



NCR SMART RETAIL

AN OMNICHANNEL SOLUTION
FOR THE WAY RETAILERS WORK TODAY.

For more information, visit [ncr.com](https://www.ncr.com), or email retail@ncr.com.





IN TODAY'S FAST-MOVING RETAIL MARKET, CONSUMERS HOLD THE POWER. KEEPING THEM ENGAGED, MEANS BEING PRESENT IN AS MANY PLACES AS POSSIBLE.

This is no small challenge for retailers, as the connected shopper wants to interact with them everywhere—at work, at home, in-store, on the move—and expects a consistent experience at every touch point.

Delivering to these complex expectations means putting customers at the heart of the business, and sourcing solutions that provide one view of shoppers and what they want.

NCR Smart Retail helps retailers maximize sales and loyalty by delivering a hassle-free shopping experience across all channels. With NCR Smart Retail, it's possible to develop a true omnichannel strategy that recognizes and rewards shoppers however they choose to interact.



DELIVERING OMNI-CHANNEL EXPERIENCES

Shoppers expect seamless experiences across all channels and to be rewarded for their loyalty through personalized offers and promotions.

With NCR Smart Retail, a cloud-enabled solution, retailers can achieve omni-channel to better serve consumers:

- Gain a singular view of the customer and on-hand inventory across the enterprise
- Integrated online and in-store shopping experiences so shoppers can research, pickup, and—if necessary—return via the channel of their choice
- Develop personalized loyalty programs that cross channels and touch points

- Empower store associates with deeper product knowledge and the ability to assist shoppers with guided selling

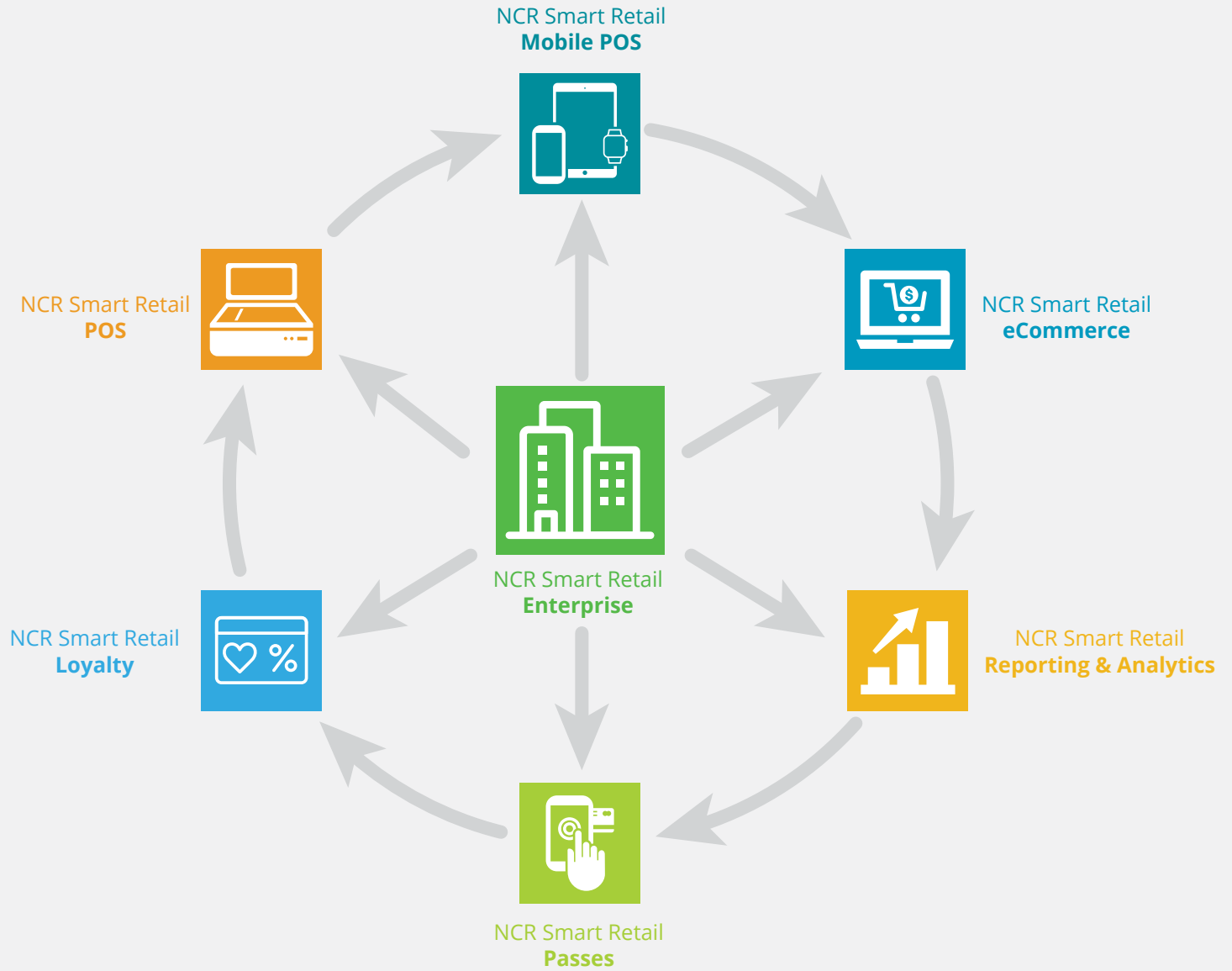
If you haven't made the jump to cloud yet, don't wait. Otherwise your competitors will have vast advantages in inventory, insight and more.

