



NCR Brings Omni-channel to Life at EuroShop 2017

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NCR helps retailers address the most pressing needs in store transformation, unified commerce and digital enablement to implement their omni-channel strategies

DULUTH, Ga. & DUSSELDORF, Germany--(BUSINESS WIRE)--Mar. 5, 2017-- NCR Corporation, a global leader in omni-channel solutions, demonstrates at this year's EuroShop how retailers can dramatically improve sales growth by using the right technologies. A recent [Unified Commerce Landscape Report](#) from NCR, in partnership with research and analyst firm IHL Group, found that retailers who invest in technologies designed to create seamless shopping experiences, personalization and store transformation enjoy sales boosts of up to 100 percent and more.

Not surprisingly, omni-channel, digital store and digital transformation are the top three technology trends in Retail according to a study on IT trends in retail published by the EHI Retail Institute in February 2017.

Anticipating these needs, NCR showcases solutions at this year's EuroShop that help retailers fulfill their goals in the following key areas:

Store transformation

Retailers are moving to a seamless checkout experience to eliminate wait times and friction at the checkout. NCR is showcasing the **NCR FastLane Mobile Shopper** powered by Revision. This innovative new application gives retailers the ability to offer consumers a scan-as-you-shop option using either the consumer's own iOS or Android mobile phone or a store-provided device.

Russian Hypermarket Globus is the first customer to deploy the NCR solution with these handheld devices. Globus customers that are using the scan & go service simply scan products as they put them in their cart and conclude their shopping by scanning a barcode at one of the NCR self-checkouts provided in the designated checkout-areas. These consist of the NCR SelfServ 90 as well as NCR FastLane SelfServ self-checkouts. Both of these solutions were recognized by iF Design Awards 2017 for their ease of use and innovative, modern design.

Unified commerce

For general merchandise, fashion, department stores and specialty retailers in Spain, France, Germany, Denmark and Italy, NCR has introduced **NCR Enactor**, a platform-independent unified commerce software suite that includes a wealth of pre-packaged retail applications that span all current customer channels as well as store and estate management. Its extensive configuration options and scale enable retailers to introduce new features quickly and replicate the same seamless shopping experience across all stores and markets.

With **NCR Power Picking** supermarkets and convenience retailers can take advantage of the growing trend of online grocery shopping by introducing click & connect services that are fulfilled in-store. The solution, which is part of NCR's retail hub, leverages store level inventory and imports customers' decision-making preferences, such as perishability dates or the ripeness of produce, through e-commerce applications. The solution translates online ordering in the workflow of brick and mortar shopping processes.

Digital Enablement

Leveraging the Unified Commerce Landscape report by IHL, NCR has developed a [benchmarking tool](#) that allows retailers to find out how they measure up against retailers that are already increasing sales by making the most out of their technology investments. Retailers can complete the benchmarking survey at NCR's booth in hall 6, stand C09 or complete the form online and receive a customized report.

Visualizing the power of insights, NCR has installed an augmented reality table on its stand that shows the various touchpoints in a customer journey from the viewpoint of a consumer, retail associate or manager. Rich content explains how the world of commerce is connected and how NCR technology and services can help to transform the customer journey to a truly unified experience.

"Many retailers across the globe are still struggling to get omni-channel right and it's no surprise, as they are all in a different phase of their journey. There is no standard recipe that they can turn to," said David Wilkinson, senior vice president and general manager, NCR Retail. "With our engaging and interactive tools at EuroShop, we help retailers identify their immediate needs and to show them how smart investments can boost their bottom line."

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.

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NCR Corporation

Ortrud Wenzel, +49 821 405 8191

ortrud.wenzel@ncr.com