



NCR and Zebra Technologies Work Together to Provide Store Transformation Solutions

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DULUTH, Ga.--(BUSINESS WIRE)--Jan. 13, 2017-- [NCR Corporation](#) (NYSE: NCR), a global leader in omni-channel solutions and [Zebra Technologies Corporation](#) (NASDAQ: ZBRA), a global leader in providing solutions and services that give enterprises real-time visibility into their operations, today expanded their global strategic relationship in two key areas of NCR's Store Transformation portfolio to provide truly visionary and frictionless customer service to shoppers in-store.

By integrating NCR's Unified Commerce and Store Transformation solutions with the new [Zebra SmartSense™ for Retail asset visibility solution](#) brick and mortar retailers get deeper visibility into their operations to help them execute successful omni-channel fulfillment strategies, improve the shopper experience and reduce missed sales opportunities.

Through a combination of UHF RFID, video and a new micro-location capability, the journey and location of merchandise and shoppers who opt into the network or a loyalty app can be tracked in real-time by Zebra's SmartSense for Retail platform. This helps retailers maintain optimal stock levels and provides a more accurate view of their in-store merchandise count online, so that shoppers know before driving to a store whether the product is available, which helps increase customer satisfaction.

Additionally, NCR and Zebra offer a unique in-store mobile shopping experience. Leveraging NCR FastLane Mobile Shopper software and the Zebra [MC18 Personal Shopper](#) device, retailers can give shoppers the opportunity to save time and scan the barcodes of merchandise as they shop using Zebra's intuitive store-provided handheld. The NCR FastLane Mobile Shopper extends the unified commerce experience by linking to a consumer's shopping list and delivering relevant product information to the MC18 Personal Shopper - enabling consumers to quickly complete their shopping trip with the device. After scanning items with the rugged MC18 handheld device, they can place the items in their cart, packing as they go, and quickly finalize the transaction at a designated checkout area, powered by the NCR FastLane SelfServ™ Checkout, or on the MC18 without having to wait in line.

NCR's Store Transformation solution portfolio includes the flexible FastLane SelfServ Checkout family, FastLane Mobile Shopper, high velocity assisted-service checkouts, click & collect, as well as kiosks, cash management, mobile experiential technologies, and consulting services.

"NCR's Store Transformation solutions help retailers reimagine the store as the hub of the shopping experience and deliver rich, naturally convenient and personalized services," said Dusty Lutz, Vice President Store Transformation, NCR Retail. "Zebra's MC18 Personal Shopper and new SmartSense for Retail solutions ideally complement our store transformation vision and can be integrated with NCR loyalty solutions to actively push targeted promotions to shoppers based on knowledge of their purchase history and location within the store, as well as enable frictionless checkout."

Zebra's SmartSense for Retail is an Enterprise Asset Intelligence solution that also enhances retailers' loss prevention capabilities with real-time alerts to loss prevention personnel during a potential theft event and can help quickly locate misplaced merchandise and assets to within very short distances.

"Zebra is proud of its long-standing relationship with NCR," said Bob Sanders, Senior Vice President and General Manager of Data Capture Solutions, Zebra Technologies. "We've had a global relationship for the last 10 years and remain committed to delivering visibility solutions that keep checkout lanes flowing, make transactions fast and accurate and minimize abandoned sales."

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, Ga., USA, with over 30,000 employees and does business in 180 countries.

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