



## Alaska Seafood Company Uses NCR Silver® for Customer Loyalty, Sales Information

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*POS system's accounting and reporting capabilities to play key role in 2016 expansion*

DULUTH, Ga.--(BUSINESS WIRE)--Mar. 9, 2016-- When Jason Tanner needed a point-of-sale (POS) solution with advanced sales tracking and reporting capabilities for his Alaska-based fish market, he turned to NCR and its tablet-based POS solution, NCR Silver.

NCR Silver's integration with QuickBooks and its ability to provide visibility into sales performance across multiple locations were major selling points for Tanner as he is opening another [Tanner's Fresh Fish Processing](#) location later this year.

"NCR Silver is a game changer for my business," said Tanner. "It's a comprehensive solution outfitted with everything I need to keep things like top-selling items and customer information in check. Best of all, it's easy to use."

Tanner also uses NCR Silver to collect email addresses during transactions, allowing him to email receipts to customers and engage them in email marketing campaigns.

"NCR Silver provides a business enablement platform to small business owners like Jason who need more than just a way to ring up sales," said Chris Poelma, president and general manager of NCR Small Business. "Utilizing transaction data to gain valuable insights like which products are resonating best with their customer base, allows SMBs to make smarter decisions, drive greater operational efficiency and elevate customer service."

To learn more about NCR Silver's features, visit [www.ncrsilver.com](http://www.ncrsilver.com), or call 1-877-630-9711. NCR Small Business provides live, 24/7 U.S.-based customer support for NCR Silver users. NCR Silver mobile POS runs in the cloud, uses consumer-friendly technology, works on Apple® devices running the latest iOS, and offers a POS solution catered to franchises as well.

### 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. The company encourages investors to visit its web site which is updated regularly with financial and other important information about NCR.

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