SOURCE: IHL Group 2018



HELPING RETAILERS MASTER OMNI-CHANNEL

NCR Smart Retail is a cloud-enabled, retail application suite.





NCR SMART RETAIL ENTERPRISE PUTTING DATA AT THE HEART OF YOUR BUSINESS DECISIONS

Data drives success in omnichannel retailing and The NCR Smart Retail Enterprise module is the central application controlling retailers' master data.

This module defines key statistics—including sales forecasting, replenishment planning, promotions, gift cards, loyalty schemes and more—and replicates information across the entire retail estate.

NCR Smart Retail Enterprise also collates transactions, such as sales, refunds, returns and store credits, to provide essential insights—particularly in two key areas:

Single stock pool

- One view of stock availability and location for reduced inventory costs and increased customer satisfaction
- Replenishment recommendations based on core metrics
- Statistical forecasting based on industry practices
- Sophisticated price management and promotions engine

Connected customer experiences

- Enterprise-wide loyalty programs that enables customer segmentation
- Supports digital loyalty scheme passes across all channels
- Assisted selling services available across all channels
- Cross-channel visibility of all customer incentives



NCR SMART RETAIL POS TURNING THE POINT OF SALE INTO A POINT OF SERVICE

Time is a shopper's most valuable currency. NCR Smart Retail POS is a fast, dependable Point of Service application, which enables quick and convenient customer transactions.

With a choice of a touch-screen interface or easy-to-use keyboard, minimal associate training is required. Our solution helps retailers transform sales transactions into meaningful interactions with their customers. Features include:

- Flexible configuration that's easy to implement globally
- Complete inventory visibility at the POS
- Payment processing with country-specific, integrated payment systems
- Customizable promotions execution and gift card functionality
- Online or standalone options; not dependent on an internet connection



NCR SMART RETAIL MOBILE POS TAKING SERVICE TO THE CUSTOMER

Providing superior in-store experiences means making shopping as flexible and simple as online shopping. This means stepping away from a fixed checkout and serving shoppers wherever they are.

NCR Smart Retail Mobile POS enriches consumer interactions by giving store associates immediate access to operational data, which can be used to troubleshoot bottlenecks during peak periods.

NCR Smart Retail Mobile POS can connect to a store server or to the enterprise server via the internet. This means it can be configured for use outside the confines of the physical store and is ideal for pop-up stores or events such as markets, fairs and exhibitions.

- NCR Smart Retail Mobile POS helps retailers reduce IT infrastructure costs for faster business expansion
- Works both in online and offline mode
- Shorten lines at the till during peak times, to help reduce abandoned purchases
- Access product and inventory information, product information and customer data
- Take service to your customer, not vice versa



NCR SMART RETAIL ECOMMERCE INTEGRATE DIGITAL INTO THE OMNICHANNEL MODEL

The growth of online shopping seems unstoppable—especially now that mobile commerce is generating fresh revenue opportunities. However, an eCommerce platform must do more than drive direct sales.

