



## Smoothie King Powers Its First Middle East Store with NCR Hospitality

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*International smoothie bar rolls out NCR Aloha in its move to the UAE*

DULUTH, Ga.--(BUSINESS WIRE)--Feb. 7, 2017-- The first Smoothie King store in the Middle East has opened with franchisee Al Ghurair Group, utilizing technology from global leader in omni-channel solutions, NCR Corporation.

Located at the Burjuman Shopping Centre, which was built by the Al Ghurair Group in 1992, Smoothie King has implemented the NCR Aloha point-of-sale (POS) platform and NCR hardware, as well as its suite of cloud-based business intelligence tools including NCR Insight and NCR Pulse Real-Time.

For the Al Ghurair Group, choosing an IT partner that had the cloud-based infrastructure that would support future growth, alongside a software suite that could provide exceptional levels of data and insight was vitally important. The best-in-class NCR Insight and NCR Pulse Real-Time tools mean that Al Ghurair's hospitality team can have detailed up-to-the minute performance information at their fingertips – whether via a PC, tablet or smartphone.

"Tracking business performance is very important, so the NCR software was an important choice when launching Smoothie King in Dubai," says Wael Al Shamy, brand manager for Al Ghurair Group. "As we look to grow the Smoothie King footprint across the UAE and wider Middle East, it is important that we have a partner able to provide a solution that could not only grow with our portfolio but also with new technologies. With NCR's global hospitality experience, we know that we'll benefit from the company's industry insight and product roadmap."

"In today's technology-driven world, cash is no longer king – data is. Our innovative POS software, hardware and business management and intelligence solutions provide greater operational efficiency and business insight than ever before. We're delighted to be working with Al Ghurair Group and continue our long-term international association with Smoothie King," added Richard Goodall, vice president for NCR Hospitality (EMEA).

Smoothie King provides better-for-you, nutritious smoothies and has recently opened its 800<sup>th</sup> store in Florida, USA. It was launched in 1973 and has aggressive growth plans – with the aim to hit 1,000 stores by the end of 2017.

### 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., 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. All other trademarks or registered trademarks are property of their respective owners.

NCR encourages investors to visit its website, which is updated regularly with financial and other important information about NCR.

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