



Juan Valdez® Café Stores Add NCR Technology to Deliver Exceptional Customer Service

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Colombian-based chain adds point-of-sale solution that features digital marketing options and provides standard path for international expansion

DULUTH, Ga.--(BUSINESS WIRE)--Dec. 16, 2013-- [NCR Corporation](#), the global leader in consumer transaction technologies, today announced that Juan Valdez Café stores are replacing their PC-based point-of-sale (POS) terminals with an NCR solution to enhance customer service and experiences chain wide.

Initially, NCR is installing POS technology in all of Juan Valdez's Colombian stores with an eye toward creating a standard platform as the company expands with new locations and franchises in Aruba, Chile, Ecuador, Peru, Mexico, Middle East, Asia and the United States.

The NCR POS solution includes a guest-facing screen so Juan Valdez Café Stores can create and easily communicate new marketing initiatives, such as offering special drinks, replacing their previous use of paper-based advertising. The terminals also feature biometric scanners so employees can quickly access functions and improve service and security.

"As we continue to grow, it becomes increasingly important to utilize the most advanced and durable consumer transaction solution we can find," says Roberto Held, Chief Financial Officer at PROCAFECOL S.A, the parent company of Juan Valdez Café. "NCR strengthens us technologically while providing us with worldwide support, no matter where we expand."

As part of the agreement, NCR Global Services is providing maintenance and support for the corporate owned stores as well as their franchised operations.

"Previously, Juan Valdez Café was using a PC-based POS that was not purpose-built for hospitality operations," says Andy Caraballo, General Manager - Caribbean & Latin America, NCR. "Our technology enables their growth with a higher level of durability and sophistication, including a better ability to quickly align with their other marketing efforts. Given our global footprint, we were a natural choice for a company seeking to aggressively expand operations."

Juan Valdez Café is synonymous with high-quality premium Colombian coffees for consumers and ensures a better value proposition for the farmers that grow their beans. The initial phase of the installation includes 120 POS terminals in Colombia stores, followed by the standardization of its franchises and operations out of the country, both in existing stores and in new openings.

About Juan Valdez Café

Juan Valdez® is the only internationally recognized brand that belongs to coffee producers. Inspired in the icon that has represented Café de Colombia for over 50 years, in 2002 the Colombian Coffee Growers Federation – a non-profit organization that represents more than 500,000 small Colombian coffee producers – created the Juan Valdez® brand for coffee shops. Years later, after the popularity and acceptance of the brand in coffee shops and products was consolidated, the distribution of Juan Valdez® products in other national and international distribution channels began. Besides being a synonym of high quality for Colombian premium coffee consumers, Juan Valdez's coffees transfer a greater value to coffee producers. Further information on www.juanvaldezcafe.com and www.cafedecolombia.com.

About NCR Corporation

NCR Corporation (NYSE: NCR) is the global leader in consumer transaction technologies, turning everyday interactions with businesses into exceptional experiences. With its software, hardware, and portfolio of services, NCR enables more than 450 million transactions daily across the retail, financial, travel, hospitality, telecom and technology industries. NCR solutions run the everyday transactions that make your life easier.

NCR is headquartered in Duluth, Georgia with over 26,000 employees and does business in 180 countries. NCR is a trademark of NCR Corporation in the United States and other countries.

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