Today, websites should work seamlessly with bricks-and-mortar to support the omnichannel customer journey. NCR Smart Retail eCommerce is a web application for NCR Smart Retail Enterprise, which permits:

- A feature-rich eCommerce system that integrates completely with other NCR Smart Retail modules

- Visibility of a single stock pool anywhere in the business
- Click and collect, reserve and collect, and ship direct to customer from store functionalities
- Cross-selling and upselling to online shoppers
- Management of transactions, loyalty points, images, gift cards and coupons
- Straight-forward analysis tools to help ensure profitable product placement and promotions
- Online or standalone options; not dependent on an internet connection



NCR SMART RETAIL LOYALTY KEEP CUSTOMERS COMING BACK

True loyalty is based on shoppers' lifetime value to your business—not the cost of a single transaction. NCR Smart Retail Loyalty allows retailers to reward customers for the way they shop in all channels, in a way that builds long-term advocacy.

NCR Smart Retail Loyalty allows retailers to structure programs to fit the business model, creating multiple incentives across all sales channels in order to:

- Develop flexible loyalty programs, configured around customer and product groups
- Increase targeting and timeliness of customer communications
- Incorporate service elements into loyalty schemes, not just points collection

- Create tiered levels of membership and automatically promote members according to a defined set of rules
- Capture customer data in all channels and use these insights to help drive long-term and lifetime customer value

Customers can access their individual accounts via the NCR Smart Retail Loyalty portal, to review and redeem rewards — and can choose to provide more information for targeted offers.



NCR SMART RETAIL PASSES—BUILDING LOYALTY THROUGH THE DEVICE CONSUMERS CAN'T LIVE WITHOUT

Three quarters of consumers won't leave home without their phone, and it's becoming an increasingly important touch point in the retail journey.

In addition to browsing, buying and paying by smartphone, NCR Smart Retail Passes allow retailers to bring loyalty into the mobile environment.

NCR Smart Retail Passes is a cloud-based subscription service designed to support a variety of marketing initiatives to shoppers' mobile phones:

- Electronically distribute loyalty cards, gift cards, coupons and passes to consumers
- Create your own digital cards and coupons to customize rewards schemes
- Enable customers to collect and redeem points across all channels, from a single location
- Connect more effectively with consumers in an environment-friendly manner



NCR SMART RETAIL REPORTING AND ANALYTICS— ACTIONABLE INSIGHTS INSIGHT INTO YOUR BUSINESS

To help drive maximum return on investment, NCR Smart Retail provides a comprehensive Reporting and Analytics module.

Essential business intelligence is delivered on a single online dashboard, making it easy for businesses to:

- Review the performance of products, product groups, customers, customer groups, promotions, channels and more

- Quickly create reports that can be shared across the business to enable positive change
- Choose between standard and custom reporting tools for tailored feedback



ADAPTING TO YOUR BUSINESS NEEDS TODAY

The beauty of NCR Smart Retail is its flexibility and scalability. Each module can be added and configured for retailers of all sizes.

NCR Smart Retail can be integrated with standard business management systems through open API's and currently has predefined integrations with leading ERP solutions such as SAP.

A comprehensive Extensibility Toolkit allows NCR Smart Retail to incorporate specific business requirements without affecting the core product.

All NCR Smart Retail customer-facing modules that process, store, or transmit card-holder data are written and maintained to meet the requirements of the Payment Applications Data Security Standards in effect as of the date of delivery.

With a choice between in-house implementation and in the cloud, NCR Smart Retail's design and rich functionality keeps the costs low



HELPING YOU PREPARE FOR

Achieving true omni-channel is perhaps the biggest challenge facing retailers today. Customers are driving change in the retail industry; demanding the flexibility to research anywhere, buy anywhere and, if necessary, return goods anywhere. And as we look towards the future, the speed of change within retail will continue to increase – bringing new challenges and opportunities for retailers to tackle.

The NCR Smart Retail solution helps meet the demands of omni-channel, with modules focused on all aspects of the physical store and digital commerce. We help retailers strike a balance between delivering exceptional, cross-channel shopping experiences, and having the operational insights to do so profitably. With NCR, you can leverage our retail expertise to help reinforce your brand promise, provide your shoppers with the experiences that build true loyalty, and prepare your business for the demands of tomorrow.



NCR solutions run the everyday transactions that make your life easier.”





CONTACT US AT [NCR.COM](https://www.ncr.com) TODAY

WHY NCR?

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.

NCR is headquartered in Atlanta, 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.

NCR Corporation
864 Spring St NW
Atlanta, Georgia 30308