopper engagement solution for retailers that enable them to 1) maintain strategic control of promotion programs, 2) respond effectively to growing consumer use of digital offers, and 3) grow revenue from promotion-driven sales and increased store traffic. Inmar's technology, by facilitating digital offers as a central element of the marketing mix, positions retailers to better engage shoppers across all media and meet shoppers' expectations for a consistent, omni-channel 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.

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Source: NCR Corporation

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