



NCR Silver Makes Everyday Easier for Small Businesses with Social Media Integration

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DULUTH, Ga.--(BUSINESS WIRE)--Mar. 28, 2013-- NCR Corporation announced today that the [NCR Silver mobile point of sale](#) (POS) solution has been enhanced to empower small business owners to provide marketing messages to customers via the NCR Silver email marketing engine and update businesses' Facebook pages with the same messages at the same time.

The NCR Silver social media update makes marketing to customers easier, with more impact, than ever before. With one click, small business owners can now engage in email marketing campaigns and at the same time update their businesses' Facebook page with the same messages about their business or products. The integrated social media marketing saves small business owners time, streamlines their marketing efforts and empowers them to build a community of customers, which in turn drives loyalty and sales.

According to [industry research](#), 73 percent of small business owners use social media as part of their marketing mix, and the majority of them don't employ anyone to help with this work. Forty-one percent of small business owners report that making their marketing dollars go further is one of their biggest challenges. So maximizing the effective use of free social media sites, while also maximizing business owners limited time, is crucial to building and maintaining a successful business.

For more custom messages, like "we miss you" campaigns or special discounts for the most loyal customers, the social sharing feature can be easily turned off so that a business's broader social audience doesn't see these more targeted messages.

"For the small business owner who is doing everything, time saved by integrating Facebook posts with their email campaigns is time they can spend helping customers, growing their businesses or being with their families," said Christian Nahas, vice president and general manager of the NCR small business team. "NCR Silver's mission is to help small businesses achieve their goals. We consistently hear that time and resources are two things small business owners can always use more of. With the social media marketing update, NCR Silver is giving these operators back valuable time while adding value to their business."

NCR Silver's cloud-based architecture enables this social media integration update to deploy automatically to existing NCR Silver customers and is included in all new installations for new customers. Earlier in the month NCR Silver was updated to provide business owners with the ability to launch and manage [gift card programs](#).

Powerful and agile cloud-based technology allows small business owners to go beyond simple payment swipe and cash-register functions, giving them the power to easily track sales, profits and inventory; market to customers with targeted and customized email campaigns; analyze business trends; and manage business finances. NCR Silver operates on Apple® devices running iOS, like the iPad®, iPhone® and iPod touch®, giving small businesses the freedom to interact with customers from anywhere. Apple devices are sold separately.

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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Source: NCR Corporation

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