



Philadelphia Restaurant Drive Profits with Mobile POS NCR Silver

August 11, 2015 at 8:00 AM EDT

Platform's ease of use ideal for ringing up truck sales, managing catering events

DULUTH, Ga.--(BUSINESS WIRE)--Aug. 11, 2015-- When taking over a 40-year-old Philadelphia restaurant and ice cream bar, Dalton Castano looked for a point-of-sale (POS) system that would quickly place orders and efficiently capture sales and inventory. Castano, who at the time was a young entrepreneur, also needed a solution that didn't require an upfront investment.

He chose [NCR Silver](#)TM, a mobile POS system, because of its low monthly fee and ease of use. The simplicity of the solution allows Castano and his business partner to focus on growing and modernizing their restaurant - More Than Just Ice Cream – not dealing with slow, inefficient technology.

"When we took over the restaurant, we were still using an old, slow manual register," said Castano. "We needed to upgrade to a faster point-of-sale system, but didn't want to invest a lot in technology. We also didn't need all the bells and whistles that would be overly complicated to use and expensive to maintain, so NCR Silver was a perfect match for our needs."

Castano joined the More Than Just Ice Cream team 15 years ago and held various roles – from ice cream scooper to server – before becoming manager. He and his business partner, another long-time More Than Just Ice Cream employee, wanted to modernize the restaurant while maintaining its "laid-back vibe."

"Dalton personifies the entrepreneur that NCR Small Business serves every day – the ambitious business owner who wants to focus on profitability and growth," said Chris Poelma, president and general manager of NCR Small Business. "Restaurants, in particular, need a technology partner that can provide around-the-clock support and help them tackle IT challenges in a way that doesn't impact customer service or revenue."

Using NCR Silver has improved efficiency at the Philadelphia eatery and provided the restaurant with a more contemporary, up-to-date image.

"NCR Silver has helped us achieve our business goals," Castano said. "In the future, we hope to take advantage of more of the solution's available features, including its customer loyalty functionality and alternative payments options, such as Apple PayTM, to further enhance the customer experience."

To learn more about NCR Silver's features, visit www.ncrsilver.com, or call 1-877-630-9711. NCR Small Business provides live, 24/7 U.S.-based customer support for NCR Silver users. NCR Silver mobile POS runs in the cloud, uses consumer-friendly technology, works on Apple[®] devices running the latest iOS, and offers a POS solution catered to franchises as well.

About NCR Corporation

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