



## NCR Positioned as a Major Player in the IDC MarketScape, Worldwide Retail Omni-Channel Commerce Platform Market

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DULUTH, Ga.--(BUSINESS WIRE)--May 4, 2017-- Retailing today is not for the faint of heart. Hypercompetitive pricing pressure, inventory management challenges, experience-driven consumers and digital competitors have created a perfect storm for disruption. In order to adapt, forward-looking retailers are embarking on transformational journeys to deliver truly differentiated shopping experiences.

One vital solution that has emerged to help retailers navigate these transformations is the omni-channel commerce platform, a single system of record that unifies all aspects of the customer experience across all channels.

Leading industry analyst firm IDC Retail Insights has just completed the industry's first independent evaluation of this market: *The IDC MarketScape: Worldwide Retail Omni-Channel Commerce Platform 2017 Vendor Assessment* (Doc #US41453016, April 2017). The report evaluates solutions from 12 vendors across a variety of factors and provides metrics and context for retailers to evaluate potential vendors in this rapidly growing area.

[NCR Corporation](#) (NYSE: NCR), a global leader in omni-channel solutions, today announces that it has been recognized as a Major Player in this inaugural report.

In its assessment of NCR's platform, the IDC MarketScape highlights several strengths, including NCR's cloud-based payments application and its use of an open ecosystem that connects retailer applications, NCR applications, partners and third-party vendors. This means that retailers have the opportunity to prioritize investments, minimize risk and maximize returns.

Global and regional retailers alike are using NCR's Omni-Channel Commerce Platform to redefine the shopping experience and gain new levels of flexibility to quickly adapt new technologies into their retail infrastructure.

"The retail industry has changed forever and is being disrupted in virtually every way possible," said NCR President and Chief Operating Officer Mark Benjamin. "We are proud to be recognized by the IDC MarketScape for our 130 years of innovation in retail technology, and look forward to continuing our work delivering solutions to help some of retail's leading brands navigate digital transformation in the connected economy."

"Retail is fundamentally changing," said Ivano Ortis, vice president, IDC Retail, Manufacturing, and Financial Insights, IDC Europe. "To execute current and future customer journeys, retailers need a new unified customer experience architecture that will provide a seamless composition of customer services leveraging information, processes, and channels consistently."

IDC predicts that by 2018, 30 percent of major retailers worldwide will adopt a commerce platform and recommends that retailers allocate 30-40 percent of the IT budget to commerce platform investments. ([IDC FutureScape: Worldwide Retail 2017 Predictions](#), Doc # US40518816, Nov. 2016)

**About IDC MarketScape:** IDC MarketScape vendor analysis model is designed to provide an overview of the competitive fitness of ICT (information and communications technology) suppliers in a given market. The research methodology utilizes a rigorous scoring methodology based on both qualitative and quantitative criteria that results in a single graphical illustration of each vendor's position within a given market. IDC MarketScape provides a clear framework in which the product and service offerings, capabilities and strategies, and current and future market success factors of IT and telecommunications vendors can be meaningfully compared. The framework also provides technology buyers with a 360-degree assessment of the strengths and weaknesses of current and prospective vendors.

### 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 nearly 700 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, Ga., 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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