

NCR Corporation Logo

## **NCR and STRATACACHE Partner to Engage Customers, Create Customized Experiences, Build Brand Loyalty**

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ATLANTA--(BUSINESS WIRE)--Mar. 1, 2022-- Building strong connections to diners is key to enhancing a restaurant's brand. [NCR Corporation](#) (NYSE: NCR), a leading enterprise technology provider, is now partnering with [STRATACACHE](#), the global industry leader in digital signage and retail marketing technology, to deliver engaging menus, compelling offers and best-in-class service.

"Digital signage is a powerful tool that goes beyond simply communicating a menu. It can create operational efficiency, personalize the guest experience and drive revenue," said Dirk Izzo, president and general manager, NCR Hospitality. "By partnering with STRATACACHE, NCR is accelerating digital signage innovation and delivering solutions that create a competitive advantage to our customers, giving them more tools to run the restaurant."

The NCR-STRATACACHE partnership brings together comprehensive software solutions that link to the NCR Commerce Platform, powerful analytics and 24x7x365 field service that allow restaurants to deliver agile dynamic campaigns and customized experiences to engage consumers.

"Our partnership helps the restaurant industry leverage knowledge of the customer from prior visits, mobile or loyalty to empower personalization and concierge-level service across digital menu boards, kiosks and mobile application engagements," said Chris Riegel, STRATACACHE founder and CEO. "As restaurant operators face ongoing labor and supply chain challenges, technology, automation and smart digital menus are essential to reducing service times, improving sales results and minimizing challenging labor conditions. This alliance ties incredibly innovative technology to the operational and service capabilities required to ensure customer success, with faster service times, more efficient labor and increased margins."

NCR is a full end-to-end provider from order creation to payment settlement that brings together software, services and hardware -- trusted by more than 100,000 restaurant sites, including independent operators, domestic chains and international brands across the globe. [NCR Aloha](#) provides everything enterprise and SMB restaurants need to run their business, boost efficiency and increase growth.

STRATACACHE provides a full scope of consumer engagement technology and services to the world's largest restaurant, retail, brand and service companies. STRATACACHE's digital solutions use smart digital displays, advanced sensors and cutting-edge artificial intelligence to customize the guest experience, enhancing profitability, customer satisfaction and speed of service. With more than three million digital displays operating in 28 countries, STRATACACHE is the global leader in advanced retail marketing technology.

### **About NCR Corporation**

NCR Corporation (NYSE: NCR) is a leading enterprise technology provider that runs stores, restaurants and self-directed banking. NCR is headquartered in Atlanta, Ga., with 38,000 employees globally. NCR is a trademark of NCR Corporation in the United States and other countries.

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### **NCR Media Contact**

Scott Sykes

NCR Corporation

[scott.sykes@ncr.com](mailto:scott.sykes@ncr.com)

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