



Inspiring the Next Unicorn: Savings Bank Opens NCR Innovation Experience Room for Startups

September 28, 2016 at 8:01 AM EDT

Savings bank Kreissparkasse Goeppingen offers proactive support for new businesses

AUGSBURG, Germany--(BUSINESS WIRE)--Sep. 28, 2016-- Since July, the savings bank Kreissparkasse Goeppingen has been using the NCR Innovation Experience Room to increase digital literacy among its employees and clients while incorporating current megatrends into its strategic development. Now, the savings bank will take this new concept, developed by [NCR Corporation](#) (NYSE: NCR), a global leader in omni-channel solutions, further and offer workshops for business customers to drive digitization and inspire the creation of new businesses in the region.

The NCR Innovation Experience Room is equipped with a variety of state-of-the art technologies. These range from virtual reality headsets, 3D printers, drones and robots, to examples of Big Data or Internet of Things applications and nanotechnologies. After one year, the usage and acceptance of the Innovation Experience Room are evaluated and the featured technologies then exchanged, as needed.

Kreissparkasse Goeppingen, one of the 50 largest savings banks in Germany, opened its 'digital playground' to the general public in July. As employees have a vital role as ambassadors of going digital, one section is reserved for employees only. With this initiative, the bank aims to guide its customers on the path to a digital business environment and help them overcome fears or reservations towards new technology. The Innovation Experience Room prepares customers and employees with hands-on demonstrations for the increase in digital offerings that will supplement branch services in the future. NCR developed the conceptual design of the Innovation Experience Room, supplied technology and provided its expertise to the bank. Furthermore, NCR supports the introduction phase of the digital playground as a think-tank and coach to drive the usage of the experience.

"Ongoing digitization affects both banks and their customers equally. With the NCR Innovation Experience Room, we have developed a unique concept to seize the opportunities digital solutions bring, while at the same time overcoming anxieties and fears," said Harald Heinz, area sales leader in Germany, Austria and Switzerland at NCR Financial Services. "The NCR Innovation Experience Room not only takes customers on a journey into a digital world, but trains employees in disruptive approaches and this in turn generates value for banks."

"As the world changes, so does our role as a bank," said Jens Stopper, Regional Director at Kreissparkasse Göppingen and co-project lead for the 'digital playground.' "The impact of megatrends, such as connectivity and individualization, on communities can be experienced in the Innovation Experience Room. With our playground, we don't only prove to customers and employees that we are actively shaping digital transformation, we also acquire valuable know-how on how to help companies, startups and founders to bring their products and businesses to market in creative new ways."

In order to master digital transformation and stay on top of new developments, a culture is needed that supports and drives change. With the Innovation Experience Room and its opening for companies and founders, Kreissparkasse Goeppingen has initiated this important step in its region.

About NCR Corporation

NCR Corporation (NYSE: NCR) is a leader in omni-channel solutions, 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. The company encourages investors to visit its web site which is updated regularly with financial and other important information about NCR.

Web site: www.ncr.com

Twitter: [@NCRCorporation](https://twitter.com/NCRCorporation)

Facebook: www.facebook.com/ncrcorp

LinkedIn: www.linkedin.com/company/ncr-corporation

YouTube: www.youtube.com/user/ncrcorporation

View source version on businesswire.com: <http://www.businesswire.com/news/home/20160928005151/en/>

Source: NCR Corporation

NCR Public Relations

Ortrud Wenzel, +49 821 405 8191

ortrud.wenzel@ncr.com