



## **NCR Widens Channel with RealPartner Program; Marketing Initiative Strengthens Commitment; Makes Channel, Alliance Partners Priority**

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DAYTON, Ohio, Apr 23, 2002 (BUSINESS WIRE) -- Deepening its commitment to investing in the ongoing success of channel and alliance partners, NCR Corporation (NYSE:NCR) today introduced the NCR RealPartner program, a comprehensive loyalty initiative focused on sales, marketing and support programs designed to help partners grow their business with NCR's comprehensive retail solution portfolio.

"More than 60 percent of our point-of-sale business is driven or influenced by resellers and independent software vendors," said NCR Vice President of Store Automation Products Enterprise Rod Vawdrey. "The NCR RealPartner program seeks to strengthen those critical relationships by rewarding partners that make commitments to NCR."

Announced at the NCR partner conferences held in Europe and North America in March, the program rewards partners who meet certain qualification criteria by providing co-marketing funds, prioritized leads, product marketing collateral and access to NCR professional services consultants, among other benefits.

"The sales paradigm is increasingly shifting to the indirect channel," said Vawdrey. "In order to grow our business and maintain our leadership in store automation, we are committed to investing in the channel as never before."

Consumer adoption of new technologies is also likely to affect the growth of channel distribution. More retailers are looking to self-service solutions, including self-checkout and Web kiosks, as well as electronic shelf labels, to enhance operational efficiency and customer loyalty.

"We want to ensure our partners have the tools they need to seize these new revenue opportunities," said Vawdrey.

### About NCR Corporation

NCR Corporation (NYSE: NCR) is a leader in providing Relationship Technology(TM) solutions to customers worldwide in the retail, financial, communications, manufacturing, travel and transportation, and insurance markets. NCR's Relationship Technology solutions include privacy-enabled Teradata(R) warehouses and customer relationship management (CRM) applications, store automation 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 30,300 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](http://www.ncr.com).

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