



NCR Introduces CPMobile, Transforming the Way Specialty Retailers Run Their Business

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Mobile POS product helps employees connect with consumers and sell anywhere

DULUTH, Ga., Sep 26, 2011 (BUSINESS WIRE) --

[NCR Corporation](#) (NYSE: NCR) today announced the launch of [CPMobile](#)(TM), a new mobile retail management solution that enables specialty retailers to engage more directly with consumers throughout the sales process and provide a level of customer service that will drive revenue and differentiate them from their competition.

A scalable and intuitive solution, CPMobile offers full integration with the Radiant [CounterPoint retail POS system](#) and is designed to help retailers [sell anywhere](#) and achieve a high value and return on investment.

Encased in a sled attachment with a bar code scanner and credit card swipe, CPMobile operates on any standard fourth generation iPod Touch or iPhone 4 using a 3G or Wifi connection. In addition to providing mobile checkout, CPMobile can also be used to handle returns and item lookup, allowing retailers to consider alternative business processes that do not have to include the traditional POS.

"Implementing a mobile strategy is not just a technology decision, but a key business decision that can dramatically impact a retailers' bottom line in a positive manner if done properly," said Christian Nahas, vice president, NCR Hospitality and Specialty Retail "We feel passionately about getting retailers and their sales staff out from behind the counter and onto the floor interacting with customers. Going mobile gives retailers the freedom to creatively extend their business and selling strategy in new ways - inside their store, on sidewalks and tent sales, community events and tradeshow - in places where the majority of retail customers gather and want to buy."

By blending a traditional retail POS strategy with a mobile strategy, retailers can leverage the power of a sophisticated retail management system while adding the flexibility offered by mobile devices to engage with customers.

Hobby Superstore, Inc., a discount and online hobby store in Plantation, FL, has piloted the CPMobile solution since June 2011. The manager, Emily Mitchell, was interested in a mobile solution to help her staff eliminate lines and congestion at point-of-sale stations and capture important customer information at the time of sale.

"As the holidays approach, I see CPMobile being a huge benefit in being able to have these mobile units and employees set up in different areas of the store to make the checkout process quicker and easier for those who want to purchase just one or two items," said Mitchell. "This technology also will allow us to better utilize space that once was used as a point-of-sale counter so that we can display additional inventory to generate more sales."

NCR acquired Radiant Systems, Inc, in August 2011, positioning the company as NCR's Hospitality and Specialty industry line of business and market leader with more than 100,000 installations worldwide. Customers include leading brands and venues in the restaurant and food service, sports and entertainment, petroleum and convenience, and specialty retail markets.

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.

For more information on NCR's specialty retail solutions, visit www.counterpointpos.com.

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NCR Corporation
Jessica Lundberg, 770-576-6509
Jessica.lundberg@ncr.com