



ratiopharm arena Chooses NCR to Improve Customer Experiences with Faster Service and Contactless Payments

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Innovative POS solution for German arena accommodates today's food and beverage sales while easing transactions at the POS

AUGSBURG, Germany--(BUSINESS WIRE)--Sep. 30, 2014-- [NCR Corporation](#) (NYSE: NCR), the global leader in consumer transaction technologies, announced today that [ratiopharm arena](#) in Neu-Ulm, Germany has chosen NCR to quickly move customers through vendor lines and get them back to the action. The NCR point-of-sale (POS) solution integrates innovative contactless technology from [payment solution services GmbH](#), allowing consumers to quickly and conveniently purchase food and drink using their RFID-enabled [ratiopharm arena card](#).

ratiopharm arena holds up to 9,000 visitors for concerts and sporting events. The forty [RealPOS™ 25](#) terminals deployed at ratiopharm arena are easy to operate thanks to their intuitive touchscreen, increasing the productivity of venue employees.

"We aim to provide the best possible customer service for our guests," said Vera Gauß, Controlling at ratiopharm arena. "Deploying technology that integrates with our card system speeds up transactions for visitors, and provides the reliability and functionality that we need. We selected NCR and payment solution services because of their established relationship and innovative technology suited to the demands of entertainment venues."

The entire venue is being furnished with cashless, efficient and energy-saving catering services. The ratiopharm arena card is equipped with an RFID chip for contactless payment and allows visitors to simply and quickly complete food and beverage transactions. To pay, visitors place the card on the reader and the amount is deducted. The display on the RFID reader is connected to NCR POS technology, showing the billing amount as well as the amount remaining on the card so that customers can keep track of their balance.

"A reliable and easy transaction is important for an arena with high customer volumes, since every second removed from a transaction contributes to improved income and profits," said Stefan Clemens, retail area sales leader, NCR Germany. "The benefits of the NCR solution that ratiopharm arena chose, in terms of improved efficiency and productivity, are crucial to improving the customer experience and enabling a rapid return on their investment."

The e-payment system is completely functional offline and highly reliable. With an eye toward the future, various subsystems can be integrated, such as ticketing, admission, parking and stays at local hotels. The solution should help create a positive impact on sales volume and customer satisfaction with flexibility for the arena to add new features and services going forward.

"In the end, all those involved benefit from the cashless payment system," said Sascha Busse, CEO of payment solution services. "Arena visitors no longer have to search for the right amount of change or deal with long queues when they want to purchase food and beverages. At busy times, staff members can now handle purchases more quickly and easily, increasing customer satisfaction while lowering operating costs for the arena."

About payment solution services

payment solution services GmbH, a wholly owned subsidiary of payment solution AG, is a young and innovative company in the e-payment and stadium consulting sectors.

In 2007, payment solution services GmbH and its parent company developed the full service operator model, which revolutionized cashless transactions in stadiums and arenas. It has already been installed in a number of stadiums and arenas.

Further information about payment solution is available at www.paymentsolution.biz.

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 485 million transactions daily across retail, financial, travel, hospitality, telecom and technology, and small business. NCR solutions run the everyday transactions that make your life easier.

NCR is headquartered in Duluth, Georgia with approximately 29,000 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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