



Shark Tank Alumni Use NCR Silver® to Attack Reporting, Inventory

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POS system provides easy insight into operations for franchisee and franchisor

DULUTH, Ga.--(BUSINESS WIRE)--May 25, 2016-- Following an appearance on ABC's Shark Tank, Curt Campbell set out to achieve his dream of expanding his business, The Oilerie. The challenge he faced was finding the right technology to support its growth.

To tackle that common small business challenge, Campbell rolled out a modern tablet point-of-sale (POS) system — NCR Silver — to the eight Oilerie franchise stores.

"We chose it for the heritage of NCR's brand name and because of the knowledge they bring to the table," he says. "We felt that NCR Silver fit the bill at a good price point. Plus, the service has been impeccable. We really like that it's cloud based and gives our corporate office access to information from all stores — in one platform."

[The Oilerie](#) claims the title of "Largest hand bottler of extra virgin olive oils and aged balsamic vinegars in the United States."

As Campbell grows his business through franchising, one of the sell points to potential franchisees — in addition to his brand and artisan products — is his technology.

One franchisee, Lori Hackman, is a power user of NCR Silver's back office functionality.

NCR Silver's advanced reporting allows Hackman to easily view sales, inventory and employee data, and quickly share the information at the franchise level. Further, she uses the system for email marketing, creating awareness for her store and announcing promotions for customers.

Hackman says NCR Silver provides all the functionality she needs in a simple, intuitive package.

"There's a seamless integration between the front and back ends of the system," said Hackman. "The interface is fabulous, and I'm picky since my background is in web and interface design."

According to Hackman, The Oilerie customers frequently comment on the sleek, high-tech POS system, and NCR Silver makes the checkout experience a more enjoyable, interactive 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

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.

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