



NCR Demonstrates Open API Omni-channel Platform at FinovateSpring 2016

May 16, 2016 at 9:28 AM EDT

DULUTH, Ga.--(BUSINESS WIRE)--May 16, 2016-- NCR Corporation (NYSE: NCR), a global leader in omni-channel solutions, was selected to participate at [FinovateSpring 2016](#), May 10-11, 2016 in San Jose, California.

NCR demonstrated its omni-channel integration and transformation platform, highlighted by its Transaction Data Manager solution. The demonstration ran on an open API platform, which is still in development by NCR. The API places the customer squarely at the center of the single platform where they can conduct mobile transactions online such as banking or shopping -- creating an unparalleled consumer experience that meets the expectations of today's on-the-go consumer.

NCR's open API platform works across industries and channels, allowing businesses to deliver their customers targeted, personalized offers and services by leveraging granular data from multiple channels. This enables businesses to customize the customer experience, add loyalty reward programs and ultimately, increase wallet share. Furthermore, customers are able to receive greater value along the entire consumer journey -- making personalized purchases, real-time on any device while managing their daily finances with ease and efficiency.

"We were honored to present our technology at FinovateSpring and participate alongside some of the brightest start-ups," said Eli Rosner, Senior Vice President, Software Solutions, NCR Corporation. "Omni-channel transformation is a must if any business is going to play in today's world of digital commerce. Our API platform benefits from NCR's unmatched reach across multiple industries and consumer touchpoints -- leveraging a depth and breadth of consumer data that powers amazing customer experiences."

About NCR Corporation

NCR Corporation (NYSE: NCR) is a leader in omni-channel solutions, 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.

Website: www.ncr.com

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

Facebook: www.facebook.com/ncrcorp

LinkedIn: www.linkedin.com/company/ncr-corporation

YouTube: www.youtube.com/user/ncrcorporation

View source version on businesswire.com: <http://www.businesswire.com/news/home/20160516006000/en/>

Source: NCR Corporation

NCR Corporation
Scott Sykes, 212-589-8428
scott.sykes@ncr.com