



NCR to Share Omnichannel Strategies at National Restaurant Association Show 2016

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Company also will lead informational mini-sessions on trending industry topics

DULUTH, Ga.--(BUSINESS WIRE)--May 16, 2016-- Restaurateurs looking for strategies to engage customers across various channels can attend an NCR-led session on the topic on May 23 at the National Restaurant Association Show.

NCR's Jon Lawrence, senior director of hospitality product marketing, will discuss ways operators can improve the customer experience across all channels, from mobile to traditional and kiosks. Show attendees can join this session on Monday, May 23 at 11:30 a.m. in the McCormick South Building, room S402a.

"As technology evolves, so do restaurant customer's expectations," said Paul Langenbahn, president of NCR's Hospitality division. "Customers expect a cohesive omnichannel experience and restaurant brands that aren't anticipating this and embracing technology to enable a frictionless guest experience will significantly fall behind their competition."

NCR executives will also educate restaurateurs on overcoming several industry obstacles at booth 6229 during mini-educational sessions throughout the show. Attendees can join the following mini-sessions each day of the show at the times listed below:

- **"Why you need a consistent consumer experience"**

We hear the word "omni-channel" a lot – what is it actually? What does it really mean for you? See the mobile experience from a consumer's point of view, and learn why having a frictionless experience is necessary.

Morning Session – 10:30 AM | Afternoon Session – 2:30 PM

- **"Why it's more than EMV..."**

Payments and security is a big problem to solve, but the good news is that there's a platform that helps you address the industry's EMV needs and much more. We'll cover how payments and security is more than EMV, it's about protecting your business, your customers and your future.

Morning Session – 11:30 AM | Afternoon Session – 3:30 PM

- **"Why mPOS addresses the need to be efficient"**

Efficiency is a focus for restaurateurs that will never go away – and rightfully so. There is a need for smart operations, and mobile POS continues to help drive improvement in efficiencies for all types of restaurants. Hear about mobile POS can help efficiencies in the tableside ordering and line busting experience.

Afternoon Session – 12:30 PM and 4:30 PM

- **"Why an integration framework matters"**

Cloud-based integration is important. A multi-vendor experience needs to be a seamless one, especially when it comes to installation. Hear about NCR's cloud connect platform that's enabling you to work with a variety of our partners to better enhance your technology experience.

Afternoon Session – 1:30 PM

NCR will also demonstrate its NCR Aloha and NCR Silver technologies that meet the needs of restaurants of all sizes and concepts. To meet with senior executives from NCR or see the technology in action, please visit booth 6229 or contact tim.henschel@ncr.com to arrange a meeting.

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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