



Tropic Supermarkets Optimize Store Operations, Inventory Management and Pricing with NCR Software

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NCR supply chain and merchandising suite will help improve operations and profitability of one of the largest domestic food retailer in the region

BANJA LUKA, Bosnia and Herzegovina--(BUSINESS WIRE)--Nov. 2, 2015-- NCR Corporation (NYSE: NCR), the global leader in consumer transaction technologies, announced today that Tropic Supermarkets has chosen NCR and its partner M.A.I. Trade to optimize inventory, and streamline supply chain management as well as store operations across its network in Bosnia Herzegovina and Serbia. By deploying NCR's [Power HQ](#), [Power DAX](#), and [Advanced Retail Solution](#), Tropic Supermarkets will be able to better manage its product portfolio and pricing, as well as optimize forecasting and inventory replenishment, thus helping to boost overall operational efficiency and profitability.

As one of the few domestic food retailers in Bosnia Herzegovina and Serbia, Tropic is committed to partnering with local food manufacturers to offer their customers a broad assortment of high quality, fresh produce from the region. Tropic was looking for a powerful and modular software platform to help manage the supply chain with their local vendors, and to support its growth while streamlining processes across the whole enterprise and providing the management team with visibility to support informed decisions.

"When we started the selection process, we had a very clear notion of what we wanted from the software platform," said Bojan Risovic, CEO and owner of Tropic Group. "Among the vendors we considered, NCR stood out with their expertise in managing perishable inventory and fast moving consumer goods. Their experience and the broad portfolio of solutions tailored to food retailing, combined with the local presence and support through M.A.I. Trade, enabled us to move ahead quickly with this project."

Initially, Tropic will roll out Advance Retail Solution as their point-of-sale (POS) system and implement Power HQ and Power DAX to consolidate business information across the entire supermarket chain into a single, centralized repository. This will improve item assortment, pricing accuracy, margin control and inventory management. NCR Power HQ will help Tropic simplify item assortment planning across their locations, and define pricing strategies to increase revenues while preventing margin erosion. With Power DAX, Tropic will use demand-driven forecasting and replenishment to optimize its inventory levels to match consumer demand. In similar implementations, Power DAX was able to increase the availability of products by 60 to 90 percent and reduce the spoilage of food by up to 50 percent.

In a second phase, Tropic will implement Power HQ Category Analyzer, a powerful analytical solution that assesses the financial impact of every item and every category in each store over time. This will provide Tropic with relevant data to make strategic business decisions about its product portfolio that help drive profits.

"We are delighted to be working with Tropic Supermarkets on this project. Tropic is an innovative, growing supermarket chain and its management understands the benefits of using sophisticated solutions, adopted by global food retailers, to support their growth and enhance their customers' satisfaction and brand perception," said Mana Yellin, Vice President International Sales for Global Enterprise, Merchandising and Supply Chain (GEMS) solutions at NCR. "Using our well proven merchandising suite, retailers, such as Tropic, were able to reduce inventory costs by 10 to 15 percent while improving shelf availability by 60 to 90 percent. Effectively replenished shelves stocked with the right items at the right prices across all stores can increase sales, margins and customer loyalty."

M.A.I. Trade, NCR's partner in the region, has been working closely with NCR to ensure that Tropic delivers an optimal shopping experience to its customers through this implementation.

"Food retailers across Europe are operating under very tight margins, so it's important to use the right tools to enhance profits, cut costs and streamline processes," said Mario Malinar, Business Development Manager at M.A.I. Trade. "Combining NCR's deep understanding of the food retail industry with our expertise in the development, installation and implementation of front and back office solutions for retailers, enabled us to provide Tropic with the best possible service and software solution to support their future growth."

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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