Powerful NCR Retail Store Automation Software Puts Innovative Technologies Within Reach

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        Retailers can easily integrate new functions such as
        portable "queue busters" and cell-phone access to reports
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NEW YORK, Jan. 11 /PRNewswire-FirstCall/ -- NCR Corporation (NYSE: NCR) is showing retailers that adding handheld "queue busters," web-enabled cell phone links and other high-tech tools to their store operations no longer means adding new systems-management headaches.

"As retailers adopt new technology in response to changing business needs, they may find themselves saddled with a collection of disparate systems that are difficult to integrate and manage," said Dave Ashcraft, vice president and general manager of NCR's General Merchandise Software business. "A good way to avoid this issue is to begin with powerful base software designed to interface with a large number of store systems and functions."

At the National Retail Federation Convention and Expo in New York, Jan. 13-16, NCR will demonstrate its Advanced Store@General Merchandise (AS@GM) software platform with several of the retail industry's latest technology tools.

Handheld "Queue Busters"

One of shopping's greatest frustrations is waiting to pay -- whether at a checkout lane or a wrap stand. Among the innovative responses to this challenge is the use of wireless handheld terminals equipped with bar code scanners. Store associates can use these "queue busters" to tally customers' purchases while they are standing in line, which greatly reduces the time needed to complete the transaction at the point-of-sale (POS) terminal.

Any industry-standard handheld can be readily integrated with the POS application module of AS@GM, allowing retailers to add this customer-pleasing feature to their front-end operations quickly and easily. NCR will demonstrate this feature with a Symbol PPT 2800 portable pen terminal, running Microsoft(R) Windows(R) CE, in booth 413 at the NRF Expo.

PDA's and Cell-Phone Access

By interfacing with Web-enabled personal digital assistants (PDA's) and cell-phone technology, AS@GM gives mobile retail executives another tool to effectively stay on top of the business. Through secure wireless connections, management can gain real-time access to store-level or enterprise information, including operational data and exception reporting. This enables time- critical decision-making and adjustments to operations while managers are on the move or working from remote locations.

Bringing the Power of the Web to the Store

"The open design of AS@GM supports the integration of a wide range of strategic systems to meet the diverse requirements of today's multichannel retailers," Ashcraft said. "This includes the growing number of applications and devices that leverage Internet technology or Web-based information.

"For example, Web-based advertising and promotional content can be delivered to in-store customer information displays, with specific promotions triggered by a customer's purchases. Or, stores can use AS@GM's Web-import key (WIKEY) functionality, which allows sales associates to move quickly from a traditional POS application to a Web-enabled kiosk application like gift registry, and back again."

Value to Retailers

"These advanced uses of technology demonstrate a two-fold benefit to NCR's retail customers," Ashcraft added. "First, they allow retailers to keep ahead of competition through the rapid deployment of new technologies to improve customer satisfaction or enhance revenue. Second, thanks to NCR's open software architecture and hardware platform independence, features like these can be easily integrated into a retailer's existing infrastructure."

About NCR Corporation

NCR Corporation (NYSE: NCR) is a leader in providing Relationship Technology(TM) solutions to customers worldwide. NCR's Relationship Technology solutions include the Teradata(R) database and analytical applications such as customer relationship management (CRM) and demand chain management, store automation systems and automated teller machines (ATMs). The company's business solutions are built on the foundation of its long- established industry knowledge and consulting expertise, value-adding software, global customer support services, a complete line of consumable and media products, and leading edge hardware technology. NCR employs 32,900 in more than 100 countries, and is a component stock of the Standard & Poor's 500 Index. More information about NCR and its solutions may be found at www.ncr.com .

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