



NCR Named the 7th Most Reputable Company in Technology by Reputation Institute

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Consumer transaction technologies leader recognized as one of America's most reputable companies for its innovative solutions, services, workplace and more

DULUTH, Ga.--(BUSINESS WIRE)--Jul. 1, 2015-- [NCR Corporation](#) (NYSE: NCR), the global leader in consumer transaction technologies, has been named among America's most reputable companies in the technology industry, according to a new list released by Reputation Institute. NCR ranked #7 overall on the 2015 list of America's top 25 most reputable technology companies, ahead of some of the most recognizable brands in the world.

Compiled annually by Reputation Institute, the world's foremost research and advisory firm focused solely on corporate reputations, the list of America's top 25 most reputable technology companies is derived from the data collected for the US RepTrak® 100 study.

The 2015 US RepTrak® 100 examines perceptions of companies by the US general public based on over 50,000 interviews. Reputation Institute's RepTrak® model is the gold standard for reputation measurement, providing a one-of-a-kind measurement of how the public views the world's best-known companies. The RepTrak® database is normative, examining 15 stakeholder groups in more than 25 industries and more than 50 countries for more than 7,000 companies.

"Our customers, partners, and the millions of people whose lives are touched every day by NCR's innovative solutions when they bank, dine, shop and travel are at the heart of everything we do," said NCR Chairman and CEO Bill Nuti. "Competition in the technology industry is fierce, and having the best products is simply not good enough. NCR's reinvention has always been about having the best people too, guided by a globally consistent set of shared values that serve as our compass each and every day. Being recognized as one of the most reputable companies in the tech industry only happens when it is truly earned and deserves to be cherished. I could not be more proud of how far we have come or more excited for the bright future ahead for this great company."

This recognition of NCR as one of America's most reputable technology companies is the latest in a series of high-profile accolades bestowed upon the company for its reinvention over the last decade under the leadership of Mr. Nuti. NCR was recently named by Forbes as one of "[America's Best Employers 2015](#)." Harvard Business School professors have authored a [case study on NCR's reinvention](#) that is now being taught in the classroom, and Mr. Nuti has been selected in the company's home market as among the "[Most Admired CEOs](#)" for 2015.

"Technology companies with strong reputations recognize that their reputations are dependent on more than just the products and services they provide," says Brad Hecht, chief research officer at Reputation Institute (RI). "The second most important driver of reputation in the technology industry is governance, or whether a company is responsibly run, fair and transparent."

The full list of America's top 25 most reputable companies in the technology industry can be found online at <http://www.reputationinstitute.com/us-technology-reptrak>.

About Reputation Institute

Reputation Institute (RI) is the world's leading research-based consulting and advisory firm for reputation. RI enables many of the world's leading companies to make more confident business decisions that build and protect reputation capital, analyze risk and sustainability topics, and drive competitive advantage. RI's most prominent management tool is the RepTrak® model for analyzing the reputations of companies and institutions — best known via the Global RepTrak® 100, the world's largest and most comprehensive study of corporate reputations, as well as Country RepTrak® and City RepTrak® studies that look at reputation across organizations within a given geography.

Learn more at: <http://www.reputationinstitute.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 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 over 30,000 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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