



NCR Partner North Country Business Products Wins 2011 Innovation Award

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Self-Service Solution Recognized for Bringing Shoppers a More Personalized, Multi-Lingual Self-Checkout Experience

DULUTH, Ga., Aug 08, 2011 (BUSINESS WIRE) --

[NCR Corporation](#) (NYSE: NCR) today announced that one of its partners, North Country Business Products, won an Innovative Solution Award from [The Retail Solutions Providers Association](#) (RSPA) and [Vertical Systems Reseller](#) (VSR) magazine. North Country Business Products won the award in the Supermarket category, recognized for its work with [NCR SelfServ\(TM\) Checkout](#) to deploy a technology solution that will help independent grocers in the Midwest, particularly in the greater Chicago area, offer shoppers a more personalized, multi-lingual self-checkout experience.

The award-winning solution offers shoppers the ability to select between four languages at checkout: English, Italian, Polish, or Spanish, doubling the traditional options of English and Spanish. For many grocers in Chicago, this multi-lingual capability is a critical element of customer service, as many of their customers speak a language other than English. Tony's Finer Foods is the first Chicago-area independent grocer to deploy the solution.

Providing shoppers more language choices and making it easier for them to interact with technology will help Tony's and other independent grocers expand their customer base and enhance the personalized service provided to customers.

"By offering consumers the speed and convenience of self-checkout with multiple languages, independent grocers can establish a competitive advantage and offer better, more tailored service than their larger competitors," said Dean Crotty, CEO of North Country Business Products. "The solution provides another level of convenience for customers and helps them verify products and prices in their own language while checking out, making the checkout process more convenient for shoppers."

"This solution further expands the personalization that shoppers receive inside the store, and is a pioneering example of an independent retailer using self-service technology to offer consumers more choice and greater convenience," added Kathleen Curry, vice president, North America channel sales, NCR Corporation. "We congratulate our partner on receiving this honor, and look forward to driving future innovations in self-service with our worldwide partner community."

The solution also includes the [NCR Advanced Checkout Solution for Independent Retailers](#) (ACS-IR), a point-of-sale software application that helps retailers operate their checkout operations more efficiently, decrease wait time for customers and deliver more targeted promotions to customers.

Presented at the annual Retail Solution Providers Association (RSPA) tradeshow, the RSPA Innovation Awards honor Resellers, Value Added Resellers (VARs) and Independent Software Vendors (ISVs) of retail technology that develop innovative, multi-vendor retail and/or hospitality technology solutions.

NCR SelfServ Checkout is part of [NCR e-tailing\(TM\) solutions](#), which are a set of software and services that enable retailers to offer consumers greater personalization and consistency across channels, such as the Internet, mobile devices, social media and in the store. These converged retailing solutions enable retailers to differentiate themselves, lower operating costs and attract today's empowered and elusive consumer.

About NCR Corporation

NCR Corporation (NYSE: NCR) is a global technology company leading how the world connects, interacts and transacts with business. NCR's assisted- and self-service solutions and comprehensive support services address the needs of retail, financial, travel, healthcare, hospitality, entertainment, gaming, public sector, telecom carrier and equipment organizations in more than 100 countries. NCR (www.ncr.com) is headquartered in Duluth, Georgia.

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