



Podiatrist Kicks Scalability, Customer Loyalty into High Gear with NCR Silver

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NCR Silver links reporting, inventory management across three diverse businesses under one system

DULUTH, Ga.--(BUSINESS WIRE)--Jul. 26, 2017-- Looking for a multi-store solution to gain better insight across three diverse businesses, [1Foot 2Foot Centre for Foot and Ankle Care](#), a leading podiatry practice in Suffolk, Virginia, found its mobile point-of-sale (POS) partner in [NCR Silver](#).

1Foot 2Foot Centre founder, Dr. Matthew C. Dairman, DPM MS, began his search for a technology partner when his previous system failed to scale across his companies. In addition to founding 1Foot 2Foot Centre, Dr. Dairman owns and operates a footwear retailer, the Shoe Fits, and Stems Nail Spa, which offers pedicures, manicures, massages, reflexology, and facials, along with a few other pampering treatments.

While Dr. Dairman and his team found their scalable solution in NCR Silver, they also found an easier way to do business.

"Initially, we wanted a mobile POS that we could carry with us, whether at the counter or around the store," said Tina Rountree, Manager and CTS of the Shoe Fits. "However, we use NCR Silver for so much more than that, from inventory management to better customer engagement."

With NCR Silver, management now has access to real-time inventory levels at all three businesses, rendering the company's old manual processes obsolete. Dairman's team recently deployed NCR Silver scanners as well, allowing his employees to automatically log inventory updates with a simple barcode scan.

1Foot 2Foot Centre, The Shoe Fits and Stems Nail Spa also use NCR Silver's email marketing functionality to enable store management personnel to easily send personalized, opt-in email communication and coupons to customers. For management, it's a simple way to generate repeat business and drive customer loyalty.

"With NCR Silver, small business owners find an ally to make day-to-day operations simpler and more efficient," said Chris Poelma, president and general manager, NCR Silver. "As Dr. Dairman and his team demonstrate, NCR Silver is so much more than a mobile POS; it's a platform that allows all types of businesses to gain an overview into overall performance, whether you're operating dozens of franchise locations across geographies or three foot-friendly businesses in Virginia."

To learn more about NCR Silver, 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 a leader in omni-channel solutions, turning everyday interactions with businesses into exceptional experiences. With its software, hardware, and portfolio of services, NCR enables nearly 700 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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