



## Bitan Wines Will Introduce Self-Checkouts by Market Leader NCR

November 13, 2017 at 8:00 AM EST

*Supermarket chain will be the first in Israel to offer cash payments and returns at self-checkouts*

DULUTH, Ga.--(BUSINESS WIRE)--Nov. 13, 2017-- Bitan Wines Group, owner of Mega Ba'lr and Shuk Mehadrin, and one of the largest and leading supermarket chains in Israel, has begun preparations for installing NCR FastLane SelfServ™ Checkouts. NCR, a global leader in omni-channel solutions and the largest software supplier for the retail food market in Israel, will tailor the new installation to Bitan Wines' specific requirements.

The cooperation with NCR follows Bitan Wines' strategic decision to offer its customers the option to checkout themselves with the help of advanced self-service technology, a trend that leading retailers worldwide have adopted in the past years as a first step in their store transformation journey. Dozens of installations are already scheduled for the last quarter of 2017, and a full roll-out is planned to all stores nationwide in the course of this project.

Erez Eizenberg, V.P. Marketing at Bitan Wines, said: "The group invests a lot of work in improving the shopping experience in its branches. We wish to appeal to a variety of shoppers ranging from those who shop traditionally, to online shoppers on both of our group websites and now those who prefer to check out themselves. I am glad we have managed to bring innovation to our stores installing self-checkouts and we will be the first to allow cash payments and returns as well."

As part of this cooperation, NCR has analyzed the structure of Bitan Wines' branches, the customers' demographics, as well as the operations at each branch and suggested a tailored self-checkout solution concept that will be adapted to the specific requirements of Bitan Wines.

The manager of NCR Israel, Rafi Yam, said: "Self-checkout has been in Israel for quite some time, at cinemas, airports and gas stations, where the concept was quickly embraced by customers. Now we are looking to supermarkets, to help streamline and improve customers' purchasing experience."

The new checkouts with their intuitive software will guide shoppers through all steps in the process and create an experience that enables them to select their preferred method of payment, help reduce queues and contribute to a smooth and easy checkout experience.

The NCR FastLane SelfServ Checkouts have numerous advanced features, such as the option of paying cash, with credit cards or prepaid cards. Furthermore, they feature state-of-the-art, built-in scales that streamline the weighing process which helps create an even faster checkout experience for customers.

The NCR self-checkouts are partly developed at NCR's R&D centers in Raanana, one of the company's main R&D centers, which provides innovative software solutions to customers all over the world.

### 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 the financial, retail, hospitality, travel, telecom and technology industries. NCR solutions run the everyday transactions that make your life easier. NCR is headquartered in Duluth, Ga., with about 30,000 employees and does business in 180 countries. NCR is a trademark of NCR Corporation in the United States and other countries. NCR encourages investors to visit its website which is updated regularly with financial and other important information about NCR.

Web sites: [www.ncr.com](http://www.ncr.com)

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

Facebook: [www.facebook.com/ncrcorp](https://www.facebook.com/ncrcorp)

LinkedIn: [www.linkedin.com/company/ncr-corporation](https://www.linkedin.com/company/ncr-corporation)

YouTube: [www.youtube.com/user/ncrcorporation](https://www.youtube.com/user/ncrcorporation)

View source version on businesswire.com: <http://www.businesswire.com/news/home/20171113005219/en/>

Source: NCR Corporation

NCR Corporation

Ortrud Wenzel, +49 821 405 8191

[ortrud.wenzel@ncr.com](mailto:ortrud.wenzel@ncr.com)