



NCR Channel Partners Build Recurring Revenue Stream Through Introduction of SaaS Offerings

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NCR software and hardware solutions showcased at NCR booths 932 and 933 at RSPA RetailNOW 2012 show in Las Vegas, July 29 – August 1

LAS VEGAS--(BUSINESS WIRE)--Jul. 30, 2012-- [NCR Corporation](#) (NYSE:NCR) will be showcasing a wide variety of Software as a Service (SaaS) and hardware solutions at the July 29 through August 1 Retail Solutions Providers Association RetailNOW 2012 show in Las Vegas. At booths 932 and 933, NCR will highlight how channel partners can offer both SaaS and hardware solutions in a way that allows retail and hospitality end users to better serve their customers, while creating a healthier business model for the channel partner.

SaaS is becoming an increasingly important element in all retailers' and restaurant operators' efforts to lower capital investment costs, standardize applications and platforms, speed deployment and lower operating expenses. And for resellers serving the independent retailer and hospitality segment, SaaS offers an opportunity for channel partners to create a recurring revenue stream to augment the more infrequent revenue associated with the sale of hardware solutions and software licenses.

Taking center stage at RetailNOW will be NCR's SaaS solutions, including [NCR Advanced Marketing Solution](#) (AMS) and [NCR Pulse](#) solution for restaurant operators.

NCR AMS will soon be debuting as a software as a service (SaaS) model, and the first integration will be with NCR ACS for independent grocers. AMS delivers on [NCR's c-tailing vision](#), by coordinating consistent, enterprise-level promotions executed in real-time across the retailer's available channels. Using AMS, retailers can create targeted, multichannel offers to drive customer loyalty and respond to competitive pressures.

NCR Pulse is a software solution that complements the POS and is accessible on a smart phone or tablet device. The Pulse platform revolutionizes the way restaurant owners, operators and staff communicate and manage the business. It provides real-time reporting on key metrics anywhere, anytime and enables managers and operators to more effectively make quick decisions that directly impact the bottom line.

"These software solutions give the independent retailers the functionality of larger chains at affordable prices while providing a better shopping experience for their customers," said Kathleen Curry, NCR vice president North America channel sales. "NCR understands that powerful software can be a real competitive advantage, and no one understands the retail environment better than NCR. For the channel partner, being able to offer these powerful solutions provides great opportunities to serve the retail community more often than when they are purchasing new hardware."

In addition to the robust suite of SaaS products, NCR will be showcasing a variety of retail grocery solutions at the show, [NCR Advanced Checkout Solution](#) (ACS) for independent retailers, [NCR Advanced Back Office](#) (ABO), [NCR SelfServ™ Checkout](#) and the NCR RealPOS family of POS workstations and peripherals.

NCR ACS for independent retailers is a feature-rich point of sale application designed specifically for the independent grocer. NCR ABO works seamlessly with ACS and is a full-function back-office software application designed to help independent grocers quickly maximize productivity, manage inventory and manage prices. The software is designed to be easy to learn, easy to use and easy to manage.

"NCR's hardware offers durability, long-life and low total cost of ownership, all things that are important to retailers and restaurants when making hardware purchase decisions," said Sterling at NCR.

To learn more about NCR's retail hardware and software solutions, please visit www.ncr.com. To schedule an appointment to meet with an NCR representative at the RetailNOW show, please e-mail Edward Vargo at edward.vargo@ncr.com or stop by NCR's booths 932 and 933 during the show.

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, hospitality, gaming, public sector, telecom carrier and equipment organizations in more than 100 countries. NCR (www.ncr.com) is headquartered in Duluth, Georgia. NCR is a trademark of NCR Corporation in the United States and other countries.

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