



Jamie's Italian Selects NCR Cloud Solutions for First Restaurant in Brazil

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Industry-leading restaurant technology and cloud solutions provide real-time insights for renowned chef Jamie Oliver's newest location

SÃO PAULO--(BUSINESS WIRE)--Apr. 7, 2015-- NCR Corporation, the global leader in consumer transaction technology, today announced that Jamie's Italian, renowned chef Jamie Oliver's restaurant chain, has opened its first site in Brazil using NCR restaurant technology and cloud solutions. NCR's solutions will help Jamie's Italian engage consumers more effectively and operate with greater efficiency.

Famous worldwide with 30 locations, Jamie's Italian Brazil location is in the Itaim neighborhood in São Paulo. The restaurant chain chose NCR solutions to more easily manage daily transactions and gain insights about store performance. Using NCR's Aloha Table service point-of-sale software, Jamie's Italian will be able to process its orders and payments in the easiest, fastest way possible, increase speed of service in the kitchen, and improve its operating efficiency.

"As Jamie's Italian continues to expand the brand and enter new emerging markets, it has become increasingly important to leverage the latest restaurant technology to gain a competitive advantage," said Marcel Gholmieh, Jamie's Italian CEO. "NCR's mobile and cloud-based solutions allow us to achieve our long-term goals while providing us a platform that can grow along with us."

In the back of the house, NCR is helping Jamie's Italian to manage stock in real time, thereby allowing a better control of costs and reducing losses. Jamie's Italian will also be able to enjoy the benefits of NCR Configuration Center's above-store capabilities, allowing the chain to improve operational efficiency at the store-level in their Brazilian location. Each new item or price change on the menu is automatically synchronized, simplifying management's daily work.

Jamie's Italian has committed to using mobility as a competitive advantage. [NCR Pulse Real Time](#), a cloud-based mobile app is providing the management team visibility into its day-to-day operations, enabling the team to make better decisions that directly impact the bottom line. In addition, the servers will use NCR Orderman handheld devices to place orders and receive payment at the table as well as to cover larger sections without sacrificing customer service, ultimately improving the dining experience.

"With its selection of NCR technology and cloud solutions for the first location of Jamie's Italian in Brazil, the chain is once again showing its leadership in the food service market. Our innovative solutions are bringing efficiency to restaurants and a better experience to their customers," comments Luiz Bento, the Commercial Director of NCR Brazil.

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 nearly 550 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. The company encourages investors to visit its web site which is updated regularly with financial and other important information about NCR.

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About Jamie's Italian

For seven years, Jamie Oliver has decided to share with the world his knowledge and passion for Italian food. Jamie's Italian is inspired in Jamie's passion for Italian way of life, especially of good nutrition. He has as friend and mentor Gennaro Contaldo to innovate and guarantee the menu concept quality with creativity, simplicity and genuine passion for what he does.

Known for using only high quality ingredients that promote well-being, Jamie Oliver insists to present an authentic, which all recipes are tried and tested in order to create fantastic dishes. The ingredients are always the better, carefully selected of providers.

The entire team is trained to have a deep knowledge about all dishes that are served – the origin of each one, how they are created and cooked, and the personalities and stories behind them all.

Source: NCR Corporation

NCR Brazil

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