



## NCR Plans to Grow Its Channel Business with Expanded Channel Portfolio

November 16, 2017 at 8:00 AM EST

*NCR opens growth opportunities for new and existing channel partners to build a more profitable business*

DULUTH, Ga.--(BUSINESS WIRE)--Nov. 16, 2017-- [NCR Corporation](#) (NYSE: NCR), a global leader in omni-channel solutions, unveiled an expansion to its channel program. The program allows channel partners to sell additional products – including Enterprise Software, Professional Services, Maintenance and Managed Services – to complement NCR core products. This enables channel partners to address a larger customer base across the Banking, Retail and Hospitality industries in existing as well as new geographies to deepen market penetration. Furthermore, NCR aims to attract new types of channel partners such as systems integrators, telecommunication companies or software partners, as well as channel partners that currently sell competitive or adjacent products.

“The channel is a potential future growth engine for NCR to penetrate the market,” explained Ken Richard, Vice President and General Manager of the NCR Global Channel business. “NCR offers are resonating in the market, and making them available to the channel could provide significant growth opportunities. This is something we want to unleash with our new program.”

NCR’s enhanced channel program has three tiered levels – Advanced, Premier and Elite – and it rewards channel partners not only based on volume of sales, but other key criteria such as customer satisfaction, net new customers or product innovation.

The new program follows a series of technology innovations that included advancements in omni-channel customer experience, store transformation and actionable insights. NCR is the market leader in self-checkout and has introduced a new, convertible self-checkout solution that can be used as an assisted POS system in peak times. In combination with mobile self-scanning solutions from NCR, retailers can give their customers more choice. For the financial services industry, NCR released a new family of ATMs, the SelfServ 80 Series, that will help banks change the way consumers interact with the ATM forever. By opening these and other software solutions such as Authentic for channel partner distribution, NCR enables both new and existing channel partners to grow by expanding or complementing their solution portfolios and coverage.

### 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 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 site: [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/20171116005195/en/>

Source: NCR Corporation

NCR Public Relations

Ortrud Wenzel, +49 821 405 8191